

## **ABACUS GRAPHICS PRIVACY POLICY**

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**1.1** We have created this Privacy Policy to demonstrate our firm commitment to privacy and security. This Privacy Policy describes how we collect information from all users of Abacus Graphics Internet services (the "Services")—those who access some of our Services but do not have accounts ("Visitors") as well as those who pay a monthly or annual service fee to subscribe to the Service ("Members")—what we do with the information we collect, and the choices Visitors and Members have concerning the collection and use of such information.

**1.2** Personal Information Abacus Graphics Collects and How It Is Used

Abacus Graphics collects information in different ways from Visitors and Members who access the various parts of our Services and the network of Websites accessible through our Service. We use this information primarily to provide a customized experience as you use our Services. Abacus Graphics does not share this information with third parties. However, we may disclose personal information collected if we have received your permission before hand or in very special circumstances, such as when we believe that law requires such disclosure or other special cases described below.

**1.3** Members are asked to provide certain personal information when they sign up for our Services including name, address, telephone number, billing information (such as a credit card number), and the type of personal computer being used to access the Services. The personal information collected from Members during the registration process is used to manage each Member's account (such as for billing purposes). This information is not shared with third parties, unless specifically stated otherwise or in special circumstances. However, in instances where Abacus Graphics and a partner jointly promote the Services, Abacus Graphics may provide the partner certain personal information, such as the name, address, and username of persons who subscribed to the Services as a result of the joint promotion for the sole purpose of allowing us and the partner to assess the results of the promotion. In this instance, the partner may not use personal information for any other purpose.

**1.4** At some Websites, you can purchase products and services or register to receive materials, such as a catalog or new product and service updates. In many cases, you may be asked to provide contact information, such as your name, address, e-mail address, phone number, and credit/debit card information. If you complete an order for someone else, such as an online gift order sent directly to a recipient, you may be asked to provide information about the recipient, such as the recipient's name, address, and phone number. Abacus Graphics has no control over the third parties' use of any personal information you provide when placing such an order. Please exercise care when doing so.

If you order products or services directly from Abacus Graphics we will use the personal information you provide only to process that order. We do not share this information with outside parties except to the extent necessary to complete that order.

**1.5** When Visitors or Members send e-mail inquiries to Abacus Graphics, the return e-mail address is used to answer the e-mail inquiry we receive. Abacus Graphics does not use the return e-mail address for any other purpose and does not share the return e-mail address with any third party.

- 1.6** We may periodically conduct surveys. We encourage our Clients to participate in these surveys because they provide us with important information that helps us to improve the types of services we offer and how we provide them to you. Your personal information and responses will remain strictly confidential. Participation in our Client surveys will always be voluntary.

We take the information we receive from individuals responding to our Client Surveys and combine (or aggregate) it with the responses of other Abacus Graphics' Clients to create broader, generic responses to the survey questions (such as gender, age, residence, hobbies, education, employment, industry sector, or other demographic information). We then use the aggregated information to improve the quality of our services to you, and to develop new services and products. This aggregated; non-personally identifying information may be shared with third parties.

- 1.7** It is Abacus Graphics' policy not to use or share the personal information about Visitors of Members in ways unrelated to the ones described above without also providing you an opportunity to opt out or otherwise prohibit such unrelated uses. However, Abacus Graphics may disclose personal information about Visitors or Members, or information regarding your use of the Services or Websites accessible through our Services, for any reason if, in our sole discretion, we believe that it is reasonable to do so, including: to satisfy laws, such as the Electronic Communications Privacy Act, regulations, or governmental or legal requests for such information; to disclose information that is necessary to identify, contact, or bring legal action against someone who may be violating our Acceptable Use Policy or other user policies; to operate the Services properly; or to protect Abacus Graphics, its partners, and our Members. In the event Abacus Graphics goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information will, in most instances, be part of the assets transferred.
- 1.8** A "cookie" is a small data file that can be placed on your hard drive when you visit certain Websites. Abacus Graphics may use cookies to collect, store, and sometimes track information for statistical purposes to improve the products and services we provide and to manage our telecommunications networks. These cookies do not enable third parties to access any of your Client information. Additionally, be aware that if you visit non-Abacus Graphics Websites where you are prompted to log in or that can be customized, you may be required to accept cookies.

Advertisers and partners may also use their own cookies. We do not control use of these cookies and expressly disclaim responsibility for information collected through them.

- 1.9** Protecting children's privacy is especially important to us. It is our policy to comply with the Children's Online Privacy Protection Act of 1998 and all other applicable laws. Abacus Graphics recommends that children ask a parent for permission before sending personal information to Abacus Graphics, or to anyone else online.
- 1.10** Please remember that any information you may disclose in public areas of the Internet becomes public information. You should exercise caution when deciding to disclose personal information in these public areas.
- 1.11** Services and Websites we sponsor have security measures in place to protect the loss, misuse, and alteration of the information under our control. While we make every effort to ensure the integrity and security of our network and systems, we cannot guarantee that our security measures will prevent third-party "hackers" from illegally obtaining this information.
- 1.12** Abacus Graphics reserves the right to revise, amend, or modify our Privacy Policy, our Terms, Conditions, & Acceptable Use Policies and our other policies and agreements at any time and in any manner without notification.