

Privacy Statement

This Privacy Statement (“Privacy Statement”) explains how Because It’s Your Birthday, LLC (“Because It’s Your Birthday,” “BYBDay,” “us,” “our,” and “we”) collects and uses your information. This Privacy Statement applies to our websites www.becauseitsyourbirthday.com; www.bybday.com; mobile applications, electronic services, interactive features, online services or any other online activity owned or controlled by us (collectively the “Site”). This Privacy Statement is incorporated in our Terms of Use, which are in effect whenever you use our Site.

By using our Site, you agree to the terms and conditions of this Privacy Statement. Do not use our Site or provide any personal information if you do not agree with these terms and conditions.

Collection of your Personal Information

We may collect personally identifiable information, such as your name. We may also collect anonymous demographic information, which is not unique to you, such as your gender. We may gather additional personal or non-personal information in the future.

Information about your computer hardware and software may be automatically collected by us. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Site.

This Privacy Statement only addresses the collection and use of information by us. We encourage you to review the privacy statements of websites you choose to link to from our Site so you can understand how those websites collect, use and share your information. Our Site is not responsible for the privacy statements or other content on websites outside of our Site.

Use of your Personal Information

We collect and use your personal information to operate the Site and deliver the services you have requested.

We may also use your personally identifiable information to inform you of other products or services available from Becauseitsyourbirthday; BYBDay and its affiliates. We may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

We do not sell, rent or lease our customer lists to third parties.

We may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. We may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third

parties are prohibited from using your personal information except to provide these services to the Site and they are required to maintain the confidentiality of your information.

We may keep track of the websites and pages our users visit within our Site, in order to determine what Becauseitsyourbirthday; BYBDay services are the most popular. This data is used to deliver customized content and advertising within the Site to customers whose behavior indicates they are interested in a particular subject area.

We will disclose your personal information, without notice, only if required to do so by law or in the good faith belief such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on us or the Site; (b) protect and defend the rights or property of Becauseitsyourbirthday; BYBDay; and, (c) act under exigent circumstances to protect the personal safety of users of Becauseitsyourbirthday; BYBDay, or the public.

Use of Cookies

The Site may use "cookies" to help you personalize your online experience. A cookie is a text file placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain issuing the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server you have returned to a specific page. For example, if you personalize Becauseitsyourbirthday.com; BYBDay.com pages, or register with us, a cookie helps us recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Site, the information you previously provided can be retrieved, so you can easily use the Site features you customized.

You can accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Becauseitsyourbirthday; BYBDay services or websites you visit.

Security of your Personal Information

To secure your personal information from unauthorized access, use or disclosure, the Site uses the following:

Verisign

OTHER PROTECTION SERVICES HERE

When personal information (such as a credit card number) is transmitted to other websites, it is protected using encryption, such as the Secure Sockets Layer (SSL) protocol.

Verisign is an independent, third-party company engaged in the development of digital trust. Verisign provides authentication of Internet services, digital identity and intellectual property. By clicking on the Verisign logo, the Verisign website will serve up a web page confirming Becauseitsyourbirthday; BYBDay is "Verisign Authenticated."

Children Under Thirteen

We do not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use the Site.

Opt-Out & Unsubscribe

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from Becauseitsyourbirthday; BYBDay by contacting us here:

- Web page: NEED
- Email: NEED
- Phone: NEED

Changes to this Policy

This Privacy Statement may be modified from time to time to reflect company and customer feedback. We encourage you to periodically review this Privacy Statement to be informed of how we are protecting your information.

Contact Information

We welcome questions or comments regarding this Privacy Statement. If you believe Becauseitsyourbirthday; BYBDay has not adhered to this Statement, please contact us at:

Because it's your Birthday, LLC
14000 South Magnolia Avenue
Ocala, Florida 34473

Email Address:

ContactUs@bybday.com

Telephone number:

[954-257-0930](tel:954-257-0930)

Effective as of January 1st 2019