

## **PRIVACY POLICY**

When you provide us with information through ArchivesNewWest.com it is important for you to understand what information we collect about you during your visit and what we do with that information. Your visit to the Site is subject to this PRIVACY POLICY and our TERMS & CONDITIONS please note that this Privacy Policy governs only information provided to ArchivesNewWest.com and communications from ArchivesNewWest.com. It does not govern any other information or communications that may reference Archives New West, e.g., communications from retailers or other outside sources. This Privacy Policy took effect on January 1<sup>st</sup>, 2006.

### **A. Collection of Personally Identifiable Information by ArchivesNewWest.com**

We do not collect personally identifiable information about you, except when you provide it to us. For example, if you decide to complete a order form, user registration form or online survey, you may be asked to provide certain information such as your contact information (name, email address, mailing address, and telephone number), age group, gender and product and/or cosmetic concerns, and the brands and products you use. If you decide to place an order, we may also need to know your delivery and billing address, credit card number and expiration date. To protect your personal information, users registering at the Site may also have to enter a user name/email address and password. If you would prefer that we not collect any personally identifiable information from you, please do not provide us with any such information.

When you submit your personally identifiable information on the Site, you are giving your consent to the collection, use and disclosure of your personal information as set forth in this Privacy Policy.

### **B. Use of Personally Identifiable Information by ArchivesNewWest.com**

#### **i. When You Communicate With US (opt-in)**

If you communicate with us while visiting our site or at other times when you submit personally identifiable information, the information you provide may be used by ArchivesNewWest.com to create and deliver to you our newsletters, surveys or other communications containing product information, cosmetics tips or promotions. If you prefer not to receive such information, please do not fill in any forms to receive these communications. If you do choose to receive this information and later decide that you would no longer like to receive these communications, please refer to Section 'M' below.

#### **ii. When We Communicate With You**

Should you have elected to provide us with your contact information, e.g., by registering at the Site, emailing any of our departments or placing an order, we may provide you with service related announcements concerning the Site or contact you regarding your customer service requests or your order. For example, all registered users who order will receive an email confirming receipt of the order. These types of communications are necessary to serve you, respond to your concerns and to provide the high level of customer service that ArchivesNewWest.com offers its customers.

### **C. No Disclosure of Personally Identifiable Information for Third Party Marketing Without Your Consent**

We will never provide your personally identifiable information to third parties for their use in marketing their products or services to you without your consent.

### **D. Disclosure of Personally Identifiable Information**

#### **i. Fraud Protection and Compliance with Law**

We may disclose any information, including personally identifiable information, we deem necessary, in our sole discretion, to comply with any applicable law, regulation, legal process or governmental request. We may also exchange information, including personally identifiable information, with other companies and organizations for credit fraud protection and risk reduction.

#### **ii. Service Providers**

We may retain other companies and individuals to perform functions consistent with our Privacy Policy on our behalf. Examples include customer support specialists, web hosting companies, fulfillment companies (e.g., companies that fill product orders or coordinate mailings), data analysis firms and email service providers. Such third parties may be provided with access to personally identifiable information needed to perform their functions, but may not use such information for any other purpose.

### iii. Special Events

If you elect to participate in any promotions, sweepstakes, surveys, questionnaires or other events during your visit to our Site, the rules or terms and conditions for those events may indicate that your personally identifiable information will be shared with third parties. By choosing to participate and submitting your personally identifiable information with respect to such events, you consent to disclosure of your personally identifiable information to such third parties.

### iv. Transferring Personally Identifiable Information

As we continue to develop our business, we might sell certain of our assets. In such transactions, user information, including personally identifiable information, generally is one of the transferred business assets, and by submitting your personal information on the Site you agree that your data may be transferred to such parties in these circumstances.

## **E. Cookies and IP Addresses**

We may place a "cookie" on your computer's hard drive so we can recognize you as a return user and personalize your experience. A cookie is a piece of data that enables us to track and target your preferences. The cookie will be stored on your computer's hard drive until you remove it. We may also use temporary or "session" cookies to help you shop. These cookies will expire when you place an order. You can have your browser notify you of, or automatically reject, cookies. If you reject our cookies, you may still use the Site, but you may be limited in the use of some of the features. Some of our business partners may also use cookies on the Site. However, we have no access to, or control over, these cookies and do not accept any responsibility for such use. In addition, we may use IP addresses to analyze trends, administer the Site, track traffic patterns, and gather demographic information for aggregate use, as well as in combination with your personally identifiable information for credit fraud protection and risk reduction.

## **F. Pixel Tags and Tracking Technology**

When you visit this Site or view one of our emails, we may use pixel tags (also called "clear" gifs), tracking links and/or similar technology to note some of the pages you visit on our Site and personalize your experience. We may also use pixel tags to determine what types of email your browser supports. We may use the information collected through pixel tags, tracking links and similar technology in combination with your personally identifiable information.

## **G. Use of Aggregate Information**

We may use the information you provide in aggregate (non-personally identifiable) form for internal business purposes, such as generating statistics and developing marketing plans. We may collect, store or accumulate certain non-personally identifiable information concerning your use of the Site, such as information regarding which of our pages are most popular. We may share or transfer non-personally identifiable information with or to our affiliates, licensees and partners.

## **H. Children under 13**

This Web site is directed toward and designed for use by persons aged 13 or older. ArchivesNewWest.com will not approve applications of, or establish or maintain accounts or memberships for, any child whom Archives New West.com knows to be under the age of 13. ArchivesNewWest.com does not solicit or knowingly collect personally identifiable information from children under the age of 13. If ArchivesNewWest.com nevertheless discovers that it has received personally identifiable information from an individual who indicates that he or she is, or whom www.ArchivesNewWest.com otherwise has reason to believe is, under the age of 13, ArchivesNewWest.com will delete such information from its systems. Additionally, a child's parent or legal guardian may request that the child's information be corrected or deleted from ArchivesNewWest.com's files by contacting us at [info@ArchivesNewWest.com](mailto:info@ArchivesNewWest.com).

## **I. Links**

The Archives New West Web site may contain links to other Web sites, including those of advertisers or third party content providers who offer downloads on ArchivesNewWest.com. Please be aware that Archives New West is not responsible for the privacy practices or the content of other Web sites. Web sites that are accessible by hyperlinks from the Archives New West Web site may use cookies [link to "Cookies" section]. Archives New West encourages you to read the privacy statements provided by other Web sites before you provide personally identifiable information to them.

## **J. Security**

We implement various security measures in accordance with industry standards to protect the security of your personal information both online and offline. If you have any questions about security at the Site, you can email us by

info@ArchivesNewWest.com.

#### **K. Notification of Changes**

We may revise this Privacy Policy from time to time. If we decide to change our Privacy Policy, we will post the revised policy here. As we may make changes at any time without notifying you, we suggest that you periodically consult this Privacy Policy. Please note that our rights to use your personally identifiable information will be based on the privacy policy in effect at the time the information is used.

#### **L. Updating Your Information**

You have the ability to review, change and/or correct the personally identifiable information you provide us by emailing us info@ArchivesNewWest.com. You may request that we deactivate your account by emailing us info@ArchivesNewWest.com.

#### **M. Choice of Communication**

You may not want to receive any communications for ArchivesNewWest.com when you register at the Site or otherwise provide your contact information to ArchivesNewWest.com. You may change your preferences at any time by revising your profile, simply contact us at info@ArchivesNewWest.com to make your request.

#### **N. Comments**

We have taken great measures to ensure that your visit to the Site is an excellent one and that your privacy is constantly respected. If you have any questions, comments or concerns about the Site's privacy practices, please contact us by email at info@ArchivesNewWest.com

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