



## **LAST UPDATED AUGUST 1, 2018**

Enchant Christmas (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <http://www.EnchantChristmas.com>, including any other media form, media channel, mobile website, or mobile application related to connected thereto (collectively, the “Site”). Please read this Privacy Policy carefully. **If you do not agree with the terms of this Privacy Policy, please do not access the site.**

We reserve the right to make changes to the Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “revised” date on this Privacy Policy page. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification. You are encouraged to periodically review the Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

## **COLLECTION OF YOUR INFORMATION**

We may collect information about you in a variety of ways. This information we may collect on the Site includes:

### Personal Data

Personally identifiable information, such as your name, mailing address, email address, and telephone number, and demographic information such as your age, gender, hometown, and interests, that you voluntarily give to us when you register with the Site or when you choose to participate in various activities related to the Site, such as purchasing tickets. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.

### Derivative Data

Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before or after accessing the Site.

### Financial Data

Financial information, such as data related to your payment method (i.e. valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our services from the Site.

## Data From Contests, Giveaways, and Surveys

Personal and other information you may provide when entering contests or giveaways and/or responding to surveys.

### **USE OF YOUR INFORMATION**

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site to:

- Administer sweepstakes, promotions, and contests
- Create and manage you account
- Deliver targeted advertising, coupons, newsletters, and promotions, and other information regarding our website and mobile application to you
- Email you regarding your account or order
- Fulfill and manage purchases, orders, payments, and other transactions related to the Site
- Generate a personal profile about you to make future visits to the Site more personalized
- Increase the efficiency and operation of the Site
- Monitor and analyze usage and trends to improve your experience with the Site
- Perform other business activities as needed
- Process payments and refunds
- Request feedback and contact you about your use of the Site
- Resolve disputes and troubleshoot problems
- Respond to product and customer service requests
- Send you a newsletter

### **DISCLOSURE OF YOUR INFORMATION**

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

#### **By Law or to Protect Rights**

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and

safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

#### Third Party Service Providers

We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer services, and marketing assistance.

#### Online Postings

When you post comments, contributions or other content to the Site, your posts may be viewed by all users and may be publicly distributed outside the Site in perpetuity.

#### Third Parties

We may share your information with advertisers for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.

### **TRACKING TECHNOLOGIES**

#### Cookies and Web Beacons

We may use cookies, tracking pixels, and other tracking technologies on the Site to help customize the Site and improve your experience. When you access the Site, your personal information is not collected through the use of tracking technology. Most browsers are set up to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability or functionality of the Site. You may not decline web beacons. However, they can be rendered ineffective by declining all cookies or by modifying your web browser's setting to notify you each time a cookie is tendered, permitting you to accept or decline cookies on an individual basis.

#### Website Analytics

We may partner with selected third-party vendors, such as Google Analytics, to allow tracking technologies and remarketing services on the Site through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Site, determine the popularity of certain products and better understand online activity. By accessing the Site, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, we encourage you to visit the Digital Advertising Alliances' Opt-Out Tool.

### **SECURITY OF YOUR INFORMATION**

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or

impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

#### OPTIONS REGARDING YOUR INFORMATION

##### Emails and Communications

If you no longer wish to receive correspondence, emails, or other communications from Enchant Christmas, you may opt-out by using the unsubscribe button on our emails or by deleting your account at [EnchantChristmas.com](http://EnchantChristmas.com).

#### CONTACT US

If you have any questions or comments about the Privacy Policy, please contact us at:

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