

## IdeaPaint Website Privacy Policy

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### Introduction

This is the privacy policy for [www.ideapaint.com](http://www.ideapaint.com) (the **Site**). The Site is operated by IdeaPaint, Inc. (**IdeaPaint, we, or us**). We are committed to protecting the privacy of our users and want to be transparent about what information we collect and how we use it when you use the Site.

By using the Site, you consent to the collection and use of information in accordance with this privacy policy.

We reserve the right to change this privacy policy from time to time by changing it on the Site. This privacy policy was last updated on **April 30, 2015**.

### Information we may collect from you

We may collect and process the following information about you:

- information (such as your name, email address, postal address, billing address, telephone number, payment information, occupation, how you heard of us) that you provide by purchasing products on the Site or completing forms, including if you register as a user of the Site, upload or submit any material via the Site, request any information, or enter into any competition or promotion we may sponsor;
- in connection with an account sign-in facility, your log-in and password details;
- details of any transactions made by you through the Site;
- communications you send to us, for example to report a problem or to submit queries, concerns or comments regarding the Site or its content; and
- information from surveys that we may, from time to time, run on the Site for research purposes, if you choose to respond to, or participate in, them.

You are under no obligation to provide any such information. However, if you should choose to withhold requested information, we may not be able to provide you with certain services.

When you visit the Site, we may automatically collect additional information about you, such as the type of Internet browser you use, any website from which you have come to the Site and your IP address (the unique address which identifies your computer on the Internet) which is automatically recognized by our web server. You cannot be identified from this information and it is only used to assist us in providing an effective service on the Site and to collect broad demographic information for aggregate use.

## **Cookies and other tracking technologies**

When you visit the Site, our web server sends a cookie to your computer. Cookies are small pieces of information which are issued to your computer when you visit a website and which store and sometimes track information about your use of the Site. A number of cookies we use last only for the duration of your web session and expire when you close your browser. Other cookies are used to remember you when you return to the Site and will last for longer.

We use cookies to:

- remember that you have visited us before; this means we can identify the number of unique visitors we receive. This allows us to make sure we have enough capacity for the number of users that we get;
- customize elements of the promotional layout and/or content of the pages of the Site;
- collect anonymous statistical information about how you use the Site (including how long you spend on the Site) and where you have come to the Site from, so that we can improve the Site and learn which parts of the Site are most popular with visitors;
- gather information about the pages on the Site that you visit; and
- remember your login session so you can move from one page to another within the Site.

Some of the cookies used by the Site are set by us, and some are set by third parties who are delivering services on our behalf.

Most web browsers automatically accept cookies but, if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set. You can also learn more about cookies by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org) which includes additional useful information on cookies and how to block cookies using different types of browser. Please note, however, that by blocking or deleting cookies used on the Site, you may not be able to take full advantage of the Site.

In addition to cookies, beacons and other tracking technologies may be used by us or third parties in the same way we use cookies. For examples, we may use clear tracking pixels within the content of the Site or the body of our newsletters so we or third parties can understand which parts of the Site are visited and whether particular content is of interest.

## **Uses made of your information**

We will use the information we collect to:

- enable us to process your orders and to provide you with the services and information offered through the Site and which you request;
- administer your account with us;
- verify and carry out financial transactions in relation to payments you make online;
- audit the downloading of data from the Site;
- improve the layout and/or content of the pages of the Site and customize them for users;
- identify visitors to the Site;
- carry out research on our users' demographics and tracking of sales data;
- market our products to you on other websites or elsewhere online;
- send you information we think you may find useful or which you have requested from us, including information about our products and services, provided you have indicated that you do not object to being contacted for these purposes.

You can tell us not to contact you with information regarding our products and services, either at the point such information is collected on the Site (by checking or un-checking (as directed) the relevant box) or, where you do not wish us to continue to use your information in this way, by following the unsubscribe instructions on any communications sent to you. You can also ask

us to stop contacting you at any time by using the Contacting us details at the end of this privacy policy.

### **Information sharing**

We may disclose aggregate statistics about visitors to the Site, customers, and sales in order to describe our services to prospective partners, advertisers, sponsors, and other third parties and for other lawful purposes, but these statistics will include no personally identifiable information.

We will share your information with service providers and other third parties who are working with us to perform functions and process user data on our behalf. Service providers have access to your information only to perform services on our behalf and are obligated not to disclose it or use it for any other purposes. Some of these service providers and other third parties, such as analytics providers, may collect information about your online activities over time and across different websites or online services when you use our services. We are not responsible for the actions of third parties, nor are we responsible for any additional information you provide directly to any third parties.

We will also share your information:

- When you give us your consent to do so.
- With our corporate affiliates.
- When we believe in good faith that we are lawfully authorized or required to do so or that doing so is reasonably necessary or appropriate to comply with the law or legal processes or respond to lawful requests, including responding to lawful subpoenas, warrants, or court orders.
- When we believe in good faith that doing so is necessary to prevent fraud or cybercrime, or to protect IdeaPaint or the rights, property, or safety of any person.
- To enforce our privacy policy, terms of use, or our other policies or agreements.
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition, or in any other situation where user information may be disclosed or transferred as one of our business assets.

### **Accessing and modifying your information**

You can access and modify certain registration information if you have registered as a user of the Site. To do so, please refer to the appropriate settings after logging in to the Site.

### **Public forums**

The Site may, from time to time, make chat rooms, message boards, news groups and/or other public forums available to its users. Any information that is disclosed in these areas becomes public information and you should exercise caution when using these and never disclose your personal information.

### **Children's information**

The Site is not directed to children under 13, and we do not knowingly collect personal information from children under 13.

### **External links**

The Site may, from time to time, contain links to external sites. We are not responsible for the privacy policies or the content of such sites.

## **Payment processing**

Payment details you provide will be encrypted using secure sockets layer (SSL) technology before they are submitted to us over the Internet. Payments made on the Site are made through our payment gateway provider, Merchant e-Solutions. You will be providing credit or debit card information directly to Merchant e-Solutions, which operates a secure server to process payment details, encrypting your credit/debit card information and authorizing payment. Information that you supply to Merchant e-Solutions is not within our control and is subject to their own privacy policy and terms and conditions.

## **Data security**

We use reasonable measures to protect against the loss, misuse, or alteration of personal information under our control. Please be aware, however, that submission of information over the Internet is never entirely secure. We cannot guarantee the security of information you submit via the Site while it is in transit and any such submission is at your own risk.

## **International data transfer**

If you are located outside the United States and choose to use the Site, we may transfer information we collect from or about you to the United States and process it there (or in any other country in which we operate). By using the Site, you consent to the collection, transfer, use, storage, and disclosure of your information as described in this privacy policy.

## **Contacting us**

Questions relating to this policy can be sent to [customerservice@ideapaint.com](mailto:customerservice@ideapaint.com) or you can call 800.393.5250.

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