



Barbara's Picks, LLC Privacy Policy

Last Modified April 27, 2015

This Privacy Policy This Privacy Policy determines the terms of using our Site and Services and discloses our privacy practices along with the potential use of any information Barbara's Picks gathers via <http://www.barbaraspicks.com/> and other submissions by you the Customer ("Customer," "You," or "Your") to us (together, the "Site and Services"). When You use the Site and Services You consent to the terms of this Privacy Policy. If You do not agree to the terms and conditions of this Privacy Policy, including having Your personally identifiable information ("Personal Information" as defined below) used in any of the ways described in this Privacy Policy, You may not be able to use our Site and Services or certain parts or features of our Site and Services. Barbara's Picks may update this Privacy Policy from time-to-time in its sole discretion. You remain responsible for reviewing the Privacy Policy for any changes each time that You use the Site and Services. You agree to be bound by such changes. Use of the Site and Services by You following us posting a new privacy policy on our Site is Your acceptance of the amended Privacy Policy.

Information Collected

Barbara's Picks collects data and information on our users in different ways including but not limited to voluntary submissions made by You, participation in services provided via the Site and Services, and if it so chooses, through tracking technology. Barbara's Picks collects the following information:

- *Personal Information*
"Personal Information" refers to information that tells us specifically who You are, such as Your name, phone number, email, postal address, and possibly information relating to certain support or customer service issues. In many cases, we need this information to provide to You many of the services that You may have requested.
- *Aggregate Information*
We may collect general, non-personal, statistical information about the use of the Site and Services, such as how many visitors visit a specific page on the Site, how long they stay on that page, and which hyperlinks, if any, they click on. This information represents a generic overview of our users, including their collective viewing habits, and allows us and other third parties to modify information, promotions, offers and/or discounts on products and services based on user traffic and behavior. We collect this information in order to help enhance the Site and Services to make for a better visitor experience.

Use of Information

The information Barbara's Picks collects is used in a variety of ways, including

- for internal review;
- to improve the Site and Services;
- to optimize third-party offers of products and/or services;
- to notify You about updates to the Site and Services;

- to let You know about products, services, and promotions that You may be interested in;
- for our marketing purposes and the marketing of discounts offered through our Site and Services by service contractors or health care related providers (collectively "Service Providers");
- to fulfill and provide products and services, including personalized or enhanced services, requested by You; and
- internal business analysis or other business purposes consistent with our mission; and to carry out other purposes that are disclosed to You and to which You consent.

Disclosures and Transfers of Information

We do not disclose Personal Information to third parties, except under one or more of the following conditions:

- We have Your permission to make the disclosure;
- The disclosure is necessary for the purpose for which the personal information was obtained;
- The disclosure is permitted by relevant law;
- The Personal Information to be disclosed is otherwise publicly available in accordance with the applicable law;
- The disclosure is reasonably related to the sale or other disposition of all or part of our business or assets;
- The disclosure is for our own marketing purposes, or, with Your authorization, for the marketing purposes of third parties or our Service Providers;
- The party to whom the disclosure is made controls, is controlled by, or is under common control with Barbara's Picks;
- The disclosure is in our sole discretion necessary for the establishment or maintenance of legal claims or legal compliance, to satisfy any law, regulation, subpoena or government request, or in connection with litigation;
- The disclosure is in our sole discretion about users who we believe are engaged in illegal activities or are otherwise in violation of our Barbara's Picks Terms and Conditions, even without a subpoena, warrant or court order; or
- The disclosure is to outside businesses to perform certain services for us, such as maintaining our Site and Services, mailing lists, processing orders and delivering products and services, sending postal mail, processing claims for lost or stolen certificates, providing marketing assistance, and data analysis ("Administrative Service Providers"), including Administrative Service Providers outside the country or jurisdiction in which You reside.

Prior to sharing of Your Personal Information with others, agreements are made between Barbara's Picks and such outside parties to whom we are transferring data to provide for the allowable use and security of the transferred information in accordance with this Privacy Policy and applicable law. If Barbara's Picks becomes aware that any such outside party is improperly using or disclosing Personal Information, it will notify that outside party and request that it take reasonable steps to cease such use or disclosure.

We may provide certain Personal Information as a service to others for their marketing purposes. We may also disclose Your name and address to Service Providers. If You properly notify us that You no longer want us to share Your Personal Information, we will cease sharing Your Personal Information. However, except as otherwise stated in this Privacy Policy, we do not directly control the third parties to which we share such Personal Information and You will need to further notify such third parties directly if You would like them to cease use of Your Personal Information.

We may also disclose aggregate visitor data in order to describe the use of the Site and Services to our existing or potential business partners or other third parties, or in response to a government request. We may also share aggregated demographic and preference data with third parties to enable the provision of targeted information, promotions, offers and/or discounts on products and services.

Data Security, Integrity, and Access

The Personal Information You provide and we collect is stored within databases that we control directly or through our Administrative Service Providers. As we deem appropriate, we use security measures appropriate for the sensitivity of the Personal Information and consistent with industry standards, including physical, organizational and technological protections to protect Your Personal Information. However, Barbara's Picks cannot guarantee the security of our databases, nor can we guarantee that information You supply will not be intercepted while being transmitted to us over the Internet.

Personal Information may only be accessed by persons within our organization, our third party service providers who require such access to provide You with the services indicated above, or any other party that You have provided us with authorization to share such information with.

We retain Personal Information that we collect only as long as reasonably necessary to fulfill the purposes for which it was collected or to otherwise meet any legal requirements.

Third Party Websites and Links

Please note that You may have cookies placed on Your computer by third party websites that refer You to the Site. Although we do not share Your Personal Information with these third party websites unless You have authorized us to do so, they may be able to link certain non-personally identifiable information we transfer to them with Personal Information they previously collected from You. Please review the privacy policies of each website You visit to better understand their privacy practices. In addition, Barbara's Picks would like to inform You that anytime You click on links (including advertising banners), which take You to third party websites, You will be subject to the third parties' privacy policies. While we support the protection of our customer's privacy on the Internet, Barbara's Picks expressly disclaims any and all liability for the actions of third parties, including but without limitation to actions relating to the use and/or disclosure of Personal Information by third parties.

Our Site and Services may contain links to other sites operated by third parties. Barbara's Picks does not control such other sites and is not responsible for their content, their privacy policies, or their use of Personal Information. Barbara's Picks's inclusion of such links does not, by itself, imply any endorsement of the content on such sites or of their owners or operators except as disclosed on the Site and Services. Any information submitted by You directly to these third parties is subject to that third party's privacy policy.

Children's Privacy

Barbara's Picks does not intend the Site and Services to be used by individuals under the age of majority where they live without the supervision of a parent or guardian of majority age. If an individual under the age of majority uses the Site and Services, such individual may only use the Site and Services under the supervision of a parent or guardian of majority age.

We do not seek or knowingly collect any Personal Information about children under 13 years of age. If we become aware that we have unknowingly collected Personal Information from a child under the age of 13, we will make commercially reasonable efforts to delete such information from our database.

If You are the parent or guardian of a minor child who has provided us with Personal Information, You may contact us using the information below to request it be deleted.

Governing Law; Visitors Residing Outside the United States

This Privacy Policy and the privacy practices of Barbara's Picks will be subject exclusively to the laws of the State of Arizona in which Barbara's Picks provides its Site and Services.

How To Contact us

If you have questions related to this Privacy Policy, please contact us by mail or email at the following: