

Privacy Policy

This privacy policy (the "Privacy Policy") describes the ways in which BiddingOwl, LLC ("BiddingOwl") collects, uses, and shares information collected from or about you while you are using our website at www.biddingowl.com (the "Site"). BiddingOwl respects the privacy of the individuals that use the Site, and this Privacy Policy describes how BiddingOwl uses the data it collects or receives from users of the Site.

Your information, including Personal Information, may be stored in the United States or other countries where data protection and other laws may not be as comprehensive as those in your country. By using the Site you consent to your information being collected, used and transferred as set forth in this Privacy Policy.

Information on Privacy

The United States federal government and technology industry have developed practical tips to help you guard against Internet fraud, secure your computer, and protect your Personal Information.

Information Collected

Personal Information

You can browse the Site without telling BiddingOwl who you are or revealing Personal Information. Once you provide Personal Information, you are no longer anonymous to BiddingOwl.

If you use the Site, Personal Information about you may be collected and processed by BiddingOwl's employees and stored by BiddingOwl. "Personal Information" means any information that can uniquely identify a person or be used to contact a person, such as your name or email address. BiddingOwl generally limits access to Personal Information about you (except as otherwise disclosed in this Privacy Policy) to employees who BiddingOwl believes reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs. Creating an account on the Site is not required to use the Site, but if you create an account on the Site, BiddingOwl will collect your name, email address, and URL of your website and in some instances, title, street address, city, state, country, postal code, telephone number, and any other information useful to BiddingOwl's products and services, if you provide it to us. BiddingOwl may collect financial information in relation to certain transactions, such as credit card numbers, bank account numbers and payment methods. BiddingOwl may also collect, process and store information related to transactions on the Site, such as bidding, buying, and selling of items. If you send correspondence to us such as e-mails or letters, BiddingOwl

will collect such information, including any Personal Information, in a file specific to you. BiddingOwl may request additional information to authenticate your account and identity or if BiddingOwl believes you are violating site policies or laws. In general, if you intentionally provide us with Personal Information, BiddingOwl will collect it.

From time to time, BiddingOwl may request other Personal Information in order to provide features, functions or services, but you will always have the choice to decide whether or not to provide the requested information. If you access the restricted access portions of the Site, you may be required to provide additional Personal Information. Your User ID is not considered Personal Information and as such, please do not provide any Personal Information as part of your UserID, such as your name or an e-mail address. Your User ID may be publically displayed throughout the Site and connected with all of your activity, such that any visitors to the Site may see your bids, purchases, items for sale, sales rankings, feedback, and any associated comments.

Non-Identifiable Information

Additionally, BiddingOwl collects and compiles information relating to your use of the Site which is not Personal Information, such as time, date, browser type, browser language, operating system, domain name of your internet service provider, and IP address (collectively, the "Non-Identifiable Information") as part of the operation of this Site or during the course of your activities on or use of this Site.

BiddingOwl may use "cookies" and similar technologies such as bots in connection with operation of the Site to help BiddingOwl to personalize and tailor its services and improve the quality of those services by tracking and storing user preferences, trends and patterns. If you visit any restricted access or password protected portions of the Site, you may be required to use cookies, which may include or be linked to Personal Information. Cookies are small pieces of information that are stored on your computer by the BiddingOwl's website server. The use of cookies is common in the industry, and they are used at most major web sites. You may customize your browser to automatically inform you whenever a cookie is to be used or refuse all cookies but doing so may impair or prevent the performance of certain functions of the Site, and may not permit access to some areas of the Site. For more information on cookies, see <http://www.cookiecentral.com/faq.htm>.

BiddingOwl uses cookies to allow authentication in restricted access or password protected portions of the Site. This allows BiddingOwl to personalize or regulate the use of the Site, and also permits BiddingOwl to automate the access and data-entry functions of the Site (e.g., login information).

In general, BiddingOwl does not use cookies to track the navigational habits of identified users without the user's consent. If you visit the Site only to read or download content, much of the

information BiddingOwl does collect is only statistical (e.g., the domain from which you access the Internet, the date and time you access the Site, and the Internet address of the web site from which you linked directly to the Site) and not personally identifiable. BiddingOwl uses this information about the number of visitors and their use of the Site in aggregate form to make the Site more useful and attractive to you.

Certain information, like archive threads, may be collected by BiddingOwl as a result of the links displayed as a result of a search query on the Site. BiddingOwl uses this information to understand and improve the quality of the Site and related technology including the accuracy and efficiency of the Site.

Collecting and Using Information

By using the Site (which resides in part on servers located in the United States), you unambiguously consent to any collection, processing, transfer or use of any Personal Information. If you do not consent to any collection, processing, transfer, or use of such information, please discontinue use of the Site.

BiddingOwl uses Personal Information for the purpose for which you provided it. BiddingOwl does not sell or rent your Personal Information to third parties, for their marketing purposes, without your express consent. For instance, if you registered on the Site, BiddingOwl uses your Personal Information to provide you any alerts or feeds that you requested BiddingOwl send you. If you provide Personal Information in a search query, BiddingOwl uses that Personal Information to provide you search results. If you correspond with us and include Personal Information, BiddingOwl uses the Personal Information to respond to you. BiddingOwl uses your Personal Information to provide you customer support.

BiddingOwl may use your email address to send you information about BiddingOwl's products or services, but you may opt out from receiving these promotional messages. However, BiddingOwl always reserves the right to contact you about your account or customer service issues. In general, BiddingOwl may use your personal information to: provide the services and customer support you expect and request; resolve disputes; collect fees; provide support and correct issues; detect, investigate, prevent and reduce illegal and harmful activities; and to enforce our Terms of Use; customize and improve our services, content, advertising and listing; deliver targeted marketing, service updates and promotional offers based on your communication preferences; and to verify any information you provide to third parties for accuracy and to prevent fraud.

Generally, the Non-Identifiable Information is used to provide better services to users and to improve the Site.

In nearly all cases, the above-described data may be collected or processed by, and transferred to, BiddingOwl's facilities in the United States and in other countries where BiddingOwl does business. This may be done through the site's Internet Service Provider (ISP) or through the use of such tools as Google Analytics. This information is gathered to improve the quality of BiddingOwl's services and BiddingOwl's ability to market those products and services to specific individuals and organizations that could benefit from them.

Sharing Information

Non-Identifiable Information and Personal Information (collectively "information") about you is disclosed and shared with advertisers, business partners, sponsors and other third parties under limited circumstances. BiddingOwl may disclose the frequency of visits to the Site by the average user. BiddingOwl may disclose information to third parties assisting us in carrying out a transaction or providing a service for you (e.g., packaging, sending and delivering purchases and information to you, clearing transactions, or performing statistical analyses of BiddingOwl's services, performing promotional services and training services), or in connection with merger and acquisition discussions.

BiddingOwl may share data, including Personal Information about you, with BiddingOwl's affiliates, partners, subsidiaries and companies or individuals who provide services on behalf of BiddingOwl throughout the world. To the extent that these entities have access to your information, they will have agreed with BiddingOwl to follow or already have privacy practices substantively no less protective than BiddingOwl's practices described in this document, to the extent allowed by applicable law. BiddingOwl may share Personal Information between participants to a transaction on the Site, including between bidders and sellers of a particular item.

BiddingOwl will release information, including Personal Information, in connection with any valid law, regulation, or legal process (such as a search warrant, subpoena, statute or court order). BiddingOwl may disclose Personal Information to protect or enforce the rights, property or safety of BiddingOwl, its users or other third parties including the disclosure of information with other companies and organizations relating to fraud protection and credit risk reduction.

BiddingOwl may provide Personal Information to BiddingOwl's trusted businesses or persons to process it for BiddingOwl, based on BiddingOwl's instructions and in compliance with BiddingOwl's Privacy Policy and any other appropriate confidentiality and security measures.

Generally, and except as indicated at the time of collection, BiddingOwl does not sell or lease any Personal Information about you to any third party. However, BiddingOwl may aggregate information (gather up data across all user accounts) in a manner that creates Non-Identifiable Information and disclose such information to advertisers and other third parties for other

marketing and promotional purposes. In these situations, BiddingOwl does not disclose to these entities any Personal Information. Certain information, such as your name, e-mail address, password, are not disclosed to marketers or advertisers.

You may choose to opt-out from allowing BiddingOwl to provide Non-Identifiable Information to certain partners. Visit networkadvertising.org, aboutads.info, and jumptap.com to make informed decisions about your online and mobile privacy and to opt-out.

In the event that BiddingOwl is or substantially all of its assets are sold or otherwise transferred, all information BiddingOwl has about you may be included in the transferred assets.

Other Uses Of Information

On the secure portion of the Site, your login information and password are considered confidential. However, this information may be shared if it is necessary to comply with applicable laws, or to assist law enforcement officials and/or the court and judicial systems.

Security

BiddingOwl uses commercially reasonable technical, physical, operational and procedural safeguards to protect Personal Information from loss, misuse, alteration, and unauthorized access or disclosure. Due to the nature of BiddingOwl's business, including its dependence on the public Internet, BiddingOwl cannot ultimately ensure that private communications and Personal Information will not be intercepted by third parties or otherwise obtained in ways not described in this Privacy Policy. Although BiddingOwl attempts to protect the privacy of users, BiddingOwl cannot absolutely guaranty that such information will remain private. While no security measure can guarantee against compromise, BiddingOwl regularly reviews and updates its security measures in an effort to provide appropriate security for all information held by BiddingOwl. If you access the Site from a shared computer, such as a computer in an internet café, certain information about you may be visible to subsequent users of that computer.

Children

BiddingOwl takes children's privacy seriously and does not knowingly collect, use or disclose Personal Information from children and is committed to complying with all applicable laws and requirements, such as the United States Children's Online Privacy Protection Act (COPPA). BiddingOwl encourages all parents and guardians to instruct their children in the safe and responsible use of personal information on the Internet. The Site is not intended for or directed at children under the age of 13, and BiddingOwl does not knowingly collect information from children under the age of 13. BiddingOwl asks children under the age of 13 not to use the Site.

Information Update

BiddingOwl recognizes that changes can be made to bulletin and message boards and websites regarding website url's and message board placement. If you have changed your site url, message board software provider, or would like to update your information in any way, please log into your account and modify it there, or contact us at: info@biddingowl.com or 1.888.731.4483.

Links

The websites, advertisements, boards and messages displayed as search results or linked to by BiddingOwl are developed, published, and operated by third parties over whom BiddingOwl exercises no control. Since BiddingOwl does not control these web sites, BiddingOwl encourages you to review the privacy statement posted on these (and all) third party websites. BiddingOwl is not responsible for the privacy statements or practices of websites and services controlled by other companies or organizations.

Advertising

BiddingOwl permits third party advertising companies to display ads to you when you visit the Site. These companies may collect use Non-Identifiable Information about your visits to the Site in order to provide advertisements about goods and services that may be of interest to you. These ads are not owned by BiddingOwl. Be advised that BiddingOwl's policies may or may not reflect or mirror such third party ad providers' policies. If you would like more information about this practice and to know your choices about not having this information used by these companies, please contact these ad providers directly.

For example, BiddingOwl uses Google as one such third party advertising vendor, which uses cookies to serve ads on the Site. Google's use of the DART cookie enables Google to serve ads to the Site's users on any and all owned properties of the Site based on their visit to the Site, BiddingOwl's other owned properties, and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy http://www.google.com/privacy_ads.html.

Data Retention

BiddingOwl will not retain your Personal Information longer than is necessary for the purpose it was collected.

Your Consent and Changes to the Privacy Policy

By using the Site, you consent to the collection and use of your information as BiddingOwl has outlined in this Privacy Policy and to BiddingOwl's Terms of Use.

BiddingOwl reserves the right to change, modify or update the terms of this Privacy Policy at any time without notice. BiddingOwl posts the revised Privacy Policy on the Site, indicate the date of the current statement below, so you know when it was last updated. If the changes are material, if possible in BiddingOwl's sole determination, will give you reasonable advance notice and an opportunity to review the changes before they become effective. If you do not agree to the revised terms and conditions of the Privacy Policy, stop using the Site. Continued use of the Site after any such revision or modification constitutes your acceptance of the Privacy Statement as so revised or modified.

Feedback

If you have questions regarding BiddingOwl's Privacy Policy, please email them to info@biddingowl.com or contact us by mail or telephone:

1.888.731.4483

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