

# Bumperactive.com Privacy Policy

Bumperactive.com strives to uphold the highest standard of confidentiality to protect and respect your personal information. We also strive to give you as much control as possible over your user data, and the degree to which we flood your inbox (Hey, if you don't want it, it's Spam, which is no good to anybody).

This Privacy Policy is to let you know how we will use the personal information derived from each user's access to- and use of- the Bumperactive.com site and our services. If you have any suggestions for improving it, email [customerservice@bumperactive.com](mailto:customerservice@bumperactive.com)

## NOTICE

Bumperactive.com may track the domains from which people visit the site and analyze this data for trends and statistics. We may do this through our own software, or outsourcing to a third party provider on the condition the provider maintains a privacy standard consistent with this policy.

Bumperactive.com contains links to other websites, and is not responsible for the privacy policies and practices of any linked site.

Bumperactive.com uses personal information as a basis for notifications to users through "opt-in" emails, to provide transaction receipts, and to implement the Terms of Service governing the website. Users' full legal names, email addresses and mailing addresses are not made publicly available via content published directly by Bumperactive.com, except where express written permission is provided. However in some instances, such as attribution for weblog submissions on our mainpage, first names only may be used.

In cases where users design or purchase a bumper sticker, we may display users' MemberID, zip code, city, nation-of-origin and make- and color- of vehicle, for the purpose of building a public database of worldwide bumper sticker distribution. *We will not disclose users' legal name, email address or mailing address in conjunction with this information.*

We facilitate messaging between registered users through a third-party-blind email system. A Registered User may send mail to another Registered User's MemberID. In cases where the recipient has "opted in" to receive notification of the message, we will immediately forward it to his or her email account. In cases where the recipient has "opted out," we will hold the message for retrieval upon return- and login- to the site.

We strongly encourage users to be sure they feel comfortable with one another before exchanging actual email addresses or other personal details.

In cases where users voluntarily and publicly disclose information which may contain Registration Data or otherwise personal details, such as through weblog pages, discussion

forums on the site and messages to other users Bumperactive.com is indemnified against all liability under the Terms of Service.

At no time, unless such disclosure is required by law or court order, or a user specifically authorizes such disclosure, will Bumperactive.com disclose individual personal information, except as above, to unrelated third parties. An example of when Bumperactive.com may be required to disclose personal information is if your bumper sticker is deemed libelous or in violation of copyright law. In cases of such disclosure, Bumperactive.com will notify affected users by email at least 48 hours prior to the disclosure.

## **CONTACT WITH USERS**

Email transaction receipts: Upon purchase of a bumper sticker or other merchandise from the site, Bumperactive.com will send one (1) email to users to verify email address and provide a transaction receipt. Upon refund of merchandise we will also send one (1) email as a receipt.

Disclosure of personal information required by law: In cases where Bumperactive.com is required by law or court order to disclose individual personal information, we will notify affected users at least 48 hours prior to the disclosure.

Notification of privacy breach: In the event that Bumperactive.com becomes aware that site security is compromised, or user personal information has been disclosed to third parties as a result of external activity or other breach of this Policy, we will immediately notify affected users by email. We will also immediately post the details of any detected breach to a page prominently linked from the mainpage of the site.

Other notification: In order to implement or enforce the Terms of Service, Bumperactive.com may use personal information to contact users on an individual, case-by-case basis. Reason for such contact may include, but is not limited to notification of a delay or problem in fulfilling an order, complaints about a user's conduct within interactive areas of the site, certain third-party objections to the content of a bumper sticker purchased by the user.

## **CHOICE**

“Opt-in Emails”: At the time of registration, Site members may “opt-in” to receive site notifications, newsletters, changes to the Privacy Policy, changes to the Terms of Use or any other information via email. Users may add or remove themselves from such services at their discretion. Any email sent via an “opt-in” list will include directions for how users may remove themselves from the list, or a URL where users may find such directions.

Cookies: Bumperactive.com employs “cookies” to provide a user with tailored information. A “cookie” is an element of data which the site, when visited by a user,

sends to that user's browser which, in turn, may store that element on the user's hard drive or memory. Bumperactive.com uses cookies to better serve users who use our services; any cookies sent by the site will be marked so that they will only be accessible by Bumperactive.com. However, at his- or her- option and at his- or her- sole expense and responsibility, any user may block or delete our cookies from his or her hard drive. However, by disabling cookies, certain site features and functionality may no longer work properly, or at all.

**Profile Display:** In some cases, users' zip code, city, nation-of-origin and make- and color- of vehicle may be publicly available through a user's profile display. Entry and display of the information is at the user's discretion and may be changed at any time by the user.

**Surveys and Resulting Information:** Subject to the foregoing, Bumperactive.com may conduct surveys or other studies of its customer base and usage for marketing and planning purposes. Participation in- and notification of- such surveys is at the user's option; Bumperactive.com does not conduct mandatory surveys.

With respect to information collected from such surveys or studies, and in the event that responses are to be publicly disclosed, users will be notified at the time they take the survey and Bumperactive.com will disclose only aggregate information regarding its users and not personal information identifying any specific individual. Circumstances under which Bumperactive.com would publicly disclose such aggregate information include, but are not limited to, sharing survey results with the site population, providing data to Bumperactive.com advertisers on user preferences and/or demographics, and publicizing overall usage data in press communications.

Notwithstanding the foregoing, in cases where surveys allow users to submit written comments, and where Bumperactive.com advises users of the possibility of such disclosure at the time they take the survey, Bumperactive.com reserves the right to disclose text information provided by any user through such a survey, provided that no personal information identifying that user is disclosed.

## **ACCESS**

With regard to personal information, users may view their data on their personal profile page. When technically feasible, users are permitted to update their personal information directly through the Bumperactive.com service. When such updating service is not technically feasible, Bumperactive.com will make reasonable efforts to assist users in updating their personal information.

## **SECURITY**

To secure site integrity, Bumperactive.com employs measures including but not limited to security audits, use of encryption tools and software, and other reasonable security

measures and procedures. Internal access to users' private and nonpublic personal information is restricted to site administrators on a need-to-know basis.

## **SECURITY ENFORCEMENT**

In the event that Bumperactive.com becomes aware that site security is compromised or user nonpublic information has been disclosed to unrelated third parties as a result of external activity or other breach of this policy, including but not limited to external security attacks, Bumperactive.com shall take reasonable measures which it deems appropriate, including but not limited to internal investigation and reporting, and notification to and cooperation with law enforcement authorities.

If Bumperactive.com becomes aware that a user's personal information has been disclosed in a manner not permitted by this Policy, we shall make reasonable efforts to notify the affected user, as soon as reasonably possible and as permitted by law, of what information has been disclosed, to the extent that Bumperactive.com knows this information.

## **UPDATES TO THE PRIVACY POLICY**

To update the privacy policy, we will both post the changed version and its effective date at <http://www.bumperactive.com/privacy.jsp> Concurrently with any change to the core privacy policy, we will email notice of the change to known users at least 15 days (or such shorter or longer time as mandated by law or any judicial or government body) in advance.