

## Privacy Policy

Maggie Sottero Designs, LLC is committed to safeguarding your privacy online. Please read the following policy to understand how your personal information will be treated as you make use of our offerings and websites. This policy applies to all Maggie Sottero Designs websites which include MaggieSottero.com, SotteroAndMidgley.com, and FlirtProm.com.

### What information do we collect?

We collect information from you when you register on our Sites or fill out a form. When registering on our Sites, as appropriate, you may be asked to enter your name, e-mail address, zip/postal code and other contact information. You may however, visit our sites anonymously.

In addition to requesting information, we may ask you for personal information at other times, including (but not limited to) when you download a file; ask us to contact you; join our mailing list; register for an event; complete a survey; and report a problem with one of our Sites or services. If you contact Maggie Sottero Designs we may keep a record of that correspondence.

### What are cookies and action tags and how do we use them?

As part of offering and providing customizable and personalized services, we may use cookies, action tags, tracking technology and other methods depending on the features offered. A cookie is a small amount of data that is sent to your browser from our web server and stored on your computer's hard drive. An action tag (also known as a "clear gif" or "Web beacon") is a small, graphic image on a Web page that is designed to allow the site owner or a third party to monitor who is visiting a site by collecting the IP address of the computer that the tag is sent to, the URL of the page the tag comes from, and the time it was viewed. Tags also may be associated with cookie information.

Cookies and tags are also useful for gathering information such as browser type, IP addresses, and operating system, tracking the number of visitors to the Site, and understanding how visitors use the Site. Cookies can also help customize the Site for visitors and automate certain areas of the websites or online forms. We use this research to understand how the website is used so that we can improve the customer experience. The information is aggregated and reported to our marketing departments.

By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to set up your browser to reject all cookies, please understand that you may be limited to some of the areas or functionality within our websites. Please refer to your browser's help for further information about your options for controlling or monitoring cookies.

### How do we use your information?

Any of the information we collect from you may be used in any of the following ways:

- To personalize your experience
- To improve our website
- To improve customer service
- To process transactions
- To send periodic emails, text messages, or other messages
- To administer a contest, promotion, survey or other site feature

The contact information that you provide, may be used to send information and updates, occasional company news, related product or service information by e-mail, SMS text message, fax, or other methods. If at any time you would like to unsubscribe from receiving future messages, we include unsubscribe instructions at the bottom of each message.

We may offer message boards, personal web pages, and other areas for you to post your experiences, stories and photos. Any information you voluntarily disclose when you post to one of these areas becomes public and may be used by us for online and offline promotional and commercial uses. If you choose to post comments, experiences, stories or photos on our websites, you should be aware that any personally identifiable information you submit is public and can be read, collected, or used by other users of those areas, and could be used to send you unsolicited messages. We are not responsible for any personally identifiable information you choose to submit to these areas.

If you choose to use our “Share this page” feature, you may be asked for e-mail addresses for other individuals. We store this information for the purpose of sending this one-time e-mail and tracking the success of the feature. In some instances, third-party sponsorships and promotions on our site offer similar functionality, and in those cases, the information is not shared with the third party.

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

We implement a variety of security measures to maintain the safety of your personal information. Only authorized employees, agents and contractors (who have agreed to keep information secure and confidential) have access to this information.

### **Do we disclose any information to outside parties?**

Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested by you, the customer. This does not include trusted third parties who assist us in operating our websites, conducting our business, or servicing you, so long as those parties agree to keep this information confidential.

We may share information with governmental agencies or other companies assisting us in fraud prevention or investigation. We may do so when: (1) permitted or required by law; or, (2) trying to protect against or prevent actual or potential fraud, unauthorized transactions; or, (3) investigating fraud which has already taken place; or, (4) protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Our third party advertising company partners may collect non-identifiable information derived from cookies and other technologies about your visits to our Sites. They may combine this information with data about your web activities at third party websites or with demographic information to identify your likely interests so that they and we can provide you with more useful and relevant advertisements. This is often called Behavioral Advertising.

### **Third party links**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **What else should I know about my privacy?**

Please keep in mind that whenever you voluntarily disclose personal information online, you may receive unsolicited message from parties in return. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, Maggie Sottero Designs cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems. Ultimately, you are solely responsible for maintain the secrecy of your passwords and/or account information. Please be careful and responsible whenever you're online.

The Network Advertising Initiative allows users to opt out of an NAI member's behavioral advertising programs. Opting out of a network does not mean you will no longer receive online advertising. It does mean that the network from which you opted out will no longer deliver ads tailored to your Web preferences and usage patterns. Please see [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp) for more information.

### **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

### **Changes to our Privacy Policy**

We reserve the right to modify this privacy policy at any time. We will post any changes on this page.

This policy was last modified on July 21, 2011