

Privacy Policy

LILLI PAD, LLC. PRIVACY POLICY

Effective January 1, 2014

What Personally Identifiable Information Do We Collect and How Do We Use It?

Registration Information

During your use of this Web site, you may provide contact information (such as name and email address). We may use this information to contact you about the services on our site. You may also have the option to provide demographic information (such as income level and gender) to us. We may also collect the name of and information about any advertisement that brought you to our web site. Any e-mail address that you give us during the registration process is kept separate from information collected during your use of our web site and is not used to correlate your identity to Internet usage path.

Demographic information is correlated to Internet usage collected during your use of our web site, but we do not attempt to determine your identity by analyzing this information.

Log Files

As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

Even if you don't voluntarily provide personal information, the URLs we collect through our web site sometimes contain personal information about you. For example, when you enter information on a Web page the operator of the Web site may insert that information into its URL for that or the next page. This means that your name, your address, your e-mail address, or similar information you might consider private or personally identifiable which you enter into a Web page sometimes becomes part of a URL that is then transmitted to us.

We analyze logs of usage path collected from users to determine Internet usage in the aggregate. Further, by storing this information with users' cookie numbers, we correlate each user's usage path information and demographic information to each other.

Cookies

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use cookies on this site. We link the information we store in cookies to personally identifiable information you submit while on our site.

We use session cookies to make it easier for you to navigate our site. A session ID cookie expires when you close your browser.

Some of our business partners (e.g., advertisers) use cookies on our site. We have no access to or

control over these cookies. This privacy statement covers the use of cookies by the Lilli Pad, LLC web site and our related web sites only, and does not cover the use of cookies by any advertisers.

We use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

Orders

If you purchase a product or service from us, we request certain personally identifiable information from you on our order form. You must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date). We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

Surveys or Contests

From time-to-time we may provide you the opportunity to participate in contests or surveys on our site. If you participate, we will request certain personally identifiable information from you. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information and demographic information.

We use this information to notify contest winners and award prizes, to monitor site traffic or personalize the site (in the case of anonymous information collected in surveys), to send participants email communications, and to send advertisements.

Uses of Information

If you gave us your e-mail address, we may use it to send you newsletters, product updates, service-related information, and other offers and information from Lilli Pad, LLC. LilliPad also may contact you by e-mail to respond to any customer service inquiries you submit. We do not use your e-mail address to correlate your identity to your Internet usage paths. If you do not want to receive further newsletters, offers, or product and service information, simply click the unsubscribe or opt-out link at the bottom of the unwanted e-mail message or send an e-mail to service@lillipaddivingboards.com.

We use IP addresses to diagnose problems with our servers and to administer our Web site. Your IP address also is used by Lilli Pad, LLC to gather broad demographic information, such as your general geographic location and Internet Service Provider. IP addresses are further used to help determine the number of users of our Web site. This demographic information may also be used by us to analyze aggregate Internet usage behavior.

Profile

We store information that we collect through cookies, log files, clear gifs, and/or third party sources to create a "profile" of your preferences. We tie your personally identifiable information, and your purchasing history, to information in the profile, to provide tailored promotions and marketing offers and to improve the content of the site for you.

With Whom Do We Share Your Personally Identifiable Information?

Except as described below, we will not share your personally identifiable information with third parties (aside from entities that perform services for us, such as processing credit card payments), unless you have “opted-in” to such sharing. However, we may disclose information you provide if required to do so by law or if we have a good faith belief that disclosure is necessary to: (1) comply with the law or with legal process served on us; (2) protect and defend our rights or property; or (3) act in an emergency to protect someone’s safety.

We may gather demographic information from you (for example, your age, education level or household income) from time to time. We will not share such information with any other person or entity in a manner that identifies you as an individual, unless we let you know that at the time of collection or we have your permission.

As we develop our business, we may buy or sell assets, and, depending upon the transaction, your personally identifiable information may be one of the transferred assets. In the event that we are acquired by another company, your personal information may be part of the assets transferred to the acquiring party.

Links to Other Sites

This Web site contains links to other sites that are not owned or controlled by Lilli Pad, LLC. Please be aware that we are not responsible for the privacy practices of such other sites. This privacy statement applies only to information collected by this Web site.

Bulletin Boards/Chat Rooms

If you use a bulletin board or chat room on this site, you should be aware that any personally identifiable information you submit there can be read, collected, or used by other users of these forums, and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums.

Access to Personally Identifiable Information

If your personal identifiable information changes, or if you no longer desire our service, you may correct, update, delete or deactivate it by emailing our Customer Support at service@lillipaddivingboards.com or by contacting us by mail at the contact information listed below.

Security

The security of your personal information is important to us. When you enter sensitive information (such as credit card number and/or social security number) on our registration or order forms, we encrypt that information using secure socket layer technology (SSL). We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

Changes in this Privacy Policy

If we decide to change our privacy policy, we will post those changes on the Web site. The revised terms will be effective immediately and your continued use of the site will constitute acceptance by you of the new terms.

Contact Us

If you have any questions or suggestions regarding our privacy policy, please contact us via: phone: (800) 279-3419; e-mail: service@lillipaddivingboards.com; Internet: www.lillipaddivingboards.com; or write to: Lilli Pad, LLC. 7022 Woodbrook Drive, Fort Wayne, IN 46825.