

Privacy Policy

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Outlines our use of information provided to us by you.

This statement is to inform you about, and discloses the privacy practices for www.liquidpurple.com

- What personally identifiable information of yours or third party personally identification is collected from you through the www.liquidpurple.com web site.
- The organization collecting the information.
- How the information is used.
- With whom the information may be shared.
- What choices are available to you regarding collection, use and distribution of the information.
- The kind of security procedures that are in place to protect the loss, misuse or alteration of information under Liquid Purple control.
- How you can correct any inaccuracies in the information.

If you feel that we are not abiding by our privacy policy, you should contact our customers support department at support@liquidpurple.com or: Liquid Purple, 34281 Doheny Park Rd. #7163, Capistrano Beach, CA 92624-8057, USA

We at Liquid Purple are committed to respecting your privacy and recognize your need for appropriate protection and management of personally identifiable information you share with us (any information by which you can be identified, such as name, address, and telephone number). That is why Liquid Purple has established this privacy policy, so that you can understand the care with which we intend to treat your information.

In general, you can visit www.liquidpurple.com without telling us who you are or revealing any personal information about yourself. We track the Internet address of the domains from which people visit us and analyze this data for trends and statistics, but the individual user remains anonymous.

To protect your privacy, we have adopted the following principles:

INFORMATION

We want to give you information about our privacy policy and assure you that we take reasonable steps to see that it is followed within our company.

COMMITMENT

We are committed to privacy and we are actively involved in and support current industry initiatives to preserve individual privacy rights on the Internet. Personal data privacy is a new and evolving area, and www.liquidpurple.com is evolving to meet these demands. Mistakes are

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possible; miscommunication is possible. If you have any comments or questions regarding our privacy policy, please contact us at support@liquidpurple.com. We will address any issue to the best of our abilities.

INFORMATION COLLECTION & USE

Liquid Purple is the sole owner of the information collected on this site. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. Liquid Purple collects information from its users at several different points on www.liquidpurple.com.

ORDER

We request information from the user on our order form. Here a user must provide contact information (like name and email address). Our company does not collect the financial information (like credit card numbers, expiration date) at our site or by the order process. We use the payment gateway service of a trusted 3rd party. This information is used for billing purposes and to fill customer's orders. If we have trouble processing an order, this contact information is used to get in touch with the user.

COOKIES

A cookie is a piece of data stored on your hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. Once you close your browser, the cookie simply terminates. For instance, by setting a cookie on our site, you would not have to log in a password more than once, thereby saving time while on our site.

If you reject the cookie, you may still use our site. The drawback to this is that you will be limited in some areas of our site. For example, you will not be able to navigate through our site or make an order of web site templates. This happens because cookies are used to form a shopping basket.

We also use cookies for maintaining our Affiliate Program. In this case the affiliate ID of our partner will be stored on your computer only. This is to track the leads and sales and to pay commissions to our referrals.

Please enable cookies to use all the benefits from the Liquid Purple web site!

Some of our business partners use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

LOG FILES

We use IP addresses to analyze trends, administer the site, track user's movement, and gather

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broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

SHARING

We will share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person.

We use a credit card processing company to bill users for goods and services. This company does not retain, share, store or use personally identifiable information for any secondary purposes.

We partner with another party to provide specific services. When the user signs up for these services, we will share names, or other contact information that is necessary for the third party to provide these services.

These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

LINKS

This web site contains links to other sites. Please be aware that we, Liquid Purple, are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by www.liquidpurple.com.

NEWSLETTER

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address.

SURVEYS AND CONTESTS

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

TELL-A-FRIEND

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If a user elects to use our referral service for informing a friend about our site, we ask them for the friend's name and email address. Liquid Purple will automatically send the friend a one-time email inviting them to visit the site. Liquid Purple stores this information for the sole purpose of sending this one-time email. The friend may contact Liquid Purple at www.liquidpurple.com to request the removal of this information from their database.

SECURITY

This web site takes every precaution to protect our users' information. When you submit sensitive information via the web site, your information is protected both on-line and off-line.

If you have any questions about the security at our web site, you can send an email to: support@liquidpurple.com.

SPECIAL OFFERS

We send 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 our users we present the option to not receive these types of communications. Please see our choice and opt-out below.

SITE AND SERVICE UPDATES

We also send the user site and service announcement updates. Members are not able to unsubscribe from service announcements, which contain important information about the service. We communicate with the user to provide requested services and in regards to issues relating to their account via email.

CORRECTION/UPDATING PERSONAL INFORMATION

If a user's personally identifiable information changes (such as your zip code), or if a user no longer desires our service, we will endeavor to provide a way to correct, update or remove that user's personal data provided to us. This can usually be done at the member information page or by sending an email to support@liquidpurple.com.

CHOICE/OPT-OUT

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

Users who no longer wish to receive our newsletter or promotional materials from our partners may opt-out of receiving these communications by replying to unsubscribe in the subject line in

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the email or email us at newsletter@liquidpurple.com

Users of our site are always notified when their information is being collected by any outside parties. We do this so our users can make an informed choice as to whether they should proceed with services that require an outside party, or not.

NOTIFICATION OF CHANGES

If we decide to change our privacy policy, we will post those changes on our web site so our users are always aware of what information we collect, how we use it, and under circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.

Thank you for your support of these policies and of Liquid Purple!