



MY BOOK PRINTER INTERNET PRIVACY POLICY

This Privacy Policy of My Book Printer (hereinafter “MB Printer”) is provided for the purpose of advising on what information that we collect when you visit our website mybookprinter.com (hereinafter “Website”). This Privacy Policy is presented in conjunction with our Website Terms and Conditions which are also available on the Website and which are incorporated herein. By using the Website, you consent to and agree to be bound by the Website Terms and Conditions and this Privacy Policy. MB Printer reserves the right to amend or revise the Website Terms and Conditions and this Privacy Policy at any time and without reservation.

Our Commitment to Privacy

Your privacy is very important to us. Part of our operation of the Website involves the collection and use of information about you. This privacy policy explains what type of information we collect and what we do with that information to allow you to make choices about the way your information is collected and used. This privacy policy may change from time to time, so please check it often.

Types of Information We Collect

In general, you can visit the Website without identifying who you are or revealing any information about yourself. Information collected online can generally be categorized as anonymous or personally identifiable. Anonymous information is information that cannot be connected to the identity of a specific individual. Personally identifiable information is information that specifically identifies a particular user, such as name, address, or phone number. An example of anonymous information is the fact that, while the Website may record the number of visits to a particular page that occur in a given period of time, it does not necessarily tell us the names or other identifying information of every visitor. Many users of the Website will choose not to provide any personally identifiable information; therefore, those individuals are anonymous to us, and any data collected about their use of the Website is anonymous information. All the information that is obtained by use of the Website is hereinafter collectively referred to as “Information”.

MB Printer collects certain types of information directly from you such as:

- Name
- Address
- E-mail address
- Phone/cell number(s)
- Artwork
- Other information related to your order



Indirectly Collected Information

Indirectly collected information that we collect may include the following information and information type:

- IP address
- Geographic location
- Domain server
- Computer type, web browser, operating system, platform
- Information showing web pages viewed prior to and after your visit to the Website
- Information showing your navigation of the Website

Automatic Anonymous Information

When you visit the Website, we collect certain technical and routing information about your computer. For example, we log environmental variables such as browser type, operating system and CPU speed, and the Internet Protocol (IP) address of your originating Internet Service Provider, to try to bring you the best possible service. We also record search requests and results to try to ensure the accuracy and efficiency of our search engine. We use your IP address to track your use of the site, including pages visited and the time spent on each page. We collect this information and use it to measure the use of the Website and to improve its content and performance. All of the information that is automatically submitted to us by your browser is considered anonymous information. To the extent we share such information with third parties, it is not traceable to any particular user and will not be used to contact you.

Cookies

This site uses cookies. Cookies are small data files, typically made up of a string of text and numbers, that assign you a unique identifier. This information enables your computer to have a “dialogue” with our site and permits us to administer our site more efficiently and to provide a more tailored and user-friendly service to you. You may set your browser to notify you when you receive a cookie or to prevent cookies from being sent; if you do so, this may limit the functionality we can provide you when you visit our site.

Third parties that link on this site may use cookies or collect other information when you go to their site. We do not control the collection or use of your information by these companies. You should contact these companies directly if you have any questions about their collection or use of information about you.



Web Beacons

MB Printer does not use web beacons at this time, but may elect to do so in the future. A web beacon is a clear picture file that tracks navigation through a website. Web beacons can be used for several purposes including keeping count of the number of visitors to a website.

Mobile Device Identifiers

MB Printer does not use mobile device identifiers at this time, but may elect to do so in the future. A mobile device identifier is a distinctive number associated with a smartphone or similar device. Hosts of websites may receive such information if you access their website.

Analytics

MB Printer uses Google Analytics to assist with knowing information about traffic to the Website. Such information is shared with other Google services.

How Do We Use Information We Collect?

By using the Website you consent that we, in fact, use and process the information that is obtained when you use the Website for uses that may include, but that are not limited to, the following:

- Respond to inquiries
- Create and process orders
- Provide service(s), including print and layout
- Process your profile to open an account (including confirming that your email address is active)
- Improve/modify the website
- Communicate with you
- May share with our affiliates and non-affiliate third parties for purposes such as, but not limited to, (1) answering your inquiries, (2) shipping, sending postal mail and emails, (3) performing various business analytics, (4) processing credit card payments, (5) providing you information, and (6) processing your order
- Disclose for legal and administrative purposes, we may disclose information (1) when required by law, subpoena, court order, or other such compulsion, (2) cooperate in fraud investigations, intellectual property infringement matters or any other alleged illegal activity, (3) comply with governmental or regulatory requirements, (4) to enforce the Website Terms and Conditions, and (5) to verify the identity of website users



We collect personally identifiable information only for providing the services you request, generating statistical studies, conducting marketing research, improving products and services, sending you surveys, and notifying you of new products and any other changes to our site or services that may affect you. When you submit personally identifiable information to us, you understand that you are agreeing to allow us to access, store, and use that information for those purposes.

We will not sell or give any personally identifiable information to any third parties.

We may be required by law enforcement or judicial authorities to provide personally identifiable information to the appropriate governmental authorities. If requested by law enforcement or judicial authorities, we will provide this information on receipt of the appropriate documentation. We may also release information to law enforcement agencies or other third parties if we feel it is necessary to protect the safety and welfare of our personnel or to enforce our terms of use.

Security

We operate secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary, and only authorized individuals have access to the personally identifiable information provided by our users. We do not, however, guarantee that unauthorized, inadvertent disclosure will never occur.

Transfer of Customer Information

Customer lists and information are properly considered assets of a business. Accordingly, if we merge with another entity or if we sell our assets to another entity, or if bankruptcy or liquidation occur, our customer lists and information, including personally identifiable information you have provided us, would be included among the assets that would be transferred and, by using the Website, you hereby consent and thereby re-consent to such use.

The Website is operated in the United States. Users outside of the United States, by using the Website, consent and acknowledge the information submitted will be processed and stored in the United States, a country whose privacy and other laws concerning the use of such information may be different than those of your country of origin or where the Information emanates from. We make no representation that the Website complies with the laws, rules, or regulations of every jurisdiction.

Consent

By using the Website, you consent each time you access the Website, to the collection and use of the Information as set forth in this Privacy Policy and on the Website, including after, and if, you withdraw.