

BloHaute.com

PRIVACY AND SECURITY STATEMENT

Introduction

BloHaute Inc. created this statement in order to demonstrate our strong commitment to protecting your privacy and securing the information you enter into our systems. In this statement we outline the information gathering and dissemination practices of the BloHaute.com website ("BloHaute.com") and we describe certain measures we take to help ensure that your information is kept secure and confidential at all times. From time to time we may need to make changes to this statement. We will make reasonable efforts to publish any changes in a timely fashion. Those changes will become effective as of the date they are posted online at BloHaute.com. Accordingly we encourage you to review this page frequently. Note that the BloHaute.com Site may contain links to other websites. BloHaute Inc. is not responsible for the privacy, security policies and practices of those other websites. Note, also, that while we have taken reasonable measures to secure and maintain the confidentiality of information you enter into our systems, we cannot be responsible for the security practices of organizations or individuals with whom you may communicate through the BloHaute.com website, nor for any other cause or event outside our control.

Collected Information

We collect and store on the BloHaute.com website certain information about you, including your name, user name, mailing address, phone and fax numbers, age, gender and email address. You will provide this information yourself as part of the pre-registration and registration processes. During the registration process you will have to provide financial information such as a credit card number, expiration date, three-digit security code, billing address and cardholder name. To properly process your credit card information, we must share your personal and financial information with the merchant bank for authorization and approval. This process is protected by industry standard SSL (Secure Socket Layer) encryption. We may also obtain information about you from other BloHaute.com members or from other sources. Certain pieces of information are considered to be "private" or "personal". Personal information may include information specific to an individual user, such as the individual's address and credit card information or any information designated as private. We have taken measures to ensure that personal information is visible only to the specific user providing the information, unless the member elects to make such information public. Personal information is also visible to certain BloHaute.com staff members in order to provide user support. All information contained on the BloHaute.com website is stored by BloHaute.com for the legitimate business purposes of our members, consistent with the User Agreement. We may also use this information ourselves from time to time to contact members in connection with our administration of BloHaute.com and to provide other information regarding BloHaute and/or share it with other organizations directly to provide support and services to BloHaute in connection with its operation of BloHaute.com. We will not share customers' personal information with unaffiliated third parties for direct marketing purposes without the approval of the customer whose information is shared. If you are a visitor from outside the United States, please be advised that the personal information you provide will be transferred to, stored and processed within the United States.

Communication between Members and Other Organizations

The BloHaute.com system allows you to send certain messages, such as reviews and suggestions. Certain information about these messages, such as the sender and recipient, as well as the content of the message, is stored on the BloHaute.com system. We have taken measures to ensure that such messages are visible only to those who have agreed to deliver and receive such messages, as well as to BloHaute.com support staff when appropriate.

Collection of Other Information

We routinely collect certain pieces of technical information about our users, such as the IP address of users' computers and users' browser versions. We use this information only to assist with diagnosing technical problems and to maintain and improve the quality of our services and the efficiency of our systems.

Cookies

The BloHaute.com website uses "cookies," which are small data elements sent to your Web browser. Cookies are used as part of our security system to verify your identity while you move around the BloHaute.com website. Cookies sent by the BloHaute.com system are deleted from your computer when you close your Web browser. BloHaute.com does not use cookies to trace users' movements on other websites.

Security Measures

We have implemented numerous security measures to minimize the risk of loss, misuse or alteration of any information under our control. Personal information entered on the BloHaute.com website is secured by password protection, encryption and BloHaute.com internal processes. All users are required to enter a valid user ID and password before being granted access to the BloHaute.com website. Passwords are stored in an encrypted state on the BloHaute.com website. Our physical servers are protected around the clock by industry standard commercially available data security technology and the facilities in which they are located are protected by on-premise security guards.

California Residents: Your California Privacy Rights

Under California law, our customers who are California residents may request certain information regarding our disclosures of personal information to third parties for direct marketing purposes. As described above, we do not share our customers' personal information with unaffiliated third parties for direct marketing purposes without their approval. If at any time you wish to opt out of having your personal information shared with third parties and/or receiving information from BloHaute.com (via email or postal mail) about new products, services or promotions, you may do so by contacting us at the address given below.

Contacting BloHaute Inc.

If you have any questions relating to privacy and security at BloHaute.com, please contact us at:

BloHaute Inc.

312.961.6190

Amanda@blohaute.com