

## **Privacy Policy**

**Date of last revision: January 2012**

Your privacy is important to you and to us. We recognize that we must earn and keep your trust. This Privacy Policy outlines the types of personal information we gather when you use the BookRix website, as well as some of the steps we take to safeguard it.

The following principles apply to the personally identifying information we ask for and that you provide. "personally identifying information" is information that individually identifies you, such as your username, physical address or email address.

### **Data Collection**

BookRix collects information your browser makes available whenever you visit a website. This log information includes your internet protocol ("IP") address, browser type, browser language, the date and time of your visit and cookies that may uniquely identify your browser. We use this information to operate, develop and improve our services.

We collect information from you when you register on the site, open an account, place an order, enter a contest or, upload content, respond to a survey or communication such as e-mail, or participate in any other site feature.

When registering or ordering, we may ask you for your name, date of birth, e-mail address, mailing address, or other information. You may, however, visit our site anonymously. If you choose to visit the site anonymously then some of the more advanced features of the website may not be available to you.

Like many websites, we use "cookies" to enhance your experience and gather information about visitors and visits to our websites. Please refer to the cookies section below for information about cookies and how we use them.

We also receive and store click-stream data and other information about visits to our websites which may be combined with personal information you have provided. This information is used to analyze and improve the website experience.

### **Content**

When you upload any content to the BookRix website, that content becomes publically accessible to the extent you have determined in your settings. The public can and will see any of such content, and as such, BookRix has no control over how this information will be used by other users of the BookRix website. For that reason, please think carefully about what personally identifiable information you disclose in any content you upload to the BookRix website.

We also collect anonymous information, such as your IP address, the type of browser you use, the pages on our site that you visit, the search terms that you enter. This information is used to provide features and help us diagnose problems, administer the site and otherwise improve our service to you.

### **Cookies**

BookRix uses cookies to track specific user sessions on the website. This lets us provide user-specific functionality without asking you to re-enter your username on every single page. Our cookies contain only

a small, anonymous piece of identifying information called a session id (like a random number) that we map back to your account while you are on the site. Cookies contain no other information.

## **Using your information**

We may use the information we collect from you when you register, purchase products, enter a contest or promotion, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your site experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To administer a contest, promotion, survey or other site feature.
- If you have opted-in to receive direct mail, BookRix may send you periodic direct mail (such as special offers or general newsletters). If you would no longer like to receive direct mail, please visit the Profile Settings section to modify your preferences.
- If you have entered into an Author Agreement with BookRix we will need additional information (such as your PayPal-account, tax number) to pay you the royalties.

## **Information Sharing**

We do not rent or sell your personally identifying information to other companies or individuals, except with your consent.

We will only divulge your personal information if we are required to do so by law or have a good faith belief that disclosure of such information is reasonably necessary to protect the rights, property or safety of BookRix, its users or the public.

We may store and process personal information collected on our site in the United States or any other country in which BookRix or its agents maintain facilities. By using our services, you consent to the transfer of your information among these facilities, including those located outside your country.

We may share aggregated information with others. Examples of this include the number of users who searched for a particular keyword or how many users clicked on a particular link.

## **Information Security**

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data.

We restrict access to your personally identifying information to employees who need to know that information in order to operate, develop or improve our services.

BookRix uses physical, electronic and administrative safeguards, including firewall and password protection for our servers, designed to protect the security of data. While BookRix does implement commercially reasonable measures to protect information, BookRix cannot guarantee that data transmission over the Internet or information storage technology will be 100% secure.

## **Links**

This web site may contain links to other websites. Please be aware that BookRix is not responsible for the privacy practices of other sites. We encourage our users to be aware when they leave our web site and to read the privacy statements of each and every web site that collects personally identifiable information.

The sites linked to by BookRix are developed by people over whom BookRix exercises no control. These other sites may place their own cookies on your computer, collect data or solicit personal information.

BookRix may present links in a format that enables us to understand whether they have been followed. We use this information to understand and improve the quality of BookRix's search technology. For instance, this data helps us determine how often users are satisfied with the first result of a query and how often they proceed to later results.

### **Changes to this Policy**

This policy may not be complete in every detail. Please note this Privacy Policy may change from time to time. If you have any questions about this privacy statement, you can contact us at [privacy@bookrix.com](mailto:privacy@bookrix.com).