

PRIVACY POLICY

PLEASE READ. YOUR USE OF THIS WEBSITE IS SUBJECT TO THE FOLLOWING PRIVACY POLICY STATEMENT AND THE WEBSITE TERMS OF SERVICE.

1. General

This Website (“Website”) is operated by Send a Smile Today™ (“SST”). This privacy policy (“Privacy Policy”) pertains to data the User provides to SST on this Website, or by the use of SST’s Services, namely purchasing and customizing cards to send to cancer patients (“Services”) that may be provided by other means, which is set forth below and as also defined in the Terms of Service, or other terms.

This Privacy Policy is intended to deliver notice to the User about SST’s information management and maintenance practices, including the form of information gathered, its use, and the safeguards used by SST to protect this information. The Privacy Policy is also intended to notify the User about the degree to which User’s may control the maintenance and sharing of their information. The User’s use of this Website or SST’s Services constitutes acceptance of this Privacy Policy and any other applicable terms, including the **Terms of Service** (the “TOS”), which TOS incorporates this Privacy Policy by reference.

SST is the sole owner of the information collected on this Website. SST does not sell, share, or rent this information to others in ways different from what is disclosed in this privacy policy.

SST collects information from the users of its Website at several points on the Website. SST uses its visitors’ Internet Protocol (IP) addresses to analyze trends, administer the site, track their movement, and gather broad demographic information for aggregate use, however, the IP addresses are not linked to personally identifiable information.

SST respects the User’s privacy and is committed to protecting personally identifiable information that the User’s provide in connection with the User’s use of the Website and the Services.

2. Communications from this Website

a) E-Newsletter

You may choose to opt in to our e-newsletter, if we decide to provide one. This requires your User Name and e-mail address. The e-newsletter will be delivered to your e-mail address. You may opt out at any time, as described below.

b) Offers and Promotions

We may choose to provide special offers or promotions at any time. We may also choose to provide updates from time to time. This may require your first name, last name, phone number and e-mail address. It may also require you to provide a user name and e-mail address. By providing your user name and e-mail address you are opting in to receiving e-mails pertaining to said offers. You may choose to opt out at any time, as described below.

c) Accounts

When sending a customizable card to a cancer patient (Recipient), you may decide to register and create an account with this Website, if such a service is provided. In order to do so, you must provide your real name, your e-mail address, your date of birth, your address, and your telephone number. By providing this information you will not remain anonymous to us. Each account is free of charge. By sending a customizable card to a Recipient, you will need to provide the Recipient's first name, last name, and complete address (street address, city, state, zip code).

d) Purchasing Customizable Cards

In order to purchase, create, and send customizable cards to Recipients we will collect certain personally identifiable information. During checkout, you will be asked to log in and give your billing address, shipping address, phone number, and credit card information. You will receive confirmation e-mail or a receipt. We will use your phone number only to contact you regarding a specific order. Your credit card information is encrypted and used for order billing only: we will not save your credit card information.

SST may use a third party, such as a payment processor, to bill you for goods and services, or send the customizable cards. You are deemed to consent to SST's sharing the User's information with such third parties who provide services to SST, such as processing of credit card transactions, customer service, or order fulfillment, as applicable. Third parties who provide, or participate in, Services on SST sites are prohibited from using SST's customers' personally identifiable information for marketing purposes and/or from sharing, selling, or otherwise using such information, unless the User choose to opt in to marketing, sharing, or other uses by the third parties. **Do not opt into a third party's marketing, if the User does not want the User's information used in such third party marketing.** Please note that whenever the User opts in to receive future communications from a third party, the User's information will be subject to the third party's privacy policy.

e) Service Related Announcements

We may send you strictly service-related announcements about our Website. You cannot opt out of these messages.

f) Consent to E-Mail

By providing your full name, phone number, and e-mail you automatically consent to receive e-mails. You may opt out as described below.

g) Consent to Use Name

As stated in the Terms of Service, by registering on this Website the User hereby agrees and consents to use of the User's name by SST for publicity purposes. This consent waives the User's right to sue based on any rights of privacy, or otherwise, arising out of use of the User's name. This consent also waives the User's right to any royalties, damages, or any other economic recovery for the use of the User's name. The User may opt out of this portion of the Agreement at any time, as stated below. Until a User opts out of this portion of the Agreement, SST will have the world-wide, non-exclusive right to use the User's name in conjunction with publicity purposes, including the right to distribute, reproduce, display, perform, or create derivative works based upon such name. Once the User opts out of this portion of the Agreement, SST agrees to remove the User's name.

3. Cookies and Other Related Matters

a) Third-Party Websites

We may link to third party websites, or third party websites may link to us. We are not responsible for the privacy practices or content of those websites. We encourage you to read their terms of service and act accordingly.

b) Log Files

We gather information automatically, which is then stored in electronic log files. This includes your IP address, browser type, Internet Service provider, click stream data, date and time data, operating system, as well as how you came to our webpage.

This will never be linked to personally identifiable information. This is used to improve our website.

c) Cookies and Other Related Technologies

There is no requirement that you accept cookies to use our Website. However, disabling cookies may impair the Website's functionality. A cookie is a piece of data that is sent to the User's Internet browser, which will store the cookie on the User's computer if their browser is enabled to accept cookies. We use cookies to improve our Website.

SST may use cookies, clear gifs, frames, server log analysis, and other yet to be developed technologies to customize the User's experience with the Website and Services.

Most Internet browsers will allow the User to erase cookies from the User's computer hard drive, block acceptance of cookies, or receive a warning before a cookie is stored. The User should refer to the User's browser instructions or "Help" screen to learn more about how to manage cookies. Please note, however, that if the User blocks cookies, some portions of the Website may not function properly.

SST does not control cookies in third party ads. Third-party advertising companies may deliver the ads appearing on the Website and the Services to the User. SST's Privacy Policy does not cover the use of information collected from the user by third party ad servers. If the User would like more information about this practice and to know the User's choices about not having this information used by these companies, please review the privacy policies and terms of service for these companies.

d) Information about Other People

We may ask you to submit personally identifiable information about other people in connection with our customizable card services. A record of that transaction will be maintained as allowed or required by law.

e) Support

We may provide or offer customer, technical, or other support through customer service centers or otherwise. Such service might be offered over the phone, through e-mail, or in some other capacity. You consent that any SST support person may view and make changes to the information in your User Account in accordance with the requested assistance.

f) Collection of Personal Information from Children

We will not knowingly collect individually identifiable information from or about children under 13 pursuant to Children's Online Privacy Protection Act ("COPPA") and any other related Act. If we learn that we have personally identifiable information about a child 13 years or younger we will take steps to remove that child's information from our databases. If you have any questions or concerns please contact us at info@sendasmiletoday.org

4. Security

a) Safeguards

Because we want to provide you with a comfortable and safe experience we take the following security measures:

- We use encrypted webpages, or encrypted third party webpages, when you check out;
- We require you use a user name and password different from your own name before you can check out;
- We do not save or store your credit card number

- We strive to improve and update our security in order to meet your rigorous standards and to provide you with a feeling of comfort.

b) Modifying Personally Identifiable Information

You can contact us to change your personally identifiable information. We will contact you as soon as possible. We will retain this information as long as your account is active or as necessary to provide you with our Service. You can cancel your account or request that we stop using your information to provide services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

c) Choice/Opt-Out

You can ‘opt-out’ of having your personally identifiable information used for certain purposes. If you no longer wish to receive our e-newsletter with promotional communications, you can unsubscribe by following the instructions in the e-mail, or you can contact us at:

info@sendasmiletoday.org

d) No Spam, Spyware or Spoofing

SST does not tolerate spam. Users are not licensed or otherwise permitted to add other users on the Website and the Services to the User’s mailing list (email or physical mail, or any other medium) without their explicit consent. To report spam or spoof emails to SST, please forward the email to info@sendasmiletoday.org. Users may not use SST’s communication tools to send spam or otherwise send content that would violate the TOS.

e) Consent to Processing in the United States

By providing any personally identifiable information to SST, all users, including, without limitation, users in the member states of the European Union, fully understand and unambiguously consent to this Privacy Policy and to the collection, storage, and processing of such information in the United States of America.

f) Contact Us Regarding Privacy

We are dedicated to protecting your personally identifiable information and welcome comments and questions on this Privacy Policy. You may e-mail the User’s questions or comments to: info@sendasmiletoday.org

g) Notification of Changes

We reserve the right to change this Privacy Policy and its Terms of Service at any time. In case of any material change to the Privacy Policy, we will replace the “Privacy Policy” link on the home page of SST’s Websites with a link entitled “Updated Privacy Policy” for no less than 30 days. All changes to the Privacy Policy and/or Terms of Service will be effective when posted,

and your continued use of any SST Website or Service after the posting will constitute acceptance of, and agreement to be bound by, those changes.

Effective: May 29, 2014