

This PRIVACY Policy applies to our website [lenoregraphics.com](http://lenoregraphics.com), which is owned and operated by Lenore Graphics. This PRIVACY Policy was last updated January 27, 2017. This is v1.1

## PRIVACY POLICY

### QUICK SUMMARY

Lenore Graphics ("our," "we", "us") collects information about which website pages people visit. We collect email addresses from people who email us. We collect information provided to us by our visitors through account registrations, mailing list sign-ups and other transactions. Such information may contain personal data about you including your address, phone numbers, credit card numbers, and so on. We protect credit card information according to Payment Card Industry Data Security standards (PCI-DSS). We are not allowed to disclose such personal information without your written permission. However, certain information collected from you and about you is used within the context of providing services to you.

The information we collect is never sold or rented to others. It may be shared with others under certain circumstances, outlined below. By using our website, you have provided us valid consent to disclose the following:

- We may share your personal information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Terms of Use, or as required by law or formal request (such as a court order or subpoena).
- We engage other companies to perform tasks on our behalf and we may need to share your information with them in order for us to provide services to you.
- We will transfer information about you if we are acquired by or merged with another company. In this event, we will notify you by email or by putting a prominent notice on our website before information about you is transferred and becomes subject to a different privacy policy.

Everyday language summaries are provided for your ease of use and benefit and are not legally binding. Please read our [Terms of Use](#) for a more complete understanding.

## PRIVACY POLICY

### WHAT KIND OF INFORMATION DO WE COLLECT?

INFORMATION THAT IS AUTOMATICALLY COLLECTED AND GENERATED. We may collect and store non-personally identifiable usage information. When you browse our website, we automatically receive your computer's internet protocol (IP) address, which can tell our systems about your browser and operating system. We use third-party website analytics to collect, parse and manage this type of data. In some instances, we may

provide this information in anonymous, aggregate form to our service providers, who may use the information to improve our visitors' online experience, such as optimizing our website. Here are some examples of non-personal information: an IP address, which pages were viewed, site navigation patterns, details about the devices used to access the Internet and our website, and geo-location tracking information if our website is accessed from a mobile device. This type of information is collected by automated means such as cookies and web beacons. "Cookies" are small data files that are transferred to your computer's hard drive as you navigate a website. Every computer that accesses our website is assigned a different cookie by us. We use cookies to help us compile aggregate data about site traffic and site interaction. Information about your past or current site activity helps us provide you with improved services, site experiences, and tools in the future. You may be able to adjust the preferences on your browser or device to change your device's acceptance of cookies, but doing so may limit our ability to provide content to you. If you'd like to opt out of accepting cookies as you browse the internet, tools provided by the Network Advertising Initiative website may be able to assist you.

INFORMATION OUR VISITORS INPUT. As part of the exchange you originate when you enter your information into our website, we collect the personal information you provide. We receive and store any information you input or otherwise deliberately provide to us such as your full name, email address, phone number, billing information and payment details, username and password for your Lenore Graphics account (if you have one), information you exchange with us through social media, and other details provided to us by you or that may be included in the data provided to us by third parties. Any personal information or content you voluntarily provide online in a manner that others can view or access (for example: site reviews, and social media posts) is not covered by our Privacy Policy. We are not responsible for personal information or content that you provide in forums outside our domain. We are also not responsible for personal information or content that you disclose inside our domain that is viewable or accessible by others, such as product reviews or comments.

### **HOW DO WE USE THE INFORMATION WE COLLECT?**

We may use the information we collect to contact you with inquiry-related messages, such as notifications of receipt of inquiry. We may use the personal information we collect from you for typical activities, such as (but not limited to) :

- Creating and managing your account (if you have one)
- Providing client support
- Keeping track of your transaction history
- Managing your participation in marketing and promotions
- Processing, authenticating and handling your sales-related transactions
- Facilitating communication with our website and associated social

networks

If we request your personal information for a reason other than completing a sales-related transaction (such as marketing), we will either ask you for your express consent, or provide you with an opportunity to say no, or both. If you choose to join our mailing list, we may use the information you provide to send you emails about our store, new products, sales and other updates. In compliance with the California Online Privacy Protection Act, we will not distribute your personal information to outside parties without your consent. All users of our site may make any changes to their information at anytime by logging into their online account.

### **HOW DO WE RESPOND TO "DO NOT TRACK" SIGNALS?**

Do Not Track signals (DNT) are electronic tools designed to protect consumers' online privacy. They specifically address the automatic web tracking that is common in online commerce. Online shops, including ours, use web tracking for a variety of reasons. You can easily enable DNT on your web browser. How each website responds to a DNT signal that your browser then sends out is individual to the website. Be aware that simply enabling DNT does not mean you are not being tracked. Lenore Graphics supports a customer's right to privacy, including enabling DNT. There may be technical issues that complicate our ability to serve visitors who use DNT-enabled browsing on our website and hinder our ability to fully honor the DNT signal. We make no practical distinction between visitors who enable DNT and those who do not. We endeavor to provide the same quality consumer experiences for both, including Customer Support interactions and order fulfillment. If we are notified that your browser is DNT-enabled, we will make technically allowable adjustments within our current systems to honor your Do Not Track signal. Enabling DNT on your browser will still allow us to collect non-personal data in order to improve security and generate reporting statistics. DNT is a new frontier for e-commerce and we are further developing our website so each customer may have increasingly customized privacy settings. Please note that enabling DNT on your browser does not affect our collection and storage of personal information you input (such as your name, address and billing information); we need this information to process your order and conduct business with you.

### **DO WE SHARE YOUR INFORMATION?**

We will never share our visitors' personal information with an outside party for their promotional purposes. As a rule, we do not share your personal information with any third party which is not instrumental to conducting our business with you. Third-party providers necessary to responsibly and efficiently fulfill our commitments to our visitors will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide. We only select those service providers whose own Privacy Policies and practices we believe to be satisfactorily compliant with our own. These third parties have no

authority to use your personal information for any other purpose besides facilitating a commercial transaction you have authorized with us. We may disclose your personal information if we are required by law or if you violate our Terms of Use. We reserve the right to disclose your personal information to our service providers, the government, law enforcement agencies, or other third parties under circumstances where an official or formal request has been made (such as a subpoena or court order), and as we determine necessary or appropriate. In the event of a sale, merger, transfer of assets, dissolution or bankruptcy, your personal information may be transferred to an outside third party as part of or apart from other transferred assets. Any transfer will then be governed by and the responsibility of the new owner of or successor to the transferred assets.

### **HOW DID WE GET YOUR PERMISSION TO COLLECT YOUR INFORMATION?**

When you input your personal information to complete a transaction, issue an inquiry, or submit job application materials, you are giving us permission to collect that information and use it for that specific purpose only. Visiting our website means you are giving us express permission to automatically collect certain typical information, such as your IP address and general physical location. This type of collection is typical of most websites.

### **HOW OLD DO YOU HAVE TO BE TO USE OUR WEBSITE?**

In compliance with [COPPA \(Children's Online Privacy Protection Act\)](#), we do not collect any information from anyone under thirteen (13) years of age and our website, products and services are all directed to people who are at least 13 years old or older. You must be at least 13 years old to use our website, even if you do not make a purchase or personally input any personal information. If you are less than thirteen (13) years old ("age-disqualified"), you are not permitted to use our site or submit any personal information to us. We will make efforts to delete personal information from an age-disqualified person should we discover that we have collected such information without verification of parental consent. If you believe we may have collected information from an age-disqualified person, please immediately contact our office so we may address the matter.

### **HOW DO YOU WITHDRAW THE PERMISSION YOU GAVE US TO SEND YOU MARKETING MATERIAL?**

If you change your mind after you consent to receiving our marketing materials, you may withdraw your consent for the continued collection, use or disclosure of your information at any time by editing your preferences within your Lenore Graphics account, by [emailing us](#).

### **WHAT ABOUT OTHER WEBSITES YOU USED TO FIND OURS, OR THAT**

## **YOU HAVE LINKED TO FROM OUR SITE?**

We take no responsibility for the privacy practices or content of sites you visit besides our own, even if our site contains a link that site, or you are directed to our site from that other site. We encourage you to read the privacy policies of any website you visit before you disclose any personal information. Once you leave our website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our Terms of Service. Be aware that your information may also become subject to the laws of the jurisdiction(s) in where that service provider or its facilities are located.

## **WHAT MEASURES DO WE TAKE TO KEEP YOUR INFORMATION SAFE AND SECURE?**

Lenore Graphics uses some of the most advanced internet security technologies available. Our website is hosted on a platform with a privacy policy and security measures that comply with our own. Our platform stores your data, as well at related databases and the application itself, on a secure server behind a firewall. Any payment information is encrypted through a Level 1 Payment Card Industry Data Security Standard (PCI-DSS). Level 1 is the highest security standard available. Level 1 certification entails in-depth, technical, and time-consuming assessments, including onsite reviews by a Qualified Security Assessor (QSI). Your purchase transaction data is stored only as long as is necessary to complete your purchase; after your purchase is complete, your data is deleted. All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement generally-accepted industry standards.

## **WHAT ABOUT UPDATES TO OUR PRIVACY POLICY?**

We reserve the right to modify our Privacy Policy at any time and without notice. Changes and clarifications take effect immediately upon their publication on our website. We encourage you to revisit our Privacy Statement regularly in order to remain current on our Privacy Policy. Your continued use of our website constitutes your acceptance of any revisions or updates. If we make material changes to our use of or sharing of your personal information, we will announce these changes not only in this Privacy Policy, but also through some other method, such as on a notification on the front page of our website.

QUESTIONS?

[Contact us](#)

