This is the privacy policy ("Privacy Policy") that governs how Zookbinders, Inc. ("Zookbinders" "we," "us" or "our") uses Personal Information (defined below) and other information obtained through the Zookbinders Website (as defined in the Terms and Conditions, as hereinafter defined). Capitalized terms used and not defined herein have their meanings in General Terms and Conditions, available on the Site (the "Terms and Conditions"). This Privacy Policy is hereby incorporated into and made a part of the Terms and Conditions. As used herein, “Personal Information” means any information that may be used, either alone or in combination with other information, to personally identify an individual, including, but not limited to, a first and last name, personal profile, a home or other physical address, credit card number, an email address, telephone number or other contact information. BY ACCESSING ANY PORTION OF THE ZOOKBINDERS WEBSITE, INCLUDING THE SITE OR ANY MOBILE APPLICATION, OR BY USING THE SERVICE, YOU CONSENT TO THE TERMS OF OUR PRIVACY POLICY AND TO ZOOKBINDERS PROCESSING YOUR PERSONAL INFORMATION FOR THE PURPOSES STATED HEREIN. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, THEN PLEASE DO NOT USE THE ZOOKBINDERS WEBSITE OR THE SERVICE. WE RESERVE THE RIGHT, AT OUR DISCRETION, TO MODIFY THIS PRIVACY POLICY AT ANY TIME. WE WILL INFORM YOU REGARDING ANY MODIFICATIONS BY EITHER NOTIFYING YOU VIA YOUR DESIGNATED EMAIL ADDRESS OR BY POSTING THE CHANGES ON THE SITE. THE MODIFICATIONS WILL BECOME EFFECTIVE IMMEDIATELY, AND YOUR CONTINUED USE OF THE SERVICE THEREAFTER MEANS THAT YOU ACCEPT THOSE CHANGES.

Information Collected and Stored Automatically:

We may automatically gather and store certain information about your visit when you make a purchase, use a product or service purchased through the Zookbinders Website, engage in any other transaction on the Zookbinders Website, engage in a free or other trial of our products or services, purchase a subscription, download any application, use any application, use geo-location services, sign up for any newsletter or other communication we may offer, respond to a survey or marketing communication or visit the Zookbinders Website. We also may use your Personal Information in other ways related to features of the Zookbinders Website or the Service, including, without limitation, so that we can monitor the use of the Zookbinders Website in order to make improvements and better serve visitors. Other than to contact you with follow up information or in order to provide products and services or information regarding our products and services to you, the following information may be collected and stored and used:

- email address, phone number, physical contact information, and (depending on the service used) sometimes financial information, such as credit card or bank account numbers;
- shipping, billing and other information you provide;
- the IP address from which you access any portion of the Zookbinders Website;
- the name of the domain from which you access the internet;
- the type of browser and operating system used to access any portion of the Zookbinders Website;
- the date and time you access the Zookbinders Website;
- the pages, files, documents and links that you visit; and
- the internet address of the website from which you linked to the Zookbinders Website.

Cookies and Web Beacons: We may also collect cookies, which are small pieces of information sent to your browser by a website that you visit. We may use cookies to compile and provide aggregate statistics about the Zookbinders Website’s visitors, traffic patterns, and related information to third parties, but
such information will not identify you personally. Cookies may help us adjust the content of the Zookbinders Website and provide better service to visitors. You may be able to set your browser to refuse cookies. If you refuse cookies, you may still gain access to most of the Zookbinders Website, but you may not be able to conduct certain types of transactions. The Zookbinders Website may contain electronic images known as web beacons (sometimes called single-pixel gifs) that may be used to assist in delivering cookies on the Zookbinders Website and allow us to count users who have visited the Zookbinders Website. We may include web beacons in promotional e-mail messages or our newsletters in order to determine whether messages have been opened and acted upon.

**Disclosure to Third Parties:** At times, in order to provide products and services or market to customers, we may make certain Personal Information available to strategic partners with whom we work. We may share Personal Information with parties who provide services such as information processing, extending credit, fulfilling customer orders, delivering products, managing and enhancing customer data, providing customer service, creating products, assessing interest in our products and services, and conducting customer research or satisfaction surveys. Except as required pursuant to law, legal process, litigation, or requests from public and governmental authorities, we only share Personal Information to provide or improve our products, services and advertising (including, without limitation, to other partners that participate in our services).

**Law & Order:** We may disclose your information, including Personal Information, to third parties if we determine that such disclosure is reasonably necessary to (a) comply with the law; (b) protect any person from death or serious bodily injury; (c) prevent fraud or abuse of the Zookbinders Website or its users; or (d) protect our property rights.

**Receiving E-mail:** We may, from time to time, send you e-mail about your User Account, orders or pricing changes. We may also send you e-mail with general information or special offers about products and services that may be of interest to you. In some cases, we may give you an opportunity to accept or decline the receipt of promotional e-mail. Should you desire not to receive future emails from us, please contact us as set forth in the paragraph of the Terms and Conditions entitled “Contact Information.”

**Limitations:** This Privacy Policy does not cover the information practices of other companies and organizations that may have links to or from the Zookbinders Website or who advertise our services and may use cookies, pixel tags and other technologies to serve and offer relevant ads. You are advised that all of the above information may become accessible by, and made public through, syndication programs, search engines, metasearch tools, spyware, viruses, worms, hacker software and other similar programs and devices. In the unlikely event of our bankruptcy, insolvency, reorganization, receivership, assignment for the benefit of creditors or the application of laws or equitable principles affecting creditors’ rights generally, we may not be able to control the manner in which your Information is treated, transferred or used. In the event that Zookbinders is acquired by or merged with or conveys substantially all of its assets to a third party entity, we reserve the right, in any of these circumstances or other similar circumstances, to transfer or assign the Personal Information we have collected from you and our users as part of such merger, acquisition, sale, change of control, or other similar circumstances.

**Security:** We may use certain third parties to help us provide, improve, protect, and promote our services. These third parties will access your information, including your Personal Information, only to perform tasks on our behalf and in compliance with these Terms and Conditions. While we make a good faith, commercially reasonable effort to ensure that the information described herein remains secure and is only used and disclosed in accordance with this Privacy Policy, common experience has shown that despite such efforts, information, including Personal Information, accessible on or through the internet can on occasion be accessed by unauthorized users for unauthorized purposes.
No Guarantee: While we cannot guarantee privacy protection, we will address known issues to the best of our abilities as soon as reasonably possible.

This Privacy Policy was last updated May 15, 2016.