

ABC'nD Enterprises, LLC

WEBSITE PRIVACY POLICY AND PRACTICES

ABC'nD Enterprises, LLC is committed to protecting the privacy of visitors to our website at all times. In it our goal to provide information that is tailored to visitors' individual needs and, at the same time, protect privacy. This statement does not cover information collected elsewhere, including offline and on sites linked to or from our site. By using the ABC'nD website, visitors consent to data practices described in this statement.

In addition to reviewing this statement, visitors should read our Terms of Use. Use of our site constitutes agreement to its terms and conditions as well.

This statement may be modified from time to time. Any change, update or modification we make will be effective immediately upon posting on our site.

Collection of Personal Information

In general, visitors may use our site without identifying themselves or revealing any personal information.

As visitors browse our site, we collect log files, IP addresses of their computers, and other standard tracking data we use to evaluate site traffic and usage patterns. Such information is aggregated with tracking data from all site visitors. We will use the information to personalize our site according to visitor preferences based on the aggregated information. We also use the aggregated information to evaluate products and services we may offer.

All data submitted through the website is submitted through Hypertext Transfer Protocol Secure, "HTTPS". This is a combination of Hypertext Transfer Protocol ("HTTP") and SSL/TLS protocol. It provides encrypted communication and secure identification of a network web server.

Portions of our sites may allow visitors to give us personally identifiable information, such as name, job title, company, physical mailing address, e-mail address, telephone and fax numbers and, if applicable, financial information such as credit card information, for, among other purposes:

- Registration for attendance at certain ABC'nD events
- Subscriptions to our e-newsletters
- Use of our website

If a visitor communicates with us by e-mail, or otherwise completes online forms, or surveys, any information provided in such communications may be collected as personal information. Visitors always have the option to not provide the information we request. If visitors choose not to provide the information we request, they can still visit most of our site, but may be unable to access certain options and services.

If visitors elect to provide us personal information, we use it primarily to deliver the services requested.

If visitors submit financial information, we use that information primarily to verify credit and collect payments for purchases, orders, registrations, *etc.*

Use of Personal Information

We may share your personal information with our affiliates and with our partners when it does not constitute protected health information (“PHI”). We do not rent e-mail lists compiled from e-mail addresses gathered from our site. While we will seek to require all such third parties to follow appropriate privacy policies and procedures and will not authorize them to use this information except for the express purpose for which it is provided, ABC’nD does not bear any responsibility for any actions or policies of third parties.

If visitors do not wish to have personally identifying information shared, or do not wish to receive future commercial communications from us by e-mail, they may unsubscribe or opt-out.

We also allow access to our database by third parties that provide us with services, such as development services, but only for the purpose of and to the extent necessary to provide those services.

In addition, we reserve the right to use the information we collect about visitors’ computers, which may at times be able to identify individuals, for any lawful business purpose, including:

- to help diagnose problems with our services
- to gather broad demographic information
- to otherwise administer our site
- if required to do so by law
- in the good faith believe that such action is necessary to conform to the edicts of law or comply with legal process served on ABC’nD
- to protect and defend the rights or property of ABC’nD
- to enforce our Terms of Service

ABC’nD does not use or disclose sensitive personal information such as race, religion, or political affiliations, without the explicit consent of the individual.

Third Party and Affiliated Links

Our site may from time to time contain external links to other websites, including suppliers, advertisers and affiliates. We have no control over, and are not responsible for, the content of, or information gathered by, these websites. We do not endorse any of these websites or the products or services associated with such websites merely because they are linked to our site. In addition, users of our site should be aware that, when visitors voluntarily disclose personal information in chat areas or bulletin boards, that information may be collected by others and may result in unsolicited messages from others.

Cookies

Cookies are pieces of information that a browser stores on the computer's hard drive which identifies the user. We may use session cookies to provide a seamless experience on the site and to combine with our log files so that we can understand our site traffic and analyze our demographic information in aggregate form. If a visitor has set the browser to reject cookies, our site will not identify that visitor. If a visitor chooses to decline cookies, that individual may not be able to fully experience our interactive features.

Opt-Out

Visitors to our site can decide if they want to receive targeted information from ABC'nD or targeted promotional information sponsored by our marketing partners.

If a visitor chooses to remove themselves from our lists by opting-out, we will make every reasonable effort to forward the opt-out request (including e-mail address) to the specific third-party marketer who's offer was received from us prompting the opt-out or unsubscribe request, so that it can include the visitor's e-mail address on its own do-not-email list; however, ABC'nD does not bear any responsibility for ensuring that any third party complies with opt-out or unsubscribe requests vis-à-vis its own lists.

Security and Encryption

We use procedural and technical safeguards to protect personal information against loss or theft as well as unauthorized access and disclosure to protect visitors' privacy, including encryption, "firewalls" and Secure Socket Layers. We treat data as an asset that must be protected against loss and unauthorized access. We employ many different security techniques to protect such data from unauthorized access by users inside and outside the company. However, "perfect security" does not exist on the internet.