

## Pleasurecast Privacy Policy & Practices

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### Your Privacy, Our Commitment

Pleasurecast.com is committed to adhering to the highest levels of confidentiality and privacy when handling your personal information. In order to make your visit to our site as discreet and enjoyable as possible, we have adopted stringent privacy policies and procedures to ensure that your information is handled responsibly and according to your preference. Pleasurecast.com never sells personal information to third parties and will only use your information for purposes to which you have consented.

### Personal Information

The term "personal information" refers to any information that specifically identifies you as an individual and is provided to or collected by us. Pleasurecast.com needs to collect certain types of personal information from you in order to provide you with products and services that you request. We only collect the information that is necessary to provide you with these services and will tell you exactly how we intend to use your information at the time of collection.

When you join the membership portion of our website you are asked to provide your name, address, e-mail, username and password, credit card number and expiration date, and birth date. When you participate in special events such as contests and polls, you may be asked to provide your name, e-mail, username and password, and birth date. If you send us personal correspondence, such as emails or letters, we may collect such information into a file specific to you. We will maintain a record or notes of communications with you regarding your account. We also may request that you provide us with your opinions and interests for marketing purposes, should you consent to this use.

### Who Can I Contact?

All assurances made under this privacy policy and administration of our internal privacy procedures are the responsibility of our Vice President, Information Management. If at any time you have any questions about the operation of this policy or our procedures in connection with your personal information, please contact us at [privacy@pleasurecast.com](mailto:privacy@pleasurecast.com).

### How is My Personal Information Used?

As mentioned above, Pleasurecast.com needs to collect, use and disclose certain types of personal information in order to process your service requests. Should you decline to provide such information, Pleasurecast.com may not be able to provide you with certain products or services. The personal information we collect will only be used with your consent and only for the following purposes, as required in order to fulfill such requests.

- to process your credit card payment,
- to facilitate your viewing of our web site and to communicate with you for the purposes of providing you with the products and services to which you have consented,
- to compile broad demographic and web site usage information about our users in general that does not contain anything that could be used to identify you personally.

Please be assured that Pleasurecast.com will only collect information that is necessary for the purposes which have been identified to you and that we will obtain your consent for any additional uses of your personal information.

### **Marketing and Promotional Purposes: What are My Choices?**

From time to time, Pleasurecast.com may request your personal information in order to improve the quality of our site, to better identify products and services that may be of interest to you, or for other marketing and promotional purposes. Should you choose not to provide your information for these purposes, Pleasurecast.com will refrain from using your information in this manner. The site owner may also use your email e-mail address to send periodic e-mail newsletters or other promotional information, but only if such communications have been requested by you. You will not receive any e-mails from us unless they have been requested by you and you may at any time indicate that you do not wish to receive e-mail information from us.

We do not, and will not, distribute, rent or sell any personally identifiable information to third parties without your express consent, other than as necessary to process your credit card payment or to provide you with services that are essential to your request. We do not disclose your e-mail address to third parties without your express consent. For more information on how Pleasurecast.com shares your information, please visit the **How is My Information Shared?** portion of this site.

### **Who Can Access My Personal Information?**

Our employees are responsible for maintaining the confidentiality of all personal information to which they have access. As a condition of employment, our employees are required to sign a confidentiality agreement binding them to this responsibility which governs their actions, even if they leave or retire from Pleasurecast.com

We keep our employees informed about our policies and procedures for protecting personal information and reinforce the importance of complying with them. All employees are also required, as a condition of employment, to conform to these policies and procedures

### **How is My Information Shared?**

To ensure that you benefit from our full range of products and services, we will, with your permission, share your personal information to the extent permitted by law, amongst Pleasurecast.com trusted partners. Any third parties will only use your personal information to provide you with the products and services you have requested through Pleasurecast.com. When Pleasurecast.com requires the services of third parties to handle your information, we require them to adhere to privacy procedures that will keep your information confidential. These third parties will be given only the information necessary for performing their information-handling services.

### **How is My Personal Information Stored? Is it Safe?**

Pleasurecast.com takes reasonable precautions to maintain the security of any information obtained from and about you regardless of the format in which it is held. We have comprehensive security controls to protect against

unauthorized use, alteration, duplication, destruction, disclosure, loss or theft of, or unauthorized access to your personal information. For example:

- We provide you with a secure web page through which to submit your billing information when you join the membership portion of our web site
- As discussed above, we may use other companies to provide services to you on our behalf, such as payment processors. They are given only the information needed to perform those services. We have contracts in place holding these companies to the same high standards of confidentiality by which we are governed and requiring that any information provided by us must be kept strictly confidential and used only for the purposes of the contract.
- We ensure the physical, organizational and electronic security of your personal information through the use of secure locks on filing cabinets and doors, restricted access to our information processing and storage areas, limited access to relevant information by authorized employees only, and the use of passwords, PINs and pass keys, firewalls and the encryption (i.e., scrambling) of electronically transmitted information.
- We have strict procedures in place when destroying, deleting, or disposing of personal information when it is no longer required for the purposes set out in this Policy, or by law.
- Cookies or other information-tracking technologies may be used to improve the functionality of the Pleasurecast.com web site, or to provide you with a more customized online experience. Please note that cookies cannot capture files and data stored on your computer. For more information on how Pleasurecast.com uses cookies, please visit the [Cookies and Your IP Address](#) portion of this site.

## Cookies and Your IP Address

Pleasurecast.com logs certain technical information from your computer's Web browser when you visit us on the Internet. This information includes your Internet address, the address of the Web site you are coming from, the amount of time you spend visiting our Web site, the pages visited, the operating system and Web browser software you use, and, if you link to us through a search engine, the keywords you use to find our Web site. The logs do not record personal information, can be accessed only by Pleasurecast.com, and are used solely to track visits to our site and improve its content and layout. Pleasurecast.com never attempts to tie this information to particular individuals visiting our Web site, unless that is necessary for investigating a security breach.

When you visit our Web site, you are assigned a temporary text file called a cookie through your Web browser. It is placed on your computer for programming purposes only and enhances your use of the site by providing a unique identifier as you move from page to page. If you visit our online shopping sites, for example, the cookie ensures that you have properly logged in and can add items to your shopping cart. If you use the search engine, it remembers the keywords you enter. The cookie is destroyed as soon as you close your browser, and is never redirected to servers outside Pleasurecast.com.

## How Long is My Information Kept?

We only keep your personal information for as long as we need it to meet the purposes set out in this Policy. The length of time we retain your personal information depends on:

- the type of product or service you request from us, and
- any legal or regulatory requirements we may have to meet.

For example, we must be able to respond to any concerns you may have, even after we have processed your requests or purchase transactions. We have a [retention policy](#) in place that governs the destruction of personal information.

## Can I Access the Personal Information Pleasurecast.com Has About Me?

If you want to review or verify your personal information, or find out to whom we have disclosed it as permitted by this Policy, you can e-mail our Privacy Officer at [privacy@pleasurecast.com](mailto:privacy@pleasurecast.com). At that time, we will need specific information from you to enable us to search for, and provide you with, the personal information we hold about you. We may charge you a nominal fee to do this, however we will advise you of the fee in advance. You may challenge the reasonableness of the cost.

There are a few instances where we will not be able to provide some of the personal information we hold about you. These include, but are not limited to, cases where personal information:

- contains references to other persons,
- is subject to solicitor-client or litigation privilege,
- contains our own proprietary information that is confidential to us,
- has already been destroyed due to legal requirements, or because we no longer needed it for the purposes set out in this Policy,
- cannot be disclosed for legal reasons.
- If we are unable to provide you with access to your personal information, we will always explain the reasons for not fulfilling your request.

### **How Do I Update My Personal Information? Is it Accurate?**

We are committed to maintaining the accuracy of your personal information for as long as it is being used for the purposes explained to you at the time of collection, and provided that you notify us of any changes. Prompt notification of changes in information, such as your address or telephone number, will assist us in providing you with the best possible service. Should you discover, upon review of your personal information, that amendments are required, please advise us. We will make our best efforts to advise any third parties of any important changes to your personal information that we may have disclosed to them.

If you wish to update or review the personal information we have recorded about you, please contact us at [privacy@pleasurecast.com](mailto:privacy@pleasurecast.com)

### **Where Can I Find Out More About My Privacy and Pleasurecast.com?**

Should you desire, Pleasurecast.com will provide additional information about our personal information handling practices and procedures in order that you have a detailed understanding of how your product and service requests are processed. Information concerning our privacy policies and procedures will be made available upon request in order to assure you of the confidentiality of your personal information when you interact with our site. For further information about our information handling practices, please contact us at [privacy@pleasurecast.com](mailto:privacy@pleasurecast.com).

### **Your Trust, Our Guarantee**

An important measure of our privacy protection policies and procedures is your perception of your informational privacy. If at any time you have questions or comments about the way we handle your personal information, please contact us at [privacy@pleasurecast.com](mailto:privacy@pleasurecast.com). We will do our best to respond to your queries and resolve any concerns you may have.