

## **Privacy Policy**

### **What information do we collect?**

When you register on our site, fill out a form or subscribe to our newsletter, we collect information from you. You may be appropriately asked to enter your name, phone number, email address or mailing address when registering or ordering on our site.

### **What do we use your information for?**

We may use any of the information we have collected from you for a variety of reasons. For example, we continually strive to ensure that you have the best possible experience with us; therefore, we may utilize the information to improve our website offerings based on your feedback. As well, we feel it is vital to respond to your individual needs and your information can help us personalize your experience and respond better to any questions or concerns you may have. The main benefit of providing us your information is so that we can effectively offer you the best customer service possible. We may send you periodic emails to keep you up to date of our latest and greatest promotions. Your information additionally helps us administer any contests, surveys or other site features.

### **How do we protect your information?**

We take great care to honor your privacy. We implement a variety of security features in order to ensure the safety of your personal information when you access, submit or enter your personal information.

### **Do we use cookies?**

Yes we do. Cookies are tiny files that a site or its service provider transfers onto the hard-drive of your computer, if you allow it, through your Web browser. This mechanism enables the sites or service providers to systems to remember or recognize your browser and capture and recall specific information.

Cookies are utilized to compile aggregate data regarding site interaction and site traffic in order to offer tools and greater site experiences in the future.

Please take note that we do not disclose information to any outside parties. Your personal identity information will not be traded, sold or otherwise transferred to outside parties. However, this does not include trusted third parties who assist us in servicing you, conducting our business or operating our website, so long as these parties agree to keep this information strictly confidential.

If we believe releasing your information is appropriate to comply with our site policies, with the law, or to protect our rights or others rights, safety or property, we will release it. Non-personally identifying information may however be released for advertising, marketing or other purposes.

### **Third party links**