

BOWSMITH, INC. PRIVACY POLICY

This BOWSMITH, INC. Privacy Policy (the "Policy") was developed by BOWSMITH, INC., a California corporation, as an extension of our commitment to combine the highest quality products and services with the highest level of integrity in dealing with our valued customers, and the companies, businesses, and organizations they represent (collectively, "you").

IMPORTANT:

If you do not agree to the policy, you should not use this internet website (the "website"). BOWSMITH, INC. may modify the policy from time to time and post those modifications here. Continued use of the website after any such modifications constitutes your acceptance of the modified agreement.

1. INFORMATION. BOWSMITH, INC. obtains information from and about you in a number of different ways, including:

A. General Information. Some information ("General Information") is gathered automatically when you access the Website. This General Information (which includes Website pages visited, type of web browser used, type of operating system, the domain name of your Internet service provider, and similar information) does not identify you personally.

B. Personal Information. Some information ("Personal Information") is not gathered automatically when you access the Website and instead is provided by you voluntarily. Personal Information is information that is identifiable as yours, and may include without limitation your name, address, telephone number, email address, and other personal information to verify your identity, as well as financial information such as your credit card number. You must provide Personal Information to BOWSMITH, INC. if you wish to purchase gift cards or other items, or if you wish to receive coupons, newsletters or other information.

The following are some of the kinds of Personal Information you may choose to provide:

(i) Third Party Information. When you register at a third party website, and provide Personal Information to such third parties, BOWSMITH, INC. may (pursuant to agreements between BOWSMITH, INC. and those third parties) obtain such information to populate BOWSMITH, INC. registration forms for use when you hyperlink to the Website; and

(ii) Email Information. When you send BOWSMITH, INC. email messages or call BOWSMITH, INC. by telephone, BOWSMITH, INC. may retain the content of your email or telephone messages, together with your email address and BOWSMITH, INC.'s response to you.

C. Cookies. A "cookie" is a small data file transferred by a Website to your computer's hard drive. We send cookies when you surf our Website, respond to online surveys or polls, or request information. Accepting the cookies used on our site does not give us access to your Personally Identifiable Information, but we can use the cookies to identify your computer. The aggregate information collected permits us to analyze traffic patterns on our site. This can enable us over time to provide you with a better experience on our site by improving the content and making it easier to use. For example, cookies can allow delivering content specific to your interests and save your password so you do not have to repeat it more than once on pages where a logon is required. However, you may disallow cookies through your web browser and still visit our website.

D. Hyperlinks. The Website contains hyperlinks to third party websites, including those to one (1) or more third party referral websites. This Policy applies only to General Information, Personal Information and Cookie Information, and does not apply to information collected at such other websites. BOWSMITH, INC. is not responsible for the privacy practices of such other websites, and you understand and agree that those privacy practices may be significantly different than those stated in this policy.

2. GENERAL USE AND DISCLOSURE OF INFORMATION. BOWSMITH, INC. uses and discloses your information as follows:

A. General Information. BOWSMITH, INC. uses and discloses General Information to understand Website demographics and content preferences, and shall do so without notice to, or permission from, you or any third party. In particular, BOWSMITH, INC. may provide aggregate information about BOWSMITH, INC. customers, sales, Website traffic patterns, and related information to BOWSMITH, INC. affiliates or third parties;

B. Personal Information. As further provided in SECTION 3 ("OTHER USE AND DISCLOSURE OF PERSONAL INFORMATION"), BOWSMITH, INC. uses Personal Information solely for purposes of administering BOWSMITH, INC. business activities, providing customer service and making available other products and services to you and other BOWSMITH, INC. customers and prospective customers, and does not sell or rent this information to any third parties other than those who are administering the website and mailing list as an agent of BOWSMITH, INC. This may include focused advertising, online banner advertisements, new services, promotions and other responses to you. BOWSMITH, INC. discloses your Personal Information only as described in Section 3 of this Policy. BOWSMITH, INC. may also use Personal Information to notify you about important changes to the Website or BOWSMITH, INC.'s business, new BOWSMITH, INC. services and special offers you may find valuable.

3. OTHER USE AND DISCLOSURE OF PERSONAL INFORMATION.

BOWSMITH, INC. may use and disclose your information when legally compelled to do so, or when BOWSMITH, INC., in good faith, believes that the law requires it or for the protection of BOWSMITH, INC. legal rights or those of a third party. BOWSMITH, INC. does not otherwise use or disclose your Personal Information except as follows:

(i) BOWSMITH, INC. may use your Personal Information and disclose your Personal Information: (a) in the course of providing services to you; (b) to law enforcement; (c) to a representative of a payment verification service, financial institution or credit card company only when you have authorized such disclosure; or (d) to third party service providers, such as administrators of BOWSMITH, INC. mailing list;

(ii) BOWSMITH, INC. may use and disclose your Personal Information: (a) in connection with the sale, purchase, merger or reorganization of BOWSMITH, INC.; or (b) when BOWSMITH, INC. believes it is necessary to protect the rights, property or safety of BOWSMITH, INC. or other persons, or to comply with a judicial proceeding, court order or legal process served on BOWSMITH, INC.;

(iii) BOWSMITH, INC. may use and disclose your Personal Information to notify you about changes to the Website or BOWSMITH, INC. business or new BOWSMITH, INC. services and special offers you may find valuable.

(iv) Any Personal Information you provide may also be collected by BOWSMITH, INC. merchandise and service suppliers in order to process, bill and fulfill your orders.

IMPORTANT:

BOWSMITH, INC. does not sell your personal information to third parties, or use your personal information other than as described in this policy.

4. SECURITY STANDARDS. The security of your Personal Information is important to BOWSMITH, INC. All Personal Information is encrypted using certain secure socket layer ("SSL") technology or other applicable tools. If you have any questions about security of your Personal Information or the security on the Website, you can send BOWSMITH, INC. an email at (info@bowsmith.com). BOWSMITH, INC. expressly disclaims any promise or representation, express or implied, as to the company's security measures regarding Personal Information.

5. OPT OUT. If you have so agreed on the Website, you may receive marketing messages and materials from BOWSMITH, INC., including without limitation a "welcome" email and subsequent newsletters and other emails. If you do not wish to receive such messages or materials, you may notify BOWSMITH, INC. of your preference by following the instructions included in each communication, by emailing (info@bowsmith.com), or by contacting BOWSMITH, INC. at (559-592-9485), or by regular mail at: BOWSMITH, INC. Customer Service, BOWSMITH, INC. (P.O. Box 428 Exeter, CA 93221).

6. CHILDREN'S PRIVACY. The Website is not intended for the use by anyone under the age of eighteen (18). BOWSMITH, INC. does not knowingly solicit and does not wish to receive any information from children.

7. ACCESS TO PERSONAL INFORMATION. If you would like to review your Personal Information, contact BOWSMITH, INC. at (info@bowsmith.com), or call (559-592-9485). If you need to make changes to, but not purge, your Personal Information, you may do so by calling BOWSMITH, INC. Customer Service at (559-592-9485), or by mail sent to BOWSMITH, INC. Customer Service, BOWSMITH, INC., (P.O. Box 428 Exeter, CA 93221).

You hereby agree that BOWSMITH, INC. may use and disclose any suggestions, ideas, concepts or information (other than your Personal Information) that you provide to BOWSMITH, INC. regarding this Policy, BOWSMITH, INC. business or any other matter, without obligation to you or any third party.

8. MERCHANT SERVICES. You may be able to access certain information related to third parties at the Website, or via hyperlinks, banner ads, or "click-throughs" from the Website, regarding the goods or services of third parties (collectively, "Merchant Services"). You understand and agree that your access to or use of Merchant Services is a matter entirely between you and the associated third parties, and BOWSMITH, INC. shall have no liability whatsoever for any such access or use.

9. ASSIGNMENT. BOWSMITH, INC. may assign this Policy, in whole or in part, to any third party without notice to or permission from you or any such access or use.

10. SECURITY. We take security very seriously. However, due to the open communication nature of the Internet, we cannot guarantee that communications between you and BOWSMITH, INC., and BOWSMITH, INC. and you, will be free from unauthorized access by third parties. Users of the Website use the Website at their own risk.

BOWSMITH, INC. and the BOWSMITH, INC. logo are trademarks of BOWSMITH, INC., a California corporation, and may not be used without prior written permission.

If you have any questions or comments about BOWSMITH, INC. or this Policy, you may contact BOWSMITH, INC. at:

BOWSMITH, INC.
P.O. Box 428
Exeter, CA 93221
559-592-9485