

PRIVACY POLICY

Viewplicity, LLC, a Texas limited liability company, owns Viewplicity.com and operates under the trademark "Viewplicity". We are committed to fair information practices. We respect the privacy and security of our users. Our goal is to provide you with a personalized internet experience that delivers the information, resources, and services that are most relevant and helpful to you. In order to achieve this goal, we sometimes collect information during your visits to our web sites.

To demonstrate our commitment to your privacy, we have prepared the following detailed statement disclosing our privacy practices. Here, you will learn what personal identifying information of yours is collected, how and when we might use your information, who has access to your information, and how you can correct any inaccuracies in the information.

Information We Collect and How We Use It

We collect certain information from and about our users three ways: directly from the user, from our web server logs and with cookies.

Personal information users give us: On some of our web sites, visitors can register to purchase products or services and receive personalized content. When you register, we may ask you for some personal information.

Web server logs: When you visit our web sites, we may track information to administer the site and analyze its usage. Examples of information we may track include but are not limited to:

- your internet protocol address
- what kind of browser or computer you use
- the number of links you click within the site
- the state or country from which you accessed the site
- the date and time of your visit
- the name of your internet service provider
- the web page you linked to our site from
- the pages you viewed on the site

Cookies: Our web sites use cookies (i.e., small bits of text that our servers place into a file on your computer's hard drive). This is used to save your preferences and login information, and provide personalized functionality. You can reject cookies by changing your browser settings, but be aware that this may disable some of the functionality on our web sites.

If you're purchasing a service or product, we'll request financial information (e.g., What is your credit card number?). Any financial information we collect is used only to bill you for the products and services you purchased. If you purchase by credit card, this information may be forwarded to your credit card provider.

For other types of registrations, we will ask for your name, address, e-mail address or telephone number. We may then contact you with information about our other products and services.

Finally, you may be asked to disclose personal information to us so that we can provide assistance and information to you. For example, we may collect personal information from you (such as an e-mail address, system information and problem descriptions) in order to provide online technical support and troubleshooting.

If you don't want to receive promotional materials from us, our affiliates or marketing partners, you can opt out at any time. You simply need to indicate your preferences with each of our services to which you are registered. Here's how: send an e-mail to optout@viewplicity.com. Include your name and contact information, and a message saying you would like to stop receiving promotional materials. If you have questions about opting out, send an e-mail message to customerservice@viewplicity.com.

Who Has Access to the Information?

We will share your personal data in the following ways:

- as required by law, in a matter of public safety or policy, or as needed in connection with the transfer of other business assets. In compliance with U.S. law, we do not share information with any unaffiliated third parties for marketing purposes unless you expressly ask us to.
- with our affiliates.
- with agents and contractors who use it on our behalf or in connection with their relationship with us.
- we use your information to respond to you in the event that you contact us. We also use your personal information for the following general purposes: to provide you with products and services, to provide you with information about products or services, to improve our services, and to market products and services that we think may be of interest to you.
- we are the owners of the information collected on this site. As noted above, we can only collect information that you voluntarily provide to us via email, cookies transactions, or other direct contact from you. We will not share your information outside of our company and our affiliated companies or agents, except we may share your information when: (1) we have your permission; or (2) it is necessary to do so in order to provide you with the product or service you requested or (3) as set forth above. We may also disclose your information to another entity in connection with a sale, merger, transfer, exchange or other disposition of all or a portion of our business, in order to protect and defend our rights, property, and this site, to enforce our terms of use, or if we are required to do so by law.

Links to Other Companies' Sites

We strive to protect your personal information and we have put in place physical, electronic and managerial procedures designed to safeguard and secure your personal information from reasonably anticipated threats. However, we cannot ensure the security of the information that you transmit to use. We encourage you to take every precaution to protect your personal information.

WE MAKE NO WARRANTIES AS TO THE SECURITY OF YOUR DATA COMMUNICATIONS, OR THAT THIRD PARTIES WILL NOT GAIN UNAUTHORIZED ACCESS TO OR MONITOR YOUR COMPUTER(S), ONLINE COMMUNICATIONS, OR PERSONAL INFORMATION, YOU AGREE THAT WE WILL NOT BE LIABLE FOR ANY SUCH ACCESS.

Our web sites may contain links to sites maintained by companies that are not affiliated with us. We are not responsible for the privacy practices or the content of those sites, and we encourage you to use caution when visiting them. In particular, we recommend you view the privacy policy posted on each site.

How to Correct Inaccuracies

You can correct your information by email to customerservice@viewplicity.com.

Privacy Policy Changes

If our information practices change in a significant way, we will post the policy changes.

We reserve the right, in our sole discretion, to change, modify, add, or remove portions of this policy at any time. Any such change will be effective immediately upon our posting the change on the site.

Our site does not target and is not intended to attract children under the age of 13 or 18. Our company does not knowingly solicit personal information from children under the age of 13 or send them requests for personal information.

Questions?

Please send an e-mail message to privacypolicy@viewplicity.com. This policy is effective as of September 15, 2009.