

# **PRIVACY POLICY**

This Privacy Policy is effective as of February 1, 2015

bookroo cares about your privacy and the privacy of persons to whom you may be gifting. We know that you care how sensitive information about you or friends is used and shared, and we appreciate your trust that we will carefully and sensibly secure your information.

This notice describes the privacy policy of bookroo.com (“bookroo”), the service operated and owned by Vermilion Labs LLC (together with bookroo, “Vermilion”). References herein to “we”, “us”, and “our” refer to bookroo and/or its affiliates. References herein to “you”, “your”, and “user” refer to all individuals and/or entities accessing bookroo for any reason.

If you have questions or concerns regarding this statement, you should contact us at [support@bookroo.com](mailto:support@bookroo.com).

This privacy policy covers only information that is collected through the bookroo.com site and does not cover websites to which we link.

## **Notice of Information We Collect And How We Use It**

At bookroo, we are only interested in collecting a minimal amount of personal information that we consider is necessary in providing you or those you are gifting with a safe, smooth, and customized experience. This allows us to provide services and features that will meet your expectations and to customize our service to make your experience safer and easier.

In general, our collection and use of information is as follows:

## **Log Files**

Like many Web sites, we automatically gather certain information about our Site traffic and store it in log files. This information includes Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information, which does not identify individual users, to analyze trends, to administer the Site, to track users' movements around the Site and to gather demographic information about our user base.

We do not link this automatically collected data to personally identifiable information.

## **Cookies**

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use cookies on this site. As noted above, we do not link the information we store in cookies to any personally identifiable information you submit while on our site. This privacy policy covers the use of cookies by the Site only and does not cover the cookies used by third-party websites you may enter through the bookroo site.

Additionally, some of our business partners (e.g., advertisers) use cookies on our site. We have no access to or control over these cookies. See "Third Party Advertisers."

## **Registration, Transaction, and Communication**

bookroo offers a "login" feature on the site. This allows users to create a personal account to complete important actions including reviewing their purchase, updating a shipping address, changing credit card information, or unsubscribing from email communication.

In providing its services to users, bookroo does not store or collect information like credit card numbers or bank account information. When you pay bookroo for services we will process payments through our third party credit card processor, Stripe, Inc. ("Stripe"). All such transactions will be governed by the Stripe privacy policy, accessed at [stripe.com/privacy](https://stripe.com/privacy). We do not receive credit card information into our servers. We

receive a transaction “token” and a customer ID number so we can securely process payments through Stripe.

In order to offer our email service, we will store the email address that you provide us with when you pay. This allows us to confirm and provide information about your purchase, respond to inquiries, and manage your account. We may also use your email address to inform you about our services, such as letting you know about upcoming changes or improvements. We will not share this email address with any third parties other than Stripe unless we are required to by law or to comply with legal processes.

## **ID and Address Verification**

We use a third party to verify your identity and address for shipping purposes.

## **Conditions Under Which We Share Information**

Aggregate Information (Non-Personally Identifiable)

We share aggregated demographic information about our user base with our partners and advertisers. This information does not identify individual users.

We do not link aggregate user data with personally identifiable information.

## **Personally Identifiable Information**

Except as discussed below, we do not share Personally Identifiable Information with Third Parties.

## **Choice/Opt-out**

We provide you the opportunity to ‘opt-out’ of having your personally identifiable information used for certain purposes, when we ask for this information. For example, if you purchase a product/service but do not wish to receive any additional marketing material from us, you can indicate your preference on our order form.

If you no longer wish to receive our newsletter and promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at [support@bookroo.com](mailto:support@bookroo.com).

## **Product Information and Links to Other Sites**

The Site contains links to other sites that are not owned or controlled by bookroo. Please be aware that we are not responsible for the privacy policies of such other sites.

We encourage you to be aware when you leave the Site and to read the privacy policies of each and every Web site that collects personally identifiable information.

This privacy policy applies only to information collected by the Site.

## **Security**

The security of your personal information is important to us. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can email us at [support@bookroo.com](mailto:support@bookroo.com)

## **Changes in this Privacy Policy**

We reserve the right to change our Privacy Policy at any time. If we decide to change our privacy policy, we will post changes to this Privacy Policy and other places we determine appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

If we make changes that materially affect our uses or disclosures of personally identifiable information that we have previously collected, we will notify you here, by email, or by means of a notice on our home page.

## **Contact Us**

If you have any questions or suggestions regarding our privacy policy, please contact us at: [support@bookroo.com](mailto:support@bookroo.com)