

## **Privacy Policy**

We at Carma Labs, Inc. care about your privacy. We want to explain in detail our policies and procedures which we have adopted in order to protect your privacy. We want you to feel confident about how we handle personal information (your name, address, telephone number, credit card number and e-mail address) which you have shared with us and to understand that this information is used to offer you the best possible products, services, experiences, to enter contests/sweepstakes, and participate in promotions/postings or receive samples.

Below is a summary of our privacy policy but, please do take the time to read the policy in detail in the following pages.

- We have not or will not share any of your personal information with outside parties, except as needed for administrative reasons or as part of a corporate transaction (e.g., if Carma Labs merges with another entity). We will use your personal information to fulfill your requests and to serve you better.
- We will only send you information or products you have asked to receive or according to your preferences. Of course, we will honor your opt-out requests.
- We do use cookies and web beacons to help us understand how our fans are using the Web site and to provide better functionality, as well as offering you personalized content.
- We continue to adopt careful and secure procedures to protect any and all of your personal information. Special care is taken to protect any credit card data you provide when you shop online.
- We reserve the right to use or disclose your personal information in certain circumstances, such as to satisfy a legal request or to protect our property.

### **Changes in our policy**

While we do not anticipate a need to change this privacy policy very often, we reserve the right to change or replace this policy at our discretion. We invite you to visit this privacy policy area often to ensure you are aware of any changes or updates to this policy. Any changes we make will apply retroactively to all information we hold, even if the information was collected under a different policy.

### **Consent to this privacy policy**

By providing Carma Labs, Inc. with personal information, you are signifying that you do agree with the terms of this privacy policy. If you do not agree with any terms of this policy, please do not submit any personal information or use this site. If you choose not to submit any personal information, you may be denied access to particular areas of the Web site and/or from entering sweepstakes/contests, requesting samples, or sending us an e-mail.

## **Personal information collected and how we use that information**

We collect personal information from you (i.e. name, address, phone number, e-mail address, activity information, interests and the like) when you voluntarily provide it to us. Depending on the reason the information was provided, we may use the information to communicate with you about our products, services, promotions, and to provide information you have requested. We may also use it to make improvements to our product or services.

You may be prompted to submit personal information in order to:

- Register for a sweepstakes, contest or other promotions,
- Register on our Web site,
- In order to receive coupons through our Web site,
- To join a club thru our Web site,
- To participate in surveys and/or a consumer research committee,
- To receive samples,
- Purchase products online including your credit card information,
- E-mail you with news and updates, and/or to respond to your questions, comments or concerns,
- Receive a newsletter or other material from us, and/or
- We may ask if you would want to receive information about other Carma Lab, Inc. products.

Carma Lab fan participation in any of these aforementioned activities (and therefore the provision of personal information) is completely voluntary. We will not send anyone any newsletter or E-mail communications, unless we have your consent. We offer our customers the option to cease receiving any of our E-mails at any time by notifying us by E-mail.

## **How we use cookies and Web beacons**

A cookie is a data file that is placed on your computer while you are visiting the website. These data files allow us to remember vital information that will enhance your experience and make the site more efficient, useful and make your visit as easy as possible. Information that may be kept track of would be IP address, type of browser, operating system, and pages viewed by the user on our site and other sites visited prior to ours. Cookies can be used to help prevent children from entering areas of the site that are intended for adults or teens.

Almost all browsers accept cookies automatically and the system can notify you when a cookie is being sent. You will have to refer to your browser help menu to learn how to disable cookies. Please keep in mind that if you disable cookies, you may not be able to access some of the features on our site.

Web beacons (known as one pixel GIF) are small pieces of computer code which allow us to count how many people visit our site or certain pages on the site or open an e-mail. It allows us to better customize the Web site in order to personalize it and improve your experience while

visiting. Cookies and Web beacons do not collect or contain personal information like your name or your e-mail address.

### **Chat rooms, message boards and similar forums**

Our Web site offers interactive areas such as chat rooms, message and bulletin boards for our customers use. Please keep in mind that if you use these offerings, such as the chat rooms and message/bulletin boards, anyone can use your personal information and therefore you may receive unsolicited E-mails. We make no representations and undertake no obligation as to the security of the information that you have voluntarily posted in these chat rooms or message/bulletin boards.

### **Information sharing**

As mentioned earlier, at certain times we may share your personal information with other parties. The security of your personal information is a priority to us. We also may share this personal information to parties who provide services on our behalf. They will only be allowed to use information that directly applies to the service(s) they provide for us, and only for the purpose of providing the service(s). When we use these third parties we require them to protect your information just as we have done.

If we are asked to disclose any of the personal information to law enforcement agencies or if we are required by law, subpoena, court order or government entity, we must comply. We may also have to disclose personal information to conduct an investigation if legal action is brought against someone violating the use of this site.

### **Credit Card/transaction information**

We at Carma Labs, Inc. are committed to the safety and security of your transactions. To aid us in the assurance of safety and security when using your credit card, we currently use SSL (Secure Sockets Layer) technology. SSL uses the latest technology to create a secure connection from our computer to yours when making an order. It makes it extremely difficult for anyone else to intercept your information. Notwithstanding the use of SSL technology, Carma Labs, Inc. cannot guarantee the security of your transaction(s) on this website.

### **Links to other websites**

We may offer links to other Web sites outside of our company. We make our best efforts to link with those Web sites that share the same values as we do. However, these Web sites should have their own privacy policies and in any event, are not be governed by this privacy policy. We encourage you to read and review these third party privacy policies as we are not responsible for their content or information collection policies as they may treat their information differently.

### **Our Commitment to Children's Privacy**

A note to parents:

We at Carma Labs, Inc. are committed to and strongly believe in the protection for children online. We want to encourage parents to spend some quality time with their children to review and monitor their online activity. We do not intend to collect any information from children under the age of 13 unless we have received a parent or guardian's written permission. We may have links to children's sites and if we would collect information from them on those sites we would do so in compliance with applicable children's data protection laws. The US Web sites that do collect information from children under the age of 13, are governed by a privacy statement meeting all of the requirements set forth by the U.S. Children's Online Privacy Protection Act (COPPA).

When we do collect any information from children, it will only be information that is necessary to take part in the program for which the child will be involved in. Typically we collect only very limited information, such as [MBF: Insert description of what we collect—is it the full name of the child? Child's email? Address? If we collect too much, it may be difficult to claim we collect only "limited" information.]. After receiving approval from a parent or guardian, a child is allowed to post information on our Forum web page. The Forum web page is not typically monitored, meaning that your child can post any information on that web page. This can include sensitive information. **WE STRONGLY ENCOUARGE YOU TO MONITOR YOUR CHILD'S POSTINGS AND TO TELL YOUR CHILD NOT TO POST SENSITIVE INFORMATION (E.G., ADDRESS, TELEPHONE NUMBER OR OTHER IDENTIFYING CHARACTERISTICS) IN THE FORUM.**

If you are concerned about the postings, they can be removed by contacting us (contact information is located at the bottom of this notice). Parents are able to review information the child has provided and can make any changes they feel are warranted, and at any time can inform us to remove their child's information or make no further contact with the child. **PLEASE NOTE THAT FORUM POSTINGS ARE AVAILABLE TO THE GENERAL PUBLIC.** Forum postings are not confidential and should not include sensitive information (such as your address, telephone number or other identifying characteristics).

[Click here](#) to find out how you can obtain a copy of the information your child has provided Carma Labs, Inc., to update the information or to have your child's personal information removed.

### **How to Contact Us**

If you should have any questions or concerns about this privacy policy, please E-mail us at [paul@carma-labs.com](mailto:paul@carma-labs.com). You may also reach us by telephone at 1-414-421-7707.

By mail: Carma Laboratories, Inc.  
5801 West Airways Avenue  
Franklin, WI 53132  
By fax: 414-421-0737  
By e-mail: [paul@carma-labs.com](mailto:paul@carma-labs.com)

