

PRIVACY POLICY: PAPERBLANKS

Effective and last updated: Monday February 21, 2011

This website is owned and operated by Hartley & Marks Publishers, Inc. We are committed to protecting the privacy of our visitors while they interact with the content, products and services on this site (the "Site"). This Privacy Policy applies to the Site only. It does not apply to other websites to which we link. Because we gather certain types of information about our users, we want you to understand what information we collect about you, how we collect it, how that information is used. You agree that your use of the Site signifies your assent to this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Site.

1) INFORMATION COLLECTED

We collect two types of information from you:

- i) information that you voluntarily provide to us (through a voluntary registration process such as sign-up for newsletters or send us emails); and*
- ii) information that is derived through automated tracking mechanisms such as Google analytics.*

VOLUNTARY INFORMATION FOR SERVICES AND FEATURES

We collect personally identifiable information when you choose to use certain features of the Site, including:

- i) consenting to receive email,*
- ii) registering to gain access to our Image Library,*
- iii) providing us your feedback.*

When you choose to use these additional features, we require you to provide your "Contact Information" in addition to other personal information that may be required to provide you the best service such as your company name and country.

COOKIES

A cookie is a piece of data stored on the user's computer tied to information about the user. The Site uses cookies to store visitor's preferences such as language preferences. We do not and will not use cookies to collect private information from any user that such user did not intentionally submit to us.

2) HOW WE USE YOUR INFORMATION

The Site only uses your personal information for the original purposes it was given. Your personal information will not be sold or otherwise transferred to unaffiliated third parties without your approval at the time of collection.

The Site will not disclose, use, give or sell any personal information to third parties for any purposes unless required to do so by law. Further, the Site reserves the right to contact you regarding matters relevant to the underlying service provided and/or the information collected.

Please note that personally identifiable information is used only to provide information or services that may be of interest to you.

We may permit certain trusted third parties to track usage, analyse data such as the source address that a page request is coming from, the date and time of the page request, the referring Web site (if any) and other parameters in the URL. This is collected in order to better understand our Web site usage, and enhance the performance of services to maintain and operate the Site and certain features on the Site. We may use third parties to host the Site; operate various features available on the Site; send emails; analyse data; provide search results and links and assist in fulfilling your orders.

We may transfer personally identifiable information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganisation, stock sale or other change in control.

The Site may disclose Contact Information in special cases where we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury or interference with our rights, property, our customers or anyone who could be harmed by such activities.

You will receive notice when your personally identifiable information might be provided to any third party for any reason other than as set forth in this Privacy Policy, and you will have an opportunity to request that we not share such information.

We use non-identifying and aggregate information to better design our website and for business and administrative purposes. We may also use or share with third parties for any purpose aggregated data that contains no personally identifiable information.

3) HOW WE PROTECT YOUR INFORMATION

We are committed to protecting the information we receive from you. We take appropriate security measures to protect your information against unauthorised access to or unauthorised alteration, disclosure or destruction of data. To prevent unauthorised access, maintain data accuracy, and ensure the correct use of information, we maintain appropriate physical, electronic, and managerial procedures to safeguard and secure the information and data stored on our system. While no computer system is completely secure, we believe the measures we have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved.

4) ACCESSING AND UPDATING YOUR PERSONAL INFORMATION AND PREFERENCES

We provide mechanisms for updating and correcting your personal information for many of our services. If you are a registered user, you may access and update your registration information and your preferences to receive email or other communications from us by sending an email to info@hartleyandmarks.com.

5) EMAIL CHOICE/OPT-OUT

If any user who receives an email from the Site and would prefer not to receive such communications in the future, he or she can do so by following the instructions in the emails. In addition, you may send an email to info@hartleyandmarks.com. We will make commercially reasonable efforts to implement your opt-out requests promptly, but you may still receive communications from us for up to ten business days as we process your request.

6) DISCLAIMER TO SECURITY

By consenting to the Privacy Policy, you consent that no data transmission over the Internet is completely secure. We cannot guarantee or warrant the security of any information you provide to us and you transmit such information to us at your own risk.

7) NOTIFICATION OF CHANGES

The Site reserves the right to change this Privacy Policy from time to time at its sole discretion. If at some point in the future, there is a change to our Privacy Policy, unless we obtain your express consent, such change will only apply to information collected after the revised Privacy Policy took effect. Your continued use of the Site indicates your assent to the Privacy Policy as posted.

8) CONTACT INFORMATION:

If you have any questions or concerns regarding this Privacy Policy please contact:

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