

# SceneMakers Privacy Policy

## Introduction

SceneMakers is a leader in the planning, designing and production of special events. SceneMakers is committed to respecting your privacy online, and we have created this privacy policy (the "Privacy Policy") to give you a clear understanding of how our Web Site operates, and how personal information is treated. We have a clear Privacy Policy: we collect no personally identifiable information unless you voluntarily supply it. This privacy statement explains under what circumstances we gather your individual information, how we use it, and who may access that information. This Privacy Policy may be revised periodically. We recommend that you read our Privacy Policy whenever you visit this Site so that you are aware of any changes. Please note that our Privacy Policy applies only to online activities.

## Type of Information Collected

When you visit our Web Site, we do not collect any personally identifiable information without your consent. We may collect and store information from you that you voluntarily choose to give us or enter on our Web Site, including, but not limited to, "personally identifiable information" such as your name, address, e-mail address, and phone number. Our primary purpose in collecting and processing your personally identifiable information is to provide you with the services you request or to personalize product information and offers for you. We may also use your personally identifiable information to provide you with additional information about our products and services and to send you information on other products and services that may be of interest to you. If so, we will state this in the area of our Web Site where we collect information for these purposes.

## Security and Use of Information

We are dedicated to the security of your personally identifiable information and we take commercially reasonable precautions to maintain that protection. If you need to provide personal information to access features or services, we will clearly disclose how the information will be used.

We do not sell, trade or rent your personally identifiable information to others. However, we may share your personally identifiable information with other SceneMakers businesses or affiliates, our agents, contractors or business partners located in the United States and/or any other country, in order that they may perform services for us. For example, your personally identifiable information may be shared (i) with contractors we use to support our business (e.g. fulfillment services, technical support, delivery services, caterers, and artists), or, (ii) in connection with the sale, assignment, or other transfer of the business of this site to which the information relates, or (iii) where required by applicable laws, court orders, or government regulations.

In addition, since we conduct research on users' demographics, interests and behaviors based upon information provided to us during use of our Web Sites, we may combine your information with information collected from other individuals to produce anonymous, aggregated statistical information. Aggregated data does not include personally identifiable information. We use this demographic information, such as the percentage of male or female visitors, or the percentage of visitors within certain age brackets, to improve the content of our site. We also may share

this anonymous, aggregated information, which does not identify particular individuals or associate particular individuals with illnesses or conditions, with partners or other third parties.

As our company changes and grows, we might sell or buy companies, subsidiaries, or assets. In such transactions, customer information generally is one of the transferred business assets. Also, in the event that SceneMakers or substantially all of its assets are acquired, customer information will, of course, be one of the transferred assets.

SceneMakers also uses physical and managerial procedures to attempt to safeguard your personally identifiable information, however we cannot guarantee that it is completely secure from people who might attempt to evade security measures or intercept transmissions over the Internet.

Please be aware that advertisers or third-party web sites that have links on our Web Sites may collect personally identifiable information from you. The information practices of those sites linked to us either through advertisements or other hyperlinks are not covered by this Privacy Policy. We suggest that when linking to another site, you always read such site's privacy policy before volunteering any personally identifiable information on that site.

### **Our Retention of Your Personally Identifiable Data**

Once you have provided personally identifiable information to SceneMakers, we will store and maintain the information you have volunteered for so long as you have not directed us otherwise, or for so long as we are required by law. Our retention of your data allows us to continue providing you with highly personalized services without interruption.

### **Choice**

SceneMakers believes that choice is one of the most important privacy principles. You have the choice not to submit any personally identifiable information to us (although under such circumstances you would be unable to participate in all aspects of our Web Site). Likewise, should you prefer not to receive email communications from us, even after you have provided us with your contact information, you need do nothing; on the enrollment page where you registered for email distribution (or other service), an "opt-in" mechanism is provided, meaning that you will not receive email from that service unless you click the box stating that you would like to receive such email. If, after you have elected to receive the particular email distributions, you decide you would like to be removed from the distribution list, each email message we send you will provide a link to unsubscribe from the email list for that particular service or distribution.

### **Cookies**

Cookies are small pieces of information that a web site places on an individual computer's hard drive. Cookies remember certain information that a web site can then use to make communication between your browser and the site more efficient. Cookies are standard technology in the Internet industry and may be used by some SceneMakers Web Sites. SceneMakers will only be able to read those cookies that we place on your hard drive; we cannot access or read any other information.

We use cookies to better tailor our services to your needs. We may also use cookies on an aggregate basis to track Site navigation and traffic trends. This aggregated

and anonymous information will help us to improve Site content, and may be shared with partners or other third parties. Visitors always have the option of disabling cookies via their browser preferences. The use of advertising cookies sent by third-party servers is also common in the Internet industry. SceneMakers has no control over, and cannot protect against, the practices or policies of other web sites.

### **Clickstream Data**

A "clickstream" or "clickstream data" reflect the specific web pages visited by an individual user, and, importantly, the manner or traffic pattern by which a user moves from one web page to another. We track such information only within our Web Site; we specifically do not track any clickstream activity outside of the SceneMakers Web pages. We track and use this information to understand how our users' habits are similar to or different from one another and specifically to personalize the content, banner ads and promotions that you and other users will see on our Web Site. Clickstream data does not contain or reveal any personally identifiable information about the user.

### **IP Addresses**

An Internet Protocol (IP) address is a number that is automatically assigned to your computer by your Internet Service Provider (ISP) whenever you log onto the Internet. Like other Internet sites, SceneMakers may use IP addresses to collect aggregate and anonymous information about the number of visitors and site usage. To guarantee your privacy, your IP address is not linked with personal information about you. SceneMakers does reserve the right, however, to use IP addresses to identify individuals who threaten our Site, service or customers.

### **Surveys and Contests**

From time to time, we may ask for personally identifiable information when you complete a survey or enter a contest. In these instances, we will clearly describe the purpose for collecting such information, as well as intended uses.

### **Use of Content**

Use of this online service is subject to the [Terms & Conditions](#).

### **Leaving SceneMakers**

As a resource to our visitors, we may provide links to other web sites. We try to carefully choose those sites that we believe are useful and meet our high standards. However, we do not guarantee the standards of every web site to which we link, nor are we responsible for the content of non-SceneMakers sites. Links to external web sites are provided only for convenience and/or for informational purposes, and in no way constitute an endorsement.

### **Your Consent**

By using our Web Site, you consent to the collection and use of information as set forth in this Privacy Policy. You also acknowledge our right to change this policy, without prior notification, and our commitment to post any such changes on this page so that you are fully informed of the types of information we collect, how we use it, and under what circumstances, if any, it is disclosed.

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