



## WEBSITE PRIVACY & SECURITY

### Privacy

Physical, electronic and managerial procedures have been employed to safeguard the security and integrity of any personal information entered on this site. Lasting Memories encrypts billing information wherever it is requested. Lasting Memories collects personal information online, including names, postal and e-mail addresses, phone numbers, and billing information. Lasting Memories may also collect business information, some of which could constitute personal information, as well as personal information from individuals acting solely in their business capacity.

### Security

We at Lasting Memories understand your concerns about the security of online transactions. Therefore, our site is equipped with the most advanced Secure Socket Layer (SSL) technology available to ensure the privacy of any information you submit through this site. While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers / servers in which we store personally identifiable information are kept in a secure environment.

### How Lasting Memories Uses Personal Information Collected Online

We will use your personal information for the purpose for which it is submitted, such as to reply to your emails, handle your complaints, and process billing and business requests. We may also use your information for marketing or other purposes, but we will not do so without your consent. For example, when entering personal information on our site, you may see a box to indicate you would like to be on a mailing list to receive information from Lasting Memories. Leaving this box checked gives us consent to use your information in this additional way. We do not sell or rent your personal information to third parties.

### Orders

Anyone can view our Website without entering personal information. To place an order, you must provide contact information (like your name and shipping address) and financial information (like your credit card number, expiration date). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we'll use this information to contact you. You do not need to create an account to make purchases on our site.

## **Links**

This website may contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

## **Computer Tracking**

Our site logs do generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for internal purposes by technical support staff to provide better services to the public and may also be provided to others, but again, the statistics contain no personal information and cannot be used to gather such information.

## **Cookies**

This site uses cookies. Not just the delicious kind, but also a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to retype information you have already entered, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site.

## **Children's Privacy**

Users of all ages may access and view our Website, but we take children's privacy very seriously. We do not intentionally solicit, collect or maintain personal information from children under 13, and we ask that parents supervise their children while online. If we learn that personal information was submitted by a child under 13, the information will be deleted from our system promptly.

## **Updates to Our Policy**

As our Website evolves over time or our data handling policies change, we will update this privacy policy and change the effective date. If we make significant changes to our data handling practices, we will make efforts to notify our active customers in other reasonable ways that may include an administrative email.

## **Problems, Complaints with Lasting Memories Privacy Policy**

If you have a complaint about our compliance with this privacy policy, you may contact us at:

[kate@lastingmemoriesbykate.com](mailto:kate@lastingmemoriesbykate.com)

*Effective as of 06/01/2013*