

# Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to [www.ActivityTailor.com](http://www.ActivityTailor.com) and Activity Tailor and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Activity Tailor include [www.ActivityTailor.com](http://www.ActivityTailor.com). The Activity Tailor website is a education site. By using the Activity Tailor website, you consent to the data practices described in this statement.

## Collection of your Personal Information

In order to better provide you with products and services offered on our Site, Activity Tailor may collect personally identifiable information, such as your:

- First and Last Name
- E-mail Address

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Activity Tailor's public message boards, this information may be collected and used by others.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

## Use of your Personal Information

Activity Tailor collects and uses your personal information to operate its website(s) and deliver the services you have requested.

Activity Tailor may also use your personally identifiable information to inform you of other products or services available from Activity Tailor and its affiliates.

## Sharing Information with Third Parties

Activity Tailor does not sell, rent or lease its customer lists to third parties.

Activity Tailor may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Activity Tailor, and they are required to maintain the confidentiality of your information.

Activity Tailor may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Activity Tailor or the site; (b) protect and defend the rights or property of Activity Tailor; and/or (c) act under exigent circumstances to protect the personal safety of users of Activity Tailor, or the public.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by Activity Tailor. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Activity Tailor website.

### **Use of Cookies**

The Activity Tailor website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Activity Tailor pages, or register with Activity Tailor site or services, a cookie helps Activity Tailor to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Activity Tailor website, the information you previously provided can be retrieved, so you can easily use the Activity Tailor features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Activity Tailor services or websites you visit.

### **Links**

This website contains 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.

### **Children Under Thirteen**

Activity Tailor does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

### **E-mail Communications**

From time to time, Activity Tailor may contact you via email for the purpose of providing

announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication.

If you would like to stop receiving marketing or promotional communications via email from Activity Tailor, you may opt out of such communications by clicking on the UNSUBSCRIBE button at any time.

### **Changes to this Statement**

Activity Tailor reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

### **Contact Information**

Activity Tailor welcomes your questions or comments regarding this Statement of Privacy. If you believe that Activity Tailor has not adhered to this Statement, please contact Activity Tailor at:

Activity Tailor

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Greensboro, North Carolina 27410

Email Address:

kim.lewis@activitytailor.com

Telephone number:

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Effective as of May 30, 2018