

## **Privacy Policy**

Sugarlesse.com respects your privacy. We recognize the potential of technology to help you communicate with us via our website, blog, and through e-mail and we would like to use this technology over time to develop a relationship with you. The privacy policy below details the measures taken by Sugarlesse.com to protect your privacy in connection with your use of www.Sugarlesse.com and other sites owned by Sugarlesse.com (collectively, "Site"). Please read the following to learn more about our privacy policy.

If you do not agree to the terms of this privacy policy, please do not provide Sugarlesse.com with any information and do not use the Site. Your continued use of the Site, in case the privacy policy is modified due to external or internal requirements, will signify your acceptance of the changes for information gathered after the date of the change.

### **Overview**

This policy statement discloses our privacy practices including the notification of:

Personally identifiable information ("PII") collected through our Site;

Intended usage of this PII;

Choices available regarding opt-in/opt-out, data collection, use and distribution of the information;

Security measures to protect the loss or misuse of information

under Sugarlesse.com's control;

How to maintain the accuracy of your information.

## **The Details**

In general, you may visit our Site and access information while not revealing any individual user information other than Technology Related Information (defined below). If you upload content to this Site, the content will be governed by the current copyright laws of the United States. The types of individual user information collected in the registration process may include your name, contact information, other PII and other information volunteered by you.

Sugarlesse.com collects PII when you register with Sugarlesse.com, when you visit Sugarlesse.com pages and when you deliver communications or content to the Site. Sugarlesse.com may combine information about you that we have with information we obtain from business associates or otherwise. Without limitation, information collected, including PII, may be used by Sugarlesse.com for internal research purposes, marketing, promotions and public relations, subject only to the terms of our privacy policy.

Sugarlesse.com will not disclose, transfer, sell or otherwise communicate your PII to any third party, other than Sugarlesse.com's parent, subsidiaries and affiliates, and each of (i) their employees or (ii) vendors and contractors operating under confidentiality agreements and subject to Sugarlesse.com's privacy policy, unless you give Sugarlesse.com permission to do so, except as set forth in this privacy policy. Notwithstanding the foregoing or anything to

the contrary, Sugarlesse.com may disclose any information you provide if required to do so by law or pursuant to a request by law enforcement or if we have a good faith belief that disclosure is necessary to (1) comply with the law or with the legal process; (2) protect and defend the rights or property of Sugarlesse.com or third parties; or (3) act in an emergency to protect someone's safety or legal rights ("Mandatory Disclosures"). As we develop our business, we may buy or sell assets or change our name or form of entity, and, depending upon the transaction, your personal information may be one of the transferred assets; provided, however, we will not sell or transfer PII except subject to the terms of our privacy policy. For instance, in the event that Sugarlesse.com is acquired by another company, your PII may be part of the assets transferred to the acquiring party. Sugarlesse.com will notify you before PII about you becomes subject to a different privacy policy. The collected information may be provided in the aggregate to third parties, including potential business partners and advertisers, but this information is not linked to any PII before it is disclosed unless Sugarlesse.com has obtained your consent.

To help administer our Site and provide a positive experience while visiting our Site, Sugarlesse.com does collect technology-related information. "Technology-Related Information" may include, but is not limited to the following: source IP address, domain name, date and time visited and visited pages. A "cookie" is a small line of text that is stored with your Web browser for record-keeping purposes and to help us provide better service to you. Your browser has options to accept, reject or provide you with notice when a

cookie is sent. We use cookies for many purposes such as to save your password so you don't have to re-enter it each time you visit our site. We may also use cookies to deliver content, which may include advertisements from you and other parties. Sugarlesse.com may set and access Sugarlesse.com "cookies" on your computer. Advertisers or other companies do not have access to Sugarlesse.com's cookies. Other companies' use of their cookies is subject to their own privacy policies, not this one. Sugarlesse.com has no control over the information collected from or about you by any third party after you have left the Site. By clicking on links to other websites, advertisers and other third parties, you are leaving the Site. Once you have left the Site, Sugarlesse.com does not control the data collection and privacy practices, or other activities, of any third party linked to this Site and Sugarlesse.com assumes no liability and is not responsible for any practices of such third party websites.

### **Consent/Opt-Out**

Sugarlesse.com may consider requests from unrelated third parties to contact you, but we will not give that third party any PII unless Sugarlesse.com has obtained your consent. If you would like to exercise your right under the CAN SPAM Act to not receive future e-mail correspondence from us, except with respect to your prior financial transactions or communications, regarding Mandatory Disclosures or as otherwise required by law, you may do so by using a link provided at the bottom of these communications. You can also send us an email at SUPPORT AT Sugarlesse.com for any opt-out or opt-in purpose. You may review, change or delete any information you submitted to Sugarlesse.com by going to your

advertiser profile or registration pages at any time. You must include your name and password, and a description of the information you would like to change. Alternatively, you can send mail to the following postal address: Sugarlesse.com, Newmedia Publishing, PO Box 546, Montvale, NJ 07645 (Attn: Privacy).

### **Data Security**

Sugarlesse.com endeavors to ensure the commercially reasonable protection of user's PII. We have implemented security measures to protect PII collected on our Site against loss, misuse or alteration. However, the Internet is an open system and technology and human operators are not infallible. Accordingly, we cannot and do not guarantee that the individual user information you have transmitted, including PII, will not be intercepted by others and/or decrypted or accidentally disclosed. We cannot ensure or warrant the security of any information transmitted to us over the Internet, and we accept no liability for any unintentional disclosure.

### **Third Party Advertising**

We may use third-party advertising companies to serve ads when you visit our website. These companies may, in turn, use information (not including your name, address, email address, or telephone number) about your visits to this and other websites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, click on the link below.

<http://www.networkadvertising.org/>

This is specific to Google and the DoubleClick DART cookie:

\* Google, as a third party vendor, uses DART cookies to serve ads on this site.

\* You may opt out of the use of the DART cookie, by visiting the Google ad and content network privacy policy below.

<http://www.doubleclick.com/privacy/faq.aspx>

## **Changes to the Privacy Policy**

As a user of the Site, please understand that our privacy policy may change from time to time. If we decide to make any material changes, we will post these changes on the Site. If, at any point, we decide to use PII in a manner different than what was stated at the time it was collected, we will notify users of this change either on our blog page or by email. Users will have a choice as to whether or not we use their information in this different manner. Sugarlesse.com will use information in accordance with the privacy policy under which the information was collected unless you agree otherwise.

## **A Special Note about Children, Children's Privacy and Our Compliance with the Children's Online Privacy Protection Act**

In compliance with the Children's Online Privacy Protection Act (COPPA), we are a general audience site and do not intend

to collect any PII from children under 13 years of age. Our Site targets an audience that is over the age of 14. Some content, or links to channel owners who advertise on the Site may not be appropriate for all ages. Parental supervision is recommended. If you are the parent or guardian of a child under 13 and believe that he or she has disclosed PII to us, please contact us at SUPPORT AT Sugarlesse.com. Upon request, the parent or guardian of a child under 13 may review and request the deletion of such child's PII, as well as refuse to permit the further collection or use of such PII.

Still have questions? If you do, or believe Sugarlesse.com is not abiding by our posted privacy policy, you should contact Sugarlesse.com's privacy manager by email at SUPPORT AT Sugarlesse.com. Alternatively, you can send mail to the following postal address: Sugarlesse.com, PO Box 546, Montvale, NJ 07645 (Attn: Privacy).

### **Effective Date**

This privacy policy was last changed and posted on May 1, 2013.