

## **Gourmet Basket Privacy Policy**

### **What This Privacy Policy Covers**

Thank you for visiting our website. Gourmet Basket, Inc. is committed to protecting the privacy of each customer. Please read this privacy policy before using the site or submitting any personal information. This policy applies to any of our domains or sub-domains and links to the policy are at the footer of our website page. We use information we collect to process orders and personalize your experience on the Site. These practices may be changed, and all changes will be posted. Changes will apply only to activities and information going forward and do not apply retroactively.

Our policy does not apply to the practices of third parties that we do not control or individuals that we do not employ or manage.

### **Information Collection and Use**

Gourmet Basket is the sole owner of information collected on this Site. We will not sell, share, rent or disclose your personal information to third parties for marketing purposes in any way that is different from what is disclosed in this statement without your consent. You may browse the Site at any time without revealing any personal information.

Your decision to register for a Customer Account, make changes or additions to your address, use our shopping services, share promotions, participate in a survey or use our Customer Service and feedback links to communicate with us indicates your consent to our collecting, transferring and storing your personal information as described in this policy.

### **Why Gourmet Basket Collects Data and How it is Used**

We may collect and store the following information:

- Email address, contact information, and some financial information, such as credit and card numbers.
- Shipping, billing and other information provided to purchase an item.
- Transactional information based on your activities on Gourmet Basket.
- Information about your interaction on Gourmet Basket, including computer and connection information, page views statistics, IP address and standard web log information;
- Correspondence to us and within the Site
- Additional information from third parties only if necessary, such as credit checks as permitted by law.

We collect personal information to make transactions safe, efficient, and tailored to your

needs. You provide consent to use your personal information for the following:

- Provide the services and customer support you request
- Customize, evaluate and improve our Site and services
- Help prevent and resolve disputes,
- Prevent potentially prohibited or illegal activities,
- Enforce all Agreements with Users and Vendors, including fee collection
- Offer targeted marketing and promotions base on your preferences
- Compare your information for accuracy, including verification with third parties

We do not store credit card information. After checkout, we forward to the vendor only purchase information to ship your order. Vendors may use information only to contact you for questions about fulfilling your order. If a vendor contacts you for any other, please contact us immediately using information at the bottom of this document.

### **Commitment to Data Security**

GB protects the security of your information by using Secure Sockets Layer (SSL) software for processing credit card information. GB does not store credit card numbers on GB's computer or server, and credit card numbers are never on printed materials accompanying your order. Only authorized employees, agents and contractors who have agreed to keep information secure and confidential have access to personal data.

Customers are solely responsible to protect against unauthorized access to your password and your computer. Do not give your password to anyone and be sure to sign out of your account when finished.

### **Cookies/Tracking Technology**

This site may use cookie and tracking technology to gather information such as browser type and operating system, tracing the number of visitors to the Site and understanding how visitors use the site. We use cookies to keep track of your interests; fulfill your requests for certain products and services; customize information on specials and new products in categories of your interested or near your residence; provide information about traffic; and conduct research to improve content and services. Our cookies do not collect personal information and we do not combine information from cookies with personal information you provide. Aggregate cookie and tracking information may be shared with third parties.

You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. If you reject all cookies, you will not be able to take full advantage of GB Services and promotions or use certain features or functionality that require you to "sign in."

### **Sharing and Disclosing Information**

Gourmet Basket will not rent, sell, or share personal information about you with nonaffiliated parties except as specified in this Privacy Policy to provide products or services you have requested or when GB has your permission

GB works closely with affiliated businesses, other third parties and vendors that may individually or jointly sell you items from our website. When an affiliated business is associated with your transaction, we will share customer information related to such a transactions and share aggregated demographic information with business partners. GB may employ other companies and individuals to perform tasks on our behalf that need access to your information to provide products and services to you. Examples include fulfilling orders, handling billing disputes, analyzing data, providing marketing assistance and providing customer service.

GB may share information if legally required to do so with government agencies or other companies assisting us fraud prevention or investigation of fraud, intellectual property infringement, piracy, or other unlawful activity; to protect the safety of customers, vendors, employees or officers; and to protect GB's rights or property rights or to take action to.

### **Promotions, Surveys and Contests**

Customers may be asked to provide additional information to participate in GB sponsored promotions, newsletters, contests or surveys, which is totally voluntary. Promotions may be provided directly from GB unless they are sponsored by a Vendor or other specified third party, in which case the information will be shared with them. If the third party or the Vendor-sponsor contacts you for any reason other than the promotion, notify GB immediately at the contact information at the end of this document.

### **Forums or Blogs**

GB is not responsible for personal information you post on a forum or blog on this site, so be cautious in providing identifiable information.

### **Privacy Contact Information**

If you have questions, concerns or comments about our privacy policy, you may contact us using the information below: