

Effective Date: July 1, 2007

Your privacy is important to us. This Privacy Policy ("Privacy Policy") is designed to explain: (i) how Webphoria Technologies, LLC "Webphoria", "we", "our" or "us") collects, uses and shares information, (ii) what type(s) of information we collect; (iii) with whom the information may be shared; (iv) what choices are available to you regarding our collection, use, and sharing of the information; (v) how you can access, edit and/or delete certain information; (vi) the kind of security procedures in place to protect personal information that is under our control; and (vii) covers our web based, data and report generating delivery system and/or software together with any other service or product that we provide to you ("ezPOG"). This Privacy Policy does not apply to the practices of companies that Webphoria does not own or control, or to people that Webphoria does not employ or manage.

Information Collection and Use

We collect personally identifiable information ("PII") and non-personally identifiable information ("Non-PII", together with PII, collectively, "Information") for the following purposes:

- Providing Services,
- fulfill your requests for our Services,
- for purposes of contacting or notifying you,
- payment fulfillment,
- user traffic patterns,
- to pre-fill fields,
- to maintain, protect and improve our services and products
- ensuring the technical functioning and optimization of our network, and
- developing new services and products.

Types of Personally Identifiable Information We Collect and From Whom

We collect PII when you voluntarily provide it to us or when you authorize us to collect it on your behalf.

The type(s) of PII we may collect from you are set forth below.

- First and last name
- Company name
- Title
- Company, home, postal or other physical address
- Other contact information, including telephone number(s), e-mail address(es), other online contact information, such as a screen name that reveals an individual's email address, a persistent identifier, such as a customer number held in a cookie or processor serial number, that is combined with other available data that identifies an individual, account information (user name and password)
- Date of Birth
- Gender
- Customer service information
- Transaction-related information, including, credit card, routing or other preferred means of payment or billing information
- Any other Information needed to provide you with a service or product

Examples of scenarios where you may provide your PII include, but may not be limited, to:

- Emailing, calling, accessing, using or communicating with us
- Requesting information, data or material
- Registering
- Setting up accounts
- Payment fulfillment
- Customer service
- Technical Support
- Participating in an online survey
- Requesting inclusion in an email or other mailing list
- Invitations
- Submitting an entry for a contest or other promotions
- Filling out a questionnaire
- Logging in to ezPOG
- Any other business-related reason

We will allow you to either agree or decline to give your PII via the Internet. We will inform you of the purpose for the collection and we do not intend to share or transfer your PII with/to third parties without your consent, except under the limited conditions described below. If you choose to provide us with your PII, we may communicate with you at the contact information you have provided.

Cookies

When you access ezPOG, we may send one or more cookies - a small file containing a string of characters - to your computer that uniquely identifies your browser. We use cookies to improve the quality of our service and products by storing user preferences and tracking user trends.

Log information

When you use ezPOG, our or our service provider's servers automatically record information that your browser sends whenever you visit a website. These server logs may include information such as your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser.

Information Disclosure to Third Parties

We share your PII with third parties only in limited circumstances where we believe such sharing is 1) reasonably necessary to provide ezPOG, 2) legally required, or, 3) permitted by you.

Changes in Our Corporate Structure

If Webphoria becomes involved in a merger, acquisition, or any form of sale of some or all of its assets, we will provide notice before PII is transferred and becomes subject to a different privacy policy.

Information Security

Webphoria uses commercially-reasonable security measures to protect against the loss, misuse, and alteration of PII collected by and/or provided to us and under our control. No security system is completely secure. Accordingly, we cannot guarantee the complete security of your Information.

Notice

If you are unsure whether this Privacy Policy is in conflict with the applicable local rules where you are located, you should not submit your PII to us. Anyone who accesses, uses or interacts with ezPOG who submits PII does thereby consent to: (i) the international transfer and/or storage of such information to a country which may be deemed to have inadequate data protection and (ii) the collection, using and sharing of such information as provided in this Privacy Policy.

Changes to this Privacy Policy

Please note that this Privacy Policy may change from time to time in our sole and absolute discretion. We will not reduce your rights under this Privacy Policy without your explicit consent, and we expect most such changes will be minor. Regardless, we will post any Privacy Policy changes on this page and, if the changes are significant, we will provide a more prominent notice which may include email notification of Privacy Policy changes. Your access, use or interaction with ezPOG following the posting of such changes or the updated Privacy Policy will constitute your acceptance of any such changes. We encourage you to review our Privacy Policy frequently to make sure that you understand how we collect, track, compile, use and share information.

Questions, Comments or Changes to Your PII

If you have any questions or comments, or wish to change the PII we have about you, please contact us at: 631-755-5800.