

SunScarf International Ltd. Privacy Policy

Effective as of January 1, 2008

SunScarf International Ltd. ("SunScarf, we, our, us"), is a private corporation focused on providing you with innovative promotional products and services.

We are committed to protecting your privacy and respect your privacy concerns. Ensuring your understanding of how we collect, use and maintain your information is important to SunScarf. In short, this privacy policy is intended to explain our privacy practices and inform you as to:

- the types of information we collect from you and how that information is collected;
- how we use such information;
- the circumstances under which we disclose such information to others;
- the choices you have regarding our use of, and your ability to modify, such information; and
- the mechanisms we have implemented designed to protect your personally identifiable information.

Information We Collect

We collect information about you when you visit and use our site and services (collectively, the "Site"), and particularly when you enter or input information, whether during the course of entering, initiating, fulfilling and transmitting information or otherwise in connection with your general activities and/or use of the Site. You can visit the Site and learn about SunScarf, our related products and services.

We collect personally identifiable information from you in a variety of contexts. For example, you may be required to provide such information to us if you: (1) complete an online registration form (e.g., various sign-up forms for receiving email newsletters, registering for special offers, promotions or programs, registering for an account, entering a contest/sweepstakes or responding to a survey); (2) fill out an order form to request information; (3) register to participate in message boards and chat rooms (if any) and other community features; or (4) purchase any products or services from us. Such information may include your name, email address, mailing address and postal/zip code, phone number, and, where appropriate, a valid credit card number with expiration date. Of course, you never have to answer any of the questions we ask you, but refusal to do so may limit the products or services we can offer or provide to you.

We automatically track certain information based upon your use of the Site. We use this information on an aggregated basis to conduct internal research on our users' demographics, interests, and preferences, and to improve the Site and user experience. This information may include the URL that you just came from (whether this URL is on the Site or not), which URL you next go to (whether this URL is on the Site or not), your computer browser information, and your IP address.

We use data collection devices such as "cookies" (small text files that are placed on your computer's hard drive for record-keeping purposes) to assist us in providing our services. Cookies make using the Site easier by, among other things, saving your passwords and preferences for you, helping identify you whenever you return to our Site, and reducing the number of times you may be required to enter your password during a session. Cookies can also help us provide information that is targeted toward your interests and preferences. Most Internet browsers are initially set up to accept cookies. However, you can reset your browser to refuse all cookies or to alert you when a cookie is being sent (**note:** you may need to consult your browser's "Help" area for instructions on how to do that). If you choose to disable your cookies setting or refuse to accept a cookie, you may not be able to use certain features on the Site and you may be required to reenter a password more frequently during any given session.

If you choose to leave comments or feedback, we will collect that information you provide to us. We retain this information as necessary to resolve disputes, provide customer support and troubleshoot problems, and other reasons as otherwise permitted by law.

If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your activities or postings on the Site, we may collect such information into a file specific to you.

Our Use of Your Information

We use your information to facilitate the provision of services you request. When you purchase products or services from SunScarf, we will use your personally identifiable information to process and fulfill your order and for customer service purposes. Many customers are particularly concerned about their credit card information. We will not share your credit card information with any other Company or third party. We do not rent, sell or share credit card or other personal information with promotional partners or other third parties.

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We may also use the information we collect about you to analyze Site usage, improve our content and product offerings, customize the Site's content, layout, and services, update you about our products or services, or to contact you about exciting offers of new products or services that we believe may be of interest to you. You always have the option to receive fewer or no communications in the future from us by opting out. You may opt out by following the instructions included in the specific communication you no longer wish to receive or by sending a message through our contact form, explaining how you would like to modify your contact preferences.

Our Disclosure of Your Information

We may make your information available to others:

- When we have retained companies to work with or on behalf of SunScarf to facilitate our operations and the products and services we provide to you (such companies are contractually obligated to maintain the confidentiality of your information and are restricted from using the same in any way not expressly authorized by SunScarf);
- When you use any co-branded services - in which case you are giving us permission to pass any information you provide in the context of our co-branding and marketing relationship, back to our partner. Their use of your information is subject to their own privacy policies;
- When we are legally compelled to do so by a governmental agency, court or other entity (e.g., to respond to subpoenas, court orders or legal process);
- If we believe such disclosure is necessary to comply with any applicable laws or regulations, to enforce or apply any of our terms and conditions and policies relating to promotions, programs, product offerings or any other features or functions of the Site, or to protect and/or defend the rights, property or safety of SunScarf, its suppliers, advertisers, other customers or users, or any other party;
- Who are trusted third parties (e.g., promotional partners and advertisers) so that they can promote their products and services and those of their affiliates and partners based on your preferences and interests. You may "opt out" of such disclosure(s) to the extent they include your personally identifiable information by sending a message at any time by [completing our contact form](#) indicating your intent to do so. If you do not so opt out and we share your personally identifiable information (but not emails) with such trusted third parties, their use of such information is subject to their own privacy policies. We do not rent or sell subscriber email addresses to third parties; and/or
- In the event of a bankruptcy, or a merger, acquisition, joint venture or other business combination involving us.

Safeguarding Your Personally Identifiable Information

SunScarf cares about the security of your personally identifiable information. We follow generally accepted industry security standards designed to safeguard and help prevent unauthorized access to and disclosure and use of such information. While no data transmission over the Internet is 100% secure from intrusion, we have used and will continue to use commercially reasonable efforts to ensure the protection of your personally identifiable information.

Links to Other Sites

Our Site may contain links to web sites and services owned or maintained by third parties. We are not responsible for and have no control over the privacy and data collection policies and practices implemented by such third parties, some of which may be substantially different from our corresponding policies and practices. We encourage you to carefully review their respective privacy policies and ask questions directly of them in this regard.

How to Contact Us

If you have any questions or complaints about our Privacy Policy, you can contact our customer service department by [completing our contact form](#). When we receive such inquiries about our Privacy Policy, we will use your personally identifiable information to the extent necessary to respond to your question or comment. However, if your question raises one or more issues that affect our promotional partners, we may also share your question with them in order to provide a response.

Changes in This Privacy Policy

We reserve the right to modify, alter or otherwise update this Privacy Policy at any time, so we encourage you to review this Privacy Policy from time to time. When we make changes, we will notify you in this space. We may also attempt to notify you of any such changes to our privacy practices via email or by placing a notice on our home page.

Acceptance of This Privacy Policy

By using this Site, you consent to the collection, use and disclosure of your information by SunScarf in accordance with this Privacy Policy.