



## Privacy Policy

I. Bare Necessities Laser Colorado (BNLC) is committed to protecting the online privacy of visitors to its website. We believe that greater protection of personal privacy on the web will not only protect consumers, but also increase consumer confidence and ultimately their participation in online activities. At BNLC, we intend to give you as much control as possible over your personal information.

***Bare Necessities Laser Colorado believes in protecting the privacy of its customers.*** The purpose of our policy is to inform you about the types of information we gather about you when you visit our site(s), how we may use that information, whether we disclose it to anyone, and the choices you have regarding our use of, and your ability to correct, the information.

Our site(s) may contain links to other websites, including websites directed to children. We have no control over the privacy practices or the content of any of our business partners, advertisers, sponsors or other sites to which we provide links from our sites. You should check the applicable privacy policy of the website sponsor when linking to other websites.

### a) **Personal Information Which We Collect**

We may request that you supply us with personal information, including your name, email address, postal address, home or work telephone number, credit card number (only if you choose to purchase a product online), for such purposes as correspondence, making a purchase, or participating in online contests, surveys or games. If you give us personal information via the Internet that we (or our business partners) may need in order to correspond or do business with you, it is our intent to let you know how we will use such information.

Like many other commercial sites, our site(s) may utilize a standard technology called a "cookie" to collect information about how our site is used. Cookies were designed to help a website recognize a user's browser as a previous visitor and thus save and remember any preferences that may have been set while the user was previously browsing the site.

A cookie is an alphanumeric file that a web site puts on your hard drive so that it can remember something about you while you are using the Site or when you return to the site. Cookies make it easier for you to use our site. Our cookie cannot retrieve any other data from your hard drive or pass on a computer virus.

Our website(s) may use cookies to enhance your visit. Cookies can securely store a user's password, personalize web home pages, identify which parts of a site have been visited or keep track of selections, such as those selected in a "shopping cart." Our cookies may collect a domain name (for example, "aol.com" or "netcom.com") and track a path through our web pages. We only use "cookies" to gather the information indicated in this policy and do not use cookies



to gather personal identifying information about you (such as your name) without your consent.

We may require you to supply us with personal information (demographic information such as age, gender, income, education, population data, zip codes) during a "registration" process online prior to using certain features of our site (for example, prior to entering an online sweepstakes). We use this general information in statistical form to understand our site's demographics, such as percentage of male and female users, geographic location, age ranges, or a combination of these or other demographics. We also require registration in some circumstances to contact users when necessary, such as with online sweepstakes and message boards. As detailed below, we will not share specific information about you to advertisers or third parties without your consent. The Company is not responsible for events arising from the distribution of the registration information if you choose to publicly post or share that information.

**b) Use of User Information**

We may perform statistical analyses of aggregate (group) user behavior. This allows us to measure relative consumer interest in the various areas of our websites for product development purposes. Any information we collect is used for our own internal purposes to improve the content of the website(s), to enhance users' experiences when visiting our site(s), to customize the content and/or layout of our pages, and to provide the services required by an individual user. We do not use personal identifying information for any reason that is not disclosed either in this Policy or at the time the information is requested. Aside from an automatic reply to an email received by us, it is our intent not to email to you unless you request a particular service, or consent to being contacted by email. There may be instances where you will have the opportunity to subscribe to an email list that will send information about the site or our advertisers to your email address, but after an initial mailing gauging your interest this will be continued only with your permission and consent.

Customers who've purchased from our online store may also receive periodic mailings regarding new products and services. To opt-out of any communications or future mailings, contact [info@bare necessitiescolorado.com](mailto:info@bare necessitiescolorado.com).

**II. Disclosure to Third Parties**

We do not share personal identifying information with any third party without your permission. We disclose only in aggregate (group) form our statistical analyses or demographics of users to third parties, such as advertisers or other business partners. This aggregate information does not include names or email addresses. In some instances, we operate shared websites with businesses affiliated with us. Our Privacy Policy will apply to these websites. PLEASE BE AWARE that when you voluntarily disclose personal information (such as your name or email address) in message boards and other public forums or to third parties, that information may be collected by others outside our control and may result in unsolicited messages from others.



We do not disclose your personal information to other companies, persons or agencies, except for the purposes described below:

- **Service Providers:** We employ other companies and individuals to perform certain services and functions on our behalf. Examples include operating and maintaining our Site, taking orders, delivering packages, sending postal mail and email, removing repetitive information from customer lists, analyzing data, providing marketing consultation and assistance, distributing customer surveys, processing credit card payments, and providing customer service. These companies have access to personal information needed to perform their services or functions, but may not use it for other purposes.
- **Affiliates and Partners:** Sometimes we send offers to select groups of customers on behalf of affiliated companies.
- **For your protection and ours:** We may release personally identifiable information when we believe it is appropriate to comply with applicable law regulation, legal process, or governmental request; enforce or apply our terms of use and other agreements; or protect the rights, property, or safety of Buffalo River Clothing Company, our customers, our employees or others.
- **Business Transfers:** As we continue to develop our business, we might sell or buy subsidiaries or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing privacy policy (unless, of course, the customer consents otherwise.) Also in the unlikely event that Buffalo River Clothing Company or substantially all of its assets are acquired, customer information will be one of the transferred assets.
- **With your consent:** You will receive notice when information about you might go to third parties, and you will have the opportunity to choose not to share the information.

### **III. Accuracy of User Information**

Questions regarding our Privacy Policy, the accuracy of your personal information or the use of the information collected should be directed via email to [customerservice@buffaloriver.com](mailto:customerservice@buffaloriver.com) or you can reach us by telephone at 303-494-7988. You also can write us at:

Bare Necessities Laser Colorado

5231 South Santa Fe Blvd. #201

Littleton, CO 80120

These privacy policies are effective as of December 1, 2007. We reserve the right to change this Policy at any time, and will post any changes to this Policy as soon as they go into effect.



#### **IV. Security of Information**

We seek to ensure the security of personal information submitted by our users. When collecting credit card information for online purchases, we offer secured-server transactions that encrypt your information in transit to thwart someone from intercepting it and misusing it. When we collect other information from our users, it is stored in an area to which the general public does not have access.

#### **V. Opting-out**

At times while assessing our site(s), a user may be given a choice of "opting-out" of certain uses of his or her information. We will provide this choice where appropriate.

#### **VI. Permission to Use of Materials**

The right to download and store or output the materials in our site(s) is granted for the user's personal use only, and materials may not be reproduced in any edited form. Any other reproduction, transmission, performance, displays or editing of these materials by any means mechanical or electronic without the express written permission of the Company is strictly prohibited. Users wishing to obtain permission to reprint or reproduce any materials appearing on this site may contact us at [info@bare necessitiescolorado.com](mailto:info@bare necessitiescolorado.com).