

Effective 01/01/2007

The Privacy Policy below governs any information you provide on this site.

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## **A. Our Commitment to Privacy**

Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used.

## **B. The Information We Collect:**

This notice applies to all information collected or submitted on the [www.playupset.com](http://www.playupset.com) website. On some pages, you can order products, make requests, and register to receive materials. The types of personal information collected at these pages are:

- Gender
- Name
- Address
- Date of Birth
- Email address
- Phone number
- Business Name (for distributors and retailers)
- Your Position (for distributors and retailers)
- Number of locations and years in business (for distributors and retailers)

**Financial information is only collected by PayPal (see below).**

## **C. How We Use Information:**

We use the information you provide about yourself when placing an order only to complete that order. We do not share this information with outside parties except to the extent necessary to complete that order.

We use return email addresses to answer the email we receive. Such addresses are not used for any other purpose and are not shared with outside parties.

You can register with our website if you would like to receive updates on our new products and services. Information you submit on our website will not be used for this purpose unless you fill out the registration form.

We use non-identifying and aggregate information to better design our website and to share with advertisers. For example, we may tell an advertiser that X number of individuals visited a certain area on our website, or that Y number of men and Z number of women filled out our registration form, but we would not disclose anything that could be used to identify those individuals.

Finally, no financial information (credit card number and PayPal information) is asked for or collected by this web-site [www.playupset.com](http://www.playupset.com). All financial information is collected by PayPal and such information is strictly adhered to and governed by the "Privacy Laws" of PayPal and can be reviewed for different countries at:

[http://www.paypal.com/cgi-bin/webscr?cmd=p/gen/ua/policy\\_privacy-outside](http://www.paypal.com/cgi-bin/webscr?cmd=p/gen/ua/policy_privacy-outside)

## **D. Our Commitment to Data Security**

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

## **E. How You Can Access or Correct Your Information**

You can access all your personally identifiable information that we collect online and maintain by logging in to your account when you choose the 'buy on-line' menu or when entering the upset blog page from [www.playupset.com](http://www.playupset.com). Use this procedure to better safeguard your information.

You can correct factual errors in your personally identifiable information by sending us a request that credibly shows error.

To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

## **F. How to Contact Us**

Should you have other questions or concerns about these privacy policies, please contact us at [info@psplaygames.com](mailto:info@psplaygames.com).