

Emmaus of the Cumberlandds Privacy Policy

PRIVACY POLICY

This Privacy Policy applies to the www.emmausofthecumberlandds.org website (the "Site"), which is owned and operated by Emmaus of the Cumberlandds ("Emmaus of the Cumberlandds" or "we") and forms part of the Terms and Conditions of Use that govern your use of the Site. PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING OUR SITE. This Privacy Policy tells you about our information gathering, use, and disclosure practices. By using our Site, you acknowledge that you have read this Privacy Policy, and agree to be bound by it. If you do not agree to any of the terms contained in this Privacy Policy, your remedy is not to use the Site.

EMMAUS OF THE CUMBERLANDS IS NOT RESPONSIBLE FOR THE CONTENT OR PRIVACY PRACTICES ON ANY NON-EMMAUS OF THE CUMBERLANDS WEB SITES TO WHICH THIS SITE LINKS.

Privacy Policy last updated: October 25, 2012

Information We Collect and How We Collect It.

Emmaus of the Cumberlandds collects different kinds of information from you in different ways.

a. What Information may be collected.

We may collect these types of information on the Site.

i. "Non-personal Information" is any information that does not identify you individually (such as group demographics) or does not permit a direct association with an individual. Non-personal Information may include information derived from Personal Information that has been de-personalized by removing unique identifiers and/or combining it with information about other users to form aggregated data.

ii. "Personal Information" is your personally identifiable information, including first and last name together with e-mail address, mailing address, telephone number, and/or account number. To the extent we associate Non-personal Information with Personal Information, we treat the combination as Personal Information.

b. How Information Collected.

i. Voluntarily Provided. If you voluntarily provide your Personal Information to us, we collect it. When you: (i) subscribe to our (electronic) mailing list; (iii) submit a request or inquiry; and/or (iv) purchase a product from us online (each of the foregoing a "Transaction"), you may disclose Personal Information to Emmaus of the Cumberlandds that we collect. You choose whether to disclose Personal Information, but sometimes we may not be able to process your Transaction without it. Emmaus of the Cumberlandds may collect information you send us and combine it with information from other users and/or de-personalize it to make it Non-personal Information. Remember that third

parties may access any information you post in any public areas of the Site, so please use discretion when posting publicly-accessible information on the Site.

Emmaus of the Cumberlandds is not responsible for access to Personal Information you disclose on publicly-accessible areas of the Site.

ii. Technologically Gathered. We can collect traffic data (such as information about how much time visitors spend on the Site or each page, etc.) and can collect and log “clickstream data” (such as internet protocol addresses, pages visited, clicks made, and similar information) for certain aspects of our services such as the email newsletters. This sort of information is generally considered Non-personal Information. We may combine information about your use with information about others’ use to generate aggregated Non-personal Information about visitors as a group. Emmaus of the Cumberlandds may collect information through “cookies” and other technology, such as clear GIF technology (also known as a “web beacon”) and we may combine this with your Personal Information or with Non-personal information. This Site employs cookies and web beacons to speed your navigation of the Site, recognize you, and track your Site usage.

(A) “Cookies” are small pieces of information that are stored by a user’s internet browser on a user’s computer’s hard drive. Most internet browsers are initially set to accept cookies. You can set your browser to refuse cookies, but then you may not be able to access or use portions of this Site. We do not use cookies to access information on your computer or mobile device.

(B) “Web beacons” are small bits of code embedded in web pages or e-mails that assist in delivering cookies. Web beacons help Emmaus of the Cumberlandds determine whether a page on this Site has been viewed and, if so, how many times. For example, any electronic image on this Site, such as an ad banner, can function as a web beacon. We may also use web beacons in email messages to determine what the recipient has done with the message. Although you cannot decline to receive web beacons when visiting a web page, you can choose not to receive web beacons by e-mail if you disable HTML images or refuse HTML e-mail messages.

How We Use the Information.

Generally, Emmaus of the Cumberlandds uses information to improve our products and services, to improve, administer, and maintain the Site, to manage Transactions, to build relationships with you and other users, to market products and services to you, and to conduct market research and analysis. We may contact you to obtain your input, provide information about our products, services, or events, or request donations. Emmaus of the Cumberlandds may identify you in connection with your use of certain aspects of this Site.

a. Transactional Purposes. If you provide Personal Information to us in connection with a Transaction, we will use your information to process the Transaction and communicate with you about it. We send you electronic communications if you subscribe to any of our services. If you provide your e-mail address or mailing address to us, we may use such address to send you notices for marketing or relationship purposes, or as required by law.

b. Marketing. We may use your Personal Information and/or Non-personal Information to offer, market and advertise to you via the Site and/or through e-mail or U.S. mail. We may communicate

with you about Emmaus of the Cumberlands' products or services or third party products or services that may interest you. We may use Non-personal Information to conduct market research and analysis for ourselves and for others. Emmaus of the Cumberlands does not place any restrictions on the use of Non-personal Information.

Data Security.

While Emmaus of the Cumberlands will endeavor to safeguard your Personal Information, it cannot guarantee absolute security. You acknowledge and agree that Emmaus of the Cumberlands shall not be liable for any security breach that results from causes or events that are beyond Emmaus of the Cumberlands' control (such as acts of God, hacking, terrorism, power outages, defects in third party security products and services, your own acts and omissions, and other similar events beyond Emmaus of the Cumberlands' control).

Disclosure to Third Parties.

Emmaus of the Cumberlands may disclose your Personal Information in response to a subpoena or other court order, if otherwise required by law, or in an effort to cooperate with law enforcement. Emmaus of the Cumberlands may disclose your Personal information when Emmaus of the Cumberlands believes that doing so is necessary or desirable (a) to enforce Emmaus of the Cumberlands' rights or defend against legal claims, (b) to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving personal threats to physical safety, and/or (c) as otherwise required by law. Emmaus of the Cumberlands may disclose your Personal Information to third parties to enable them to provide services to Emmaus of the Cumberlands, process orders for Emmaus of the Cumberlands, provide research or analysis for Emmaus of the Cumberlands, provide data storage for Emmaus of the Cumberlands, or assist Emmaus of the Cumberlands in providing the products and services available through the Site and otherwise. Emmaus of the Cumberlands may disclose your Personal Information in the event of a sale of substantially all of Emmaus of the Cumberlands' assets, the merger, dissolution, or reorganization of Emmaus of the Cumberlands, or in connection with the transfer of a discrete portfolio of information.

If that happens, the new company's privacy policy may govern the further protection, use, and disclosure of your Personal Information.

We do not at this time, but may in the future, share your Personal Information with non-affiliated third parties so that they may offer, market and advertise products and services directly to you. If and when that happens, we will provide you with advance notice and the choice to opt out of such information sharing. Emmaus of the Cumberlands does not place any restrictions on the use or disclosure of Non-personal Information. Emmaus of the Cumberlands may share it with anyone for any purpose.

Managing Your Information.

(a) Information Access. Upon your request, Emmaus of the Cumberlands will remove your Personal Information from Emmaus of the Cumberlands' records. This may cancel your subscription to some or all of the services offered by Emmaus of the Cumberlands, via this Site or otherwise. If you wish to update/correct Personal Information you have already provided to us, or if you wish to remove

your Personal Information from our records, please send your request to us via e-mail at webadmin@emmausofthecumberlands.org or via postal mail at **Emmaus of the Cumberlands, 104 Roberts Street, Livingston TN 38570**.

(b) Opting Out.

(i) E-mail Marketing. You may choose to opt out of receiving marketing e-mails from us at any time by sending your request to us via e-mail at webadmin@emmausofthecumberlands.org or via postal mail at [postal address], or by using the means (such as clicking “unsubscribe”) provided in our marketing e-mails. Please note, however, that your opt-out will apply only to marketing e-mails, not e-mail communications about your Transaction or other non-marketing correspondence.

(ii) Disclosure for Direct Marketing/Advertising Purposes. We do not currently, but may in the future, share your Personal Information with non-affiliated third parties so that they may offer, market and advertise products and services directly to you. You may at any time opt out of such information sharing, by sending your request to us via e-mail at webadmin@emmausofthecumberlands.org or via postal mail at **Emmaus of the Cumberlands, 104 Roberts Street, Livingston TN 38570**.

COPPA.

We do not knowingly collect Personal Information from children under the age of 13 on our Site. If We discover that any registration is made by an underage child, such registration will be immediately and permanently canceled and removed from our Site, with or without notice.

Modifications to Privacy Policy.

We may modify this Privacy Policy from time to time in our sole discretion. If we change this Privacy Policy, we will post such changes on our Site. We may also notify you of the changes via e-mail. By continuing to use our Site after such notice, you are bound by this Privacy Policy as modified.

Contact Information.

If you have questions about this Privacy Policy, you may contact us at: webadmin@emmausofthecumberlands.org or via postal mail at **Emmaus of the Cumberlands, 104 Roberts Street, Livingston TN 38570**.

We will use reasonable efforts to respond promptly to reasonable requests or questions you may have regarding our use of your Personal Information.