

## **Julie Sandilands' Privacy Policy**

This privacy policy statement covers all websites that are operated by Julie Sandilands including [www.juliesandilands.com](http://www.juliesandilands.com). Because Julie wants to demonstrate her commitment to users' privacy, she has agreed to disclose her information practices.

1. What personally identifiable information Julie collects.
2. What personally identifiable information third parties collect through Julie's website.
3. What organisation collects the information.
4. How Julie uses the information.
5. With whom Julie may share user information.
6. What choices are available to users regarding collection, use and distribution of information.
7. What types of security procedures are in place to protect users from loss, misuse or alteration of information under Julie's control.
8. How users can correct any inaccuracies in the information.

If users have questions or concerns regarding this privacy policy, they should first contact by the email address given on the website.

### **Information Collection**

Julie is the sole owner of the information collected on any website that is owned and operated by Julie. Julie collects information from users at several different points on the website.

### **Registration**

In order to use the websites, a user may first complete a registration form. During registration a user is required to give contact information (such as name, telephone number and email address). This information is used to contact the user about services on the site for which he has expressed interest.

### **Julie's Web Hosting Profile**

Information is stored through cookies, log files, clear gifs, and/or third parties to create a user's profile. A profile is stored information that is kept on individual users that details their viewing preferences. Consequently, collected information is tied to the user's personally identifiable information to provide offers and improve the content of the site for the user. This profile is used to tailor a user's visit to the website and to direct pertinent marketing promotions to them. Your profile will never be shared with any third parties.

### **Cookies**

A cookie is a piece of data stored on the user's computer tied to information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on the site. Both session ID cookies and persistent cookies are used. For the session ID cookie, once users close the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions.

## **Julie's Log Files**

Like most standard Website servers Julie uses log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information. Julie uses an in-house tracking utility that uses log files to analyze user movement.

## **Special Offers and Updates**

Julie sends all new members a welcoming email to verify password and username. Established members will occasionally receive information on products, services, special deals, and a newsletter. Out of respect for the privacy of users Julie there is an opt-out section.

## **Julie's Newsletter**

If a user wishes to subscribe to Julie's newsletter, contact information such as name and email address is retained. Out of respect for users' privacy there is an opt-out section.

## **Julie's Service Announcements**

On rare occasions it may be necessary to send out a strictly service related announcement. For instance, if the service is temporarily suspended for maintenance an email may be sent. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

## **Julie's Legal Disclaimer**

Though Julie makes every effort to preserve user privacy, she may need to disclose personal information when required by law wherein there is a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on the website.

## **Julie DOES NOT Share Personal Information with Third Parties**

### **Third Party Intermediaries**

Outside shipping companies are used to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

### **Julie's Service Providers**

Julie may from time to time partner with other third parties to provide specific services. When the user signs up for these particular services Julie may share names or other contact information necessary for the third party to provide these services. These third parties are not allowed to use personally identifiable information except for the purpose of providing these services.

### **Business Transitions**

In the event of a business transition, such as a merger, being acquired by another company, or selling a portion of assets, users' personal information will, in most instances, be part of the assets transferred. Users will be notified via email & prominent notice on the website for 30 days prior to a change of ownership or control of their personal information. If as a result of the business transition, the users' personally identifiable information will be used in a manner different from that stated at the time of collection they will be given choice consistent with the notification of changes section.

## **Choice/Opt-out**

Users are given the opportunity to 'opt-out' of having their information used for purposes not directly related to the site at the point where we ask for information. For example, users who buy a product, but don't want any marketing material, can keep their email address off of the lists.

Users who no longer wish to receive the newsletter and promotional communications may opt-out of receiving these communications by replying to unsubscribe in the subject line in the email.

## **Links**

This website contains links to other sites. Please be aware that Julie is not responsible for the privacy practices of such other sites. Julie encourages users to be aware when they leave the site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this website.

## **Tell-A-Friend**

If a user elects to use the referral service for informing a friend about the site, Julie asks them for the friend's name and email address. Julie will automatically send the friend a one-time email inviting them to visit the site. Julie stores this information for the sole purpose of sending this one-time email and tracking the success of the referral program.

## **Security**

Julie takes every precaution to protect users' information. When users submit sensitive information via the website, their information is protected both online and off-line.

When the registration/order form asks users to enter sensitive information, such as credit card number, that information is encrypted and is protected through the payment agencies.

## **Supplementation of Information**

In order for Julie to properly fulfil obligation to users it may be necessary for her to supplement the information she receives with information from third party sources.

## **Purchasing History**

In order for the website to enhance its ability to tailor the site to a user's preference, information is combined about the purchasing habits of users with similar information from appropriate partners to create a personalized user profile.

## **Enhancement of Marketing Profile**

Third party marketing data may be utilised and added to the existing user database to better target advertising and to provide pertinent offers that users may be interested in. This information is used to enhance or overlay the 'profile' of individual users. This aggregate marketing data is therefore tied to the users' personally identifiable information.

## **Correcting/Updating/Deleting/Deactivating Personal Information**

If a user's personally identifiable information changes, such as post code, telephone number, email or postal address, or if a user no longer desires a service, a way is provided to correct, update or delete/deactivate users' personally identifiable information. This can be done by the user emailing Julie at the appropriate address.

## **Notification of Changes**

If Julie decides to change the privacy policy, the changes will be posted on this privacy statement, the homepage, and other places deemed appropriate so users are always aware of what information is collected, how it is used, and under what circumstances, if any, it may be disclosed. Information will be used in accordance with the privacy policy under which the information was collected.

If, however, Julie is going to use users' personally identifiable information in a manner different from that stated at the time of collection users will be notified via email. Users will have a choice as to whether or not their information can be used in this different manner. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner. In addition, if any material changes are made to the privacy practices that do not affect user information already stored in the database, Julie will post a prominent notice on the website notifying users of the change. In some cases where a notice is posted users may also be email users notifying them of the changes to privacy practices.

If you have any queries regarding privacy or if you would like to raise any issues regarding the privacy policy, please e-mail Julie at the email address given.

The internet is not a 100% secure medium for communication. Therefore Julie cannot guarantee the security of any information you send via the Internet. Julie is not responsible for any loss or damage you or others may suffer as a result of the loss of confidentiality of such information.