

## MADELYN PENDANTS WEBSITE ONLINE PRIVACY POLICY

Welcome to the Madelyn Pendants website! Protecting your personal information is very important to us, and we respect your privacy. This Privacy Policy is meant to explain how we use and protect the personal information you share with us. This Policy applies to all users of our sites or our services, and to any information provided to us.

Our Website: [madelynpendants.com](http://madelynpendants.com)

By using our website, you are accepting the practices we describe here. If you have any questions, please contact us at [info@madelynpendants.com](mailto:info@madelynpendants.com).

Madelyn Pendants complies with the privacy laws and regulations of Illinois and the United States of America and makes no representation that this Site is governed by or operated in accordance with the laws of other nations, or that the Site or any part thereof is appropriate or available for use in any particular jurisdiction. Those who choose to access the Site do so on their own initiative and at their own risk, and are responsible for complying with all local laws, rules and regulations. By using this Site, visitors from outside of the United States of America acknowledge this Site is subject to the laws and regulations of the United States of America, and waive any claims that may arise under their own national laws.

Madelyn Pendants reserves the right to change, modify, add, or remove provisions of this Privacy Policy. Changes to this Privacy Policy will be posted here on this Site. We encourage you to check back from time to time to ensure continuing familiarity with the most current version of our Privacy Policy. You can determine whether the Privacy Policy has been revised since your previous visit to the Site by referring to the "Last Updated" legend at the top of this page. Please read this Privacy Policy carefully. Your use of this Site constitutes your acceptance to be bound by this Privacy Policy without limitation, qualification or change. If at any time you do not accept all the terms and conditions contained herein, you must immediately discontinue use of this Site.

### 1. What Information We Collect

Madelyn Pendants may gather two basic types of information through the Site: "Personally Identifiable Information" (or "PII") and "Non-Personally Identifiable Information" (or "Non-PII"). PII is information that identifies or can identify you as an individual (such as residential address, telephone number, or billing information) and Non-PII is aggregated information, demographic information, IP addresses and any other information that does not reveal your specific identity.

a. Non-Personally Identifiable Information. When you visit and interact with the Site, Madelyn Pendants and third parties with whom Madelyn Pendants has contracted to provide services to Madelyn Pendants may collect Non-PII (for example, a catalog of the Site pages you visit). Non-PII is anonymous and does not identify you personally. Non-PII is generally collected through the Site from four different sources: Internet protocol

addresses and web logs; cookies; pixel tags and other similar technologies; and other Non-PII that you voluntarily provide (as explained below).

ii. Cookies. We and any third party service providers Madelyn Pendants may from time to time use may use a standard technology called a "cookie" to collect information about how you use the Site. Cookies reside on your computer and help the Site recognize your computer's browser as a previous visitor. On occasion our Site may also set a "session cookie" which helps us administer the Site. The session cookie expires when you close your browser and does not retain any information about you after it expires. If you do not want information collected through the use of cookies, you should be able to modify your browser preference to provide you with choices relating to cookies. If you choose to reject cookies, you may be unable to use certain Site services (e.g., those services that require you to log on to the Site in order to participate).

## 2. How Information We Collect Is Used

We know it is very important to protect the information you share with us. We take appropriate security measures to help safeguard this information from unauthorized access and disclosure. If you purchase something, pay for a membership or membership renewal, through our Site the transactions are handled through Authorize.net with the Authorize.net security protections.

No system can be completely secure. Although we take steps to secure your information, there is always a chance that your information will not always remain secure, and you should always take great care in handling and disclosing your personal information. For example, avoid sending personal information through insecure email. Please refer to the Federal Trade Commission's website at <http://www.ftc.gov/bcp/menus/consumer/data.shtm> for information about how to protect yourself against identity theft.

### a. Non-Personally Identifiable Information

Because Non-PII does not personally identify you, we may use such information for any purpose. For example, we may use Non-PII to measure the number of visits, average time spent on the Site and pages viewed as well as to diagnose problems with our servers and to administer the Site. We may then use this information to analyze and improve the features and functionality of this Site. We may use non-PII information about you and other Site visitors to sell and deliver advertising, promotions and content that we believe will be of interest.

In addition, we reserve the right to share such Non-PII, which does not personally identify you, with third parties, for any purpose.

In some instances, we may combine Non-PII with PII (such as embedding email addresses in cookies). If we do combine any Non-PII with PII, the combined information

will be treated as PII. This "combined" PII is not shared with third parties, except as described in this Policy.

#### b. Personally Identifiable Information

i. Site. We may use PII you give us to tailor your website experience to your interests, to show you content in which you may be interested and to display the content according to your preferences. To the extent we do so, we make sure that your PII receives the same level of protection. In any commercial e-mail send to you, we will give you the opportunity to choose not to receive such e-mail messages in the future. Please note that such sharing may involve the collection, use, storage, or disclosure of PII outside the United States of America.

#### ii. Communications

Unless you opt out, we may use your PII to send you information about our Madelyn Pendants Festival and local bluegrass and related music activities. If at any time you change your mind and prefer to no longer receive such communications from us, please see the "Opt-Out Policy" section below.

#### iii. Administrative Matters

Madelyn Pendants reserves the right to contact you in the event of a change in the Site's Terms of Use and/or this Privacy Policy, or to notify you of other administrative matters in connection with the Site (e.g., contacting you to facilitate, complete or confirm a transaction). Because this information may be important to your use of the Site, you may not opt-out of receiving such communications.

#### iv. Fulfillment of Requests

Madelyn Pendants may use your PII to fulfill the purpose for which such PII was provided (e.g., to confirm your registration for an event or fulfill your purchase of a membership).

#### v. Facilitation of Transactions

Forms on the Site may sometimes be pre-populated with your PII in order to facilitate a transaction between you and Madelyn Pendants.

#### vi. Internal Business Purposes

We may also use your PII for our internal business purposes, such as to target advertising, for data analysis, for audits, for fraud prevention and for other internal purposes.

#### vii. Shopping/Commercial Services

### 3. How Personally Identifiable Information We Collect Is Disclosed

#### a. Affiliate Communications and Third Party Communications

#### b. Madelyn Pendants Service Providers

We may from time to time work with third parties who provide services including but not limited to data analysis, order fulfillment, credit card processing and other services of an administrative nature. If you use our services, we reserve the right to share your PII with such third parties for the purpose of enabling these third parties to provide such services. We take reasonable steps to ensure these third parties treat PII in a manner comparable to how we do so.

#### e. Other Purposes

We also may disclose your information:

In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from law enforcement or another government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us.

When we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our association, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our website terms and conditions or other agreements or policies.

In connection with a substantial corporate transaction, such as the reorganization of our business, a divestiture, merger, consolidation or asset sale, or in the unlikely event of bankruptcy.

### 9. Contacting Madelyn Pendants Regarding this Site

If you have any questions concerning this Policy, you may send them by email to [info@MadelynPendants.com](mailto:info@MadelynPendants.com). Please note that email communications will not necessarily be secure; accordingly you should not include credit card information or other sensitive information in your email correspondence with us.