

# **[COMPANY NAME]**

## **WEBSITE PRIVACY POLICY**

### **GENERAL NOTICE**

We will ask you to provide information that personally identifies you (personal information) or allows us to contact you. Generally, the information is requested when you create a Registration ID on the website or by downloading the free software, enter a contest, e-mail newsletters or join a limited-access site premium.

### **AUTHORITY**

If you choose not to register or provide personal information, you can use most of our website. But you will not be able to access areas that require registration. If you decide to register, you'll be able to choose the kind of information you want to receive from us by subscribing to various services, like our electronic newsletters. If you do not want us to contact you about other offers on the [COMPANY NAME] products, programs, events or services by e-mail, mail or phone, please select the option you prefer not to receive. [COMPANY NAME] sometimes allows other companies to offer our customers the information on their products and services at the post alone. If you prefer not to receive these offers, you can choose the option that you prefer not to receive marketing materials to third parties.

### **RIGHT TO USE**

We give you the means to ensure that personal information is accurate and current. You can check and update such information in any photo.

### **SECURITY PRECAUTIONS**

[COMPANY NAME] has taken strong action to protect the security of your personal information and ensure that the options for its use are respected. We take strong precautions to protect the loss, misuse, unauthorized access or disclosure, alteration or destruction. When you place orders or access your personal account information, you can use SSL Secure Server software, which encrypts your personal information before being sent over the Internet. SSL is one of the safest encryption technologies available.

In addition, your transactions are guaranteed under the Fair Credit Billing Act. This Act states that your bank cannot hold you liable for more than \$50.00 in fraudulent credit card charges. If your bank does hold you liable for \$50.00 or less, we'll cover your liability provided the unauthorized, fraudulent use of your credit card resulted through no fault of your own and from purchases made from us over our secure server. In the event of unauthorized use of your credit card, you must notify your credit card provider in accordance with its reporting rules and procedures.

[COMPANY NAME] strictly protects the security of your personal information and honors your choices for its intended use. We carefully protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction.

Your personal information is never shared outside the company without your permission, except under conditions explained above. Inside the company, data is stored in password-controlled servers with limited access. Your information may be stored and processed in the United States or any other country where [COMPANY NAME], its subsidiaries, affiliates or agents are located.

You also have a significant role in protecting your information. No one can see or edit your personal information without knowing your user name and password, so do not share these with others.

## **ANNOUNCEMENT TO PARENTS**

Parents or guardians: we want to help you guard your children's privacy. We encourage you to talk to your children about safe and responsible use of their Personal Information while using the Internet.

[COMPANY NAME] site does not publish content that is targeted to children. However, if you are concerned about your children providing [COMPANY NAME] any personal information without your consent, [COMPANY NAME] offers a Kids account. It allows parents to give parental consent for the collection, use or sharing of children's (ages 12 and under) personal information online.

## **IMPLEMENT**

If for some reason you believe that [COMPANY NAME] has not adhered to these principles, please notify us by email at [company@email.com](mailto:company@email.com) and we will do our best to determine and resolve the problem as soon as possible. Make sure the words of Privacy in the subject line.

## **PRODUCT REGISTRATION**

When you buy and install a new product, we ask you to register your purchase electronically. When you do, you combine your registration information with the information you've already left with us (we call that information your profile). If you have not previously been recorded for us, create a personal profile of you in the registration information of the product. If you ever want to revise or update such information, you can visit the Profile Center, click on the Update your profile and change any personal information in your profile. If you have not already created a Registration ID, we will ask you to do so. This ensures that only you can access the data.

## **PROFILES**

As mentioned above, every registered customer has a unique profile. Each profile is assigned a unique personal identification number, which allows us to ensure that only you can access your profile. When you register, you create your profile, assign a personal identification number, then send this personal identification number to your hard drive in the form of a cookie is a small bit of code. This code is unique to you. It is your passport to seamless travel across the site so that you can download free software, order free newsletters, and visit premium sites without having to fill out forms with information you've given. Even if you switch computers, you will not have to re-register - just use your ID to identify yourself.

## **SHARED INFORMATION**

When you join us, you provide personal information such as name and email address. This information is used to send updates to your order, questionnaires to measure satisfaction with services and information for new and exciting services that we offer. When you order from us, we ask that your credit card number and billing address. We use the information only to charge the product (s) to order at that time. For your convenience, you save your billing information, if you want to join us again, but we do not use this information again without your permission.

We occasionally hire other companies to provide limited services on behalf of [3<sup>RD</sup> PARTY], including packaging, mailing and supplies purchases, answering customer questions about products or services, mail and processing event registration.

[COMPANY NAME] will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on [COMPANY NAME] or the site; (b) protect and defend the rights or property of [COMPANY NAME] and its family of Websites, and, (c) act in urgent circumstances to protect the personal safety of users of [COMPANY NAME], its Websites, or the public.