

## **MyStoryTimeFriends.com Privacy Policy**

Thank you for using our Website. This statement discloses the privacy policy for the mystorytimefriends.com website (the "Website"). Questions for clarification of this statement or comments may be addressed via e-mail to: [privacy@mystorytimefriends.com](mailto:privacy@mystorytimefriends.com).

We have adopted this Privacy Policy to further the relationship between our subscribers and us. This statement of our Privacy Policy makes disclosures concerning our collection of information, including personal information, when you use the Website, and how we use and disclose it to others.

### **Your Consent**

By using the Website you consent to our Privacy Policy.

### **Information We Collect**

We collect personal and non-personal information when you provide it to us in the course of using our Website. The personal information that we may collect includes your name, mailing address, phone number, e-mail address, credit card number, and financial information. The non-personal information that we may collect includes your browser type, the URL of the previous website you visited, your ISP, your operating system, and your Internet protocol (IP) Address. The non-personal information is not used by us to personally identify you and is not readily usable for that purpose.

When you subscribe to our service or otherwise make a purchase through our Website we may collect your name, mailing address, telephone number, credit card number, e-mail address, and other information that we request during the registration process.

In addition, if you communicate with us regarding the Website or any of our services or products we collect any information that you provide to us during the course of our communication.

We may use analytic and reporting technologies to record non-personal information such as Internet domain and host names, Internet protocol (IP) addresses, browser software, operating system types, click patterns, and the dates and times that the Website and our services are accessed by you. We may contract with a third party to help us manage, monitor, and optimize our Website and measure the effectiveness of our advertising, communications, and use of the Website. We may use cookies (described below) for this purpose.

### **Our Use of Information for Internal Purpose**

We use your personal information primarily for our own internal purposes, such as providing, maintaining, evaluating, and improving our Website and the products and services we offer and sell, to collect credit card payments for subscription fees and other purchases you make, and to provide customer support.

We use the non-personal information we collect to track the use of the Website and to assist us in providing, maintaining, evaluating, and improving our Website and the services and products we offer and sell.

### **Our Disclosure of Personal Information to Third Parties**

We do not sell, trade, or otherwise transfer to outside parties your personal information. This does not include trusted third-party partners that help us maintain our website and fulfill customer orders and requests, as further described below. By using our website you consent to such disclosures to trusted third-party partners.

We will disclose your personal information to protect or enforce our legal rights and policies, to protect or enforce the legal rights of a third party, or as we in good faith believe we are required to do so by law (such as to comply with a subpoena or court order, for example).

We may contract with various third parties who help us provide, maintain, and improve the Website and the services we provide and the services and products we offer and sell, and as such third parties may have access to your personal information in order to perform their services. For example, we use a third party to process payments made to us, and we may subcontract out production, fulfillment, analytics, reporting, or other operations. We may contract with third-party contractors to help us manage, monitor, and optimize our Website and the services and products we offer and sell. We may also use third-party contractors to help us measure the effectiveness of our advertising, and communications. We will enter into confidentiality and non-disclosure agreements with all third parties that have access to your personal information, which will prohibit them from using or disclosing your personal information except for the purpose of providing services to use. We intend to take commercially reasonable steps to enforce such non-disclosure and confidentiality agreements if and when we become aware of any violations.

### **Our Disclosure of Non-Personal Information to Third Parties**

We may disclose non-personal Information, in aggregate form, to potential strategic partners, advertisers, investors, customers, and others. You may not opt out of the sharing of this information.

### **Our Use of Cookies**

A cookie is a small file placed on the hard drive of your computer. Most websites use cookies. We will use cookies to track your use of the Website and the services and products we offer and sell, provide you with a more personalized user experience, and to facilitate your logging in to the Website. Cookies used by us will not be linked to your personal information.

### **How We Protect Your Personal Information**

We consider protecting the security of your personal information as very important. When you enter sensitive information such as a credit card number on our registration or order forms, we encrypt that information using secure socket layer technology (sometimes referred to as "SSL").

We follow generally accepted industry standards to protect personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we do not guarantee absolute security. We are not responsible for the unauthorized acts of others and we assume no liability for any disclosure of information due to errors in transmission, unauthorized third-party access (such as through hacking) or other acts of third parties, or acts or omissions beyond our reasonable control.

### **Reviewing and Changing Your Personal Information**

You may obtain a copy of and request that we correct errors in your personal information by e-mailing us at [privacy@mystorytimefriends.com](mailto:privacy@mystorytimefriends.com). If you do desire to obtain a copy of your personal information, you will be required to provide proof of your identity. If your personal information changes or if you no longer want to subscribe to or use the Website, you may correct, update, or deactivate your personal information and your account through the account management screen. If you wish to deactivate or terminate your subscription you may also contact Customer Service.

### **Application of Privacy Policy When You Access Third-Party Websites**

You may be able to access third-party websites directly from the Website. This Privacy Policy does not apply when you access third-party websites. We cannot control how third parties may use personal information you disclose to them.

### **Children's Privacy**

The children's privacy policy for [mystorytimefriends.com](http://mystorytimefriends.com) supplements this privacy policy with regards to personal information of persons less than 18 years of age. It may be viewed here: [www.mystorytimefriends.com/childrens\\_privacy\\_policy.html](http://www.mystorytimefriends.com/childrens_privacy_policy.html).

### **Opting Out From Receiving Communications From MyStoryTimeFriends.com**

You may opt out from having your personal information used for certain purposes. For example, if you purchase a product or service but do not wish to receive any additional marketing material from us, you may indicate your preference on our order form.

If you no longer wish to receive any promotional or other communications from us, you may opt out by following the instructions included in each email communication. We also offer you an opportunity to opt out of certain communications through the account management screen. If you need assistance you may contact us at [accounts@mystorytimefriends.com](mailto:accounts@mystorytimefriends.com).

### **California Online Privacy Protection Act Compliance and Privacy Rights**

We have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We will not distribute your personal information to outside parties without your consent.

Beginning on January 1, 2005, California Civil Code Section 1798.83 permits our visitors who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to [privacy@mystorytimefriends.com](mailto:privacy@mystorytimefriends.com) or write us at the address provided below.

### **CAN-SPAM Compliance**

We have taken the necessary steps to ensure we are in compliance with the CAN-SPAM Act of 2003 by never sending out misleading information.

### **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline or through other sources.

### **Changes in Privacy Policy.**

This Privacy Policy is subject to change from time to time. We will notify you on our Website whenever there is a change in our Privacy Policy. The effective date of this version of our Privacy Policy is July 17, 2009.

### **Contacting Us**

If there are any questions regarding this privacy policy you may contact us using the information below:

The de Sales Group, LLC  
Customer Service  
Telephone: toll-free, 1-800-324-4404 (US and Canada)  
Mail: 55 Main Street, P.O. Box 434, New Castle, NH 03854  
Attention: Customer Service Representative  
Email: [privacy@mystorytimefriends.com](mailto:privacy@mystorytimefriends.com)

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