



Privacy Policy

Our Commitment to Privacy

Our Privacy Policy was developed as an extension of our commitment to combine the highest-quality products and services with the highest level of integrity in dealing with our clients and partners. The Policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site and our products and services. This statement will be continuously assessed against new technologies, business practices and our customers' needs.

What Information Do We Collect?

When you visit our Web site you may provide us with two types of information: 1) Personal Information you knowingly choose to disclose that is collected on an individual basis; and 2) Web Site Use Information collected on an aggregate basis as you browse our Web site.

1. Personal Information You Choose to Provide

Credit Card Information

If you choose to purchase products or services from us or other companies advertised through our Web site, you may be required to provide Personal Information. The type of information required will depend on the type of product or service purchased. Personal Information includes, but is not limited to:

- Name
- Mailing address
- Email address
- Credit card number
- Home and business phone number
- Other personal information (i.e. mother's maiden name) that we may require for security purposes; and
- Authorization to obtain information from various credit services.

By providing Personal Information, you agree that we may keep your Personal Information and/or provide it to businesses for strategic marketing alliances.



Email Information

In addition to providing the foregoing information to our partners, if you choose to correspond with us through email, you agree that we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone. By corresponding with us through email, you agree that we may provide your email address to other companies for marketing purposes.

2. Web Site Use Information

Similar to other commercial Web sites, our Web site utilizes a standard technology called “cookies” (see explanation below, “What Are Cookies?”) and Web server logs to collect information about how our Web site is used. Web Site Use Information is gathered through cookies and Web server logs and includes, but is not limited to, the date and time of visits, the pages viewed, time spent at our Web site, and the Web sites visited just before and just after our Web site. Web Site Use information is collected on an aggregate basis. None of this information is associated with you as an individual.

How Do We Use the Information That You Provide to Us?

We use Personal Information for many purposes, including, but not limited to, administering our business activities, providing customer service and making available other products and services to our customers and prospective customers. Occasionally, we may also use Personal Information and Web Site Use Information to notify you about important changes to our Web site, new services and special offers we think you will find valuable. The lists used to send you product and service offers are developed and managed under our traditional corporate standards designed to safeguard the security and privacy of our customers’ Personal Information. As a customer, you will be given the opportunity, at least once annually, to notify us of your desire not to receive these offers.

What Are Cookies? Cookies are a feature of Web browser software that allows Web servers to recognize the computer used to access a Web site. Cookies are small pieces of data that are stored by a user’s Web browser on the user’s hard drive. Cookies can remember what information a user accesses on one Web page to simplify subsequent interactions with that Web site by the same user or to use the information to streamline the user’s transactions on related Web pages. This makes it easier for a user to move from Web page to Web page and to



complete commercial transactions over the Internet. Cookies should make your online experience easier and more personalized.

How Do We Use Information We Collect from Cookies?

We use Web site browser software tools such as cookies and Web server logs to gather information about our Web site users' browsing activities, in order to constantly improve our Web site and better serve our customers. This information assists us to design and arrange our Web pages in the most user-friendly manner and to continually improve our Web site to better meet the needs of our customers and prospective customers.

Cookies help us collect important business and technical statistics. The information in the cookies lets us trace the paths followed by users to our Web site as they move from one page to another. Web server logs allow us to count how many people visit our Web site and evaluate our Web site's visitor capacity. We do not use these technologies to capture your individual email address or any Personal Information about you, however, we may use this information to send focused online banner advertisements or other such responses to you.

Sharing Information with Affiliates

From time to time you may notice offers from outside companies advertised on our Web site. We take measures to select product or service providers that are responsible and afford privacy protections to their customers. However, we do not make any representations about the practices and policies of these companies.

Sharing Information with Strategic Partners

We may enter into strategic marketing alliances or partnerships with third parties. By using our Web site and/or providing us your Personal Information, you agree that we may share your Personal Information, including but not limited to, your name, address, telephone number and email, for the purpose of providing you information regarding products and services that we think will be of interest to you. We will retain all ownership rights to your Personal Information, and we will not share your social security number or other personal financial information.

Notice of New Services and Changes



Occasionally, we may also use the information we collect to notify you about important changes to our Web site, new services and special offers we think you will find valuable. As our client, you will be given the opportunity to notify us of your desire not to receive these offers by clicking on a response box when you receive such an offer or by sending us an email request at catherine@reynoldsresource.com.

How Do We Secure Information Transmissions?

When you send Personal Information to us on our Web site, it is encrypted by a secure server before it is sent to us. The information is scrambled en route and decoded once it reaches our Web site.

Communications or Personal Information that is sent to us via any other method may not be secure. You should not send Personal Information via any other method unless we have advised you that sufficient security measures are in place. For that reason, we ask that you do not send any Personal Information to us through an unsecured email.

How Do We Protect Your Information?

Information Security. We utilize encryption/security software to safeguard the confidentiality of Personal Information we collect from unauthorized access or disclosure and accidental loss, alteration or destruction.

Evaluation of Information Protection Practices. Periodically, our operations and business practices are reviewed for compliance with corporate policies and procedures governing the security, confidentiality and quality of our information.

Employee Access, Training and Expectations. Our corporate values, ethical standards, policies and practices are committed to the protection of Personal Information. We make every effort to limit employee access to Personal Information, and to limit the use and disclosure of such information to authorized persons, processes and transactions.

How Can You Access and Correct Your Information?

You may request access to all your Personal Information that we have collected, provided that such Personal Information is currently maintained in our database, by emailing Catherine@reynoldsresource.com.



Do We Disclose Information to Outside Parties?

We may provide Web Site Use Information to our affiliates or reputable third parties. We will not disclose Personal Information, except as otherwise provided in this Privacy Policy.

What About Legally Compelled Disclosure of Information?

We will disclose Personal Information and Web Site Use Information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights.

What About Other Web Sites Linked to Our Web Site?

We are not responsible for the practices employed by Web sites linked to or from our Web site nor the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of our Web site.

Please remember that when you use a link to go from our Web site to another Web site, our Privacy Policy is no longer in effect. Your browsing and interaction on any other Web site, including Web sites which have a link on our Web site, is subject to that Web site's own rules and policies. Please read over those rules and policies before proceeding.

Your Consent

By using our Web site you consent to our collection and use of your personal information as described in this Privacy Policy. If we change our privacy policies and procedures, we will post those changes on our Web site to keep you aware of what information we collect, how we use it and under what circumstances we may disclose it.