

# Privacy Policy

Sparkfox understands that you care how information about you is used and shared, and that you want us to do so carefully and sensibly. This notice describes Sparkfox's privacy policy. This policy is shared across any website run as part of the Sparkfox Network including [www.sparkfox.cn](http://www.sparkfox.cn) and any future websites Sparkfox adds to the Sparkfox Network.

This privacy policy describes what information Sparkfox collects when you visit any of the websites in the Sparkfox network and how we can use that information. By accessing and using a Sparkfox Network website, you accept the terms and practices set forth in this Privacy Policy (as updated from time to time), and to Sparkfox's use of the personal information we collect. You also consent to our sharing of this information with third parties, as described further herein.

## **What Information Do We Collect?**

The information we collect from customers helps us learn about our customers' needs, and helps us to improve our websites and your shopping experience. Here are the types of information we gather:

We collect passive information, via log files, on the products you that browse while using our websites. We analyze and use this information in the aggregate in order to improve the usefulness, convenience and value of our websites for our customers.

When you place an order, we will collect basic information from you, including your name, home address, phone, email address and credit card information. We use this information to confirm and fulfill your order, and to respond to any questions you may have. Where appropriate, we share the personal information you provided with certain third party intermediaries (e.g., freight carriers and shipping companies, and credit card processing companies) to assist in processing and shipping your order.

We may also use information gleaned from your use of our websites (including, but not limited to, your e-mail address), or the about the purchases you make for our own marketing and other purposes, and we may share your information with companies with whom we have marketing or other business relationships.

We use your Internet protocol address to help identify you and your shopping cart, and to gather broad demographic information.

## **Cookies**

Our websites may use cookies to keep track of the items in your shopping cart so you don't have to re-enter them each time you visit. Acceptance of cookies is not a requirement to browse our websites, however our shopping cart does require the acceptance of cookies to work properly, and thus you must accept cookies to place orders on our websites. Cookies are not used to store sensitive customer information such as names, addresses, passwords or credit card numbers.

## **E-MAIL**

Customer e-mails provided as part of the order process or account creation are retained in a database

and are subject to the use and sharing outlined above. These e-mail addresses may be used for marketing purposes subject to all relevant laws and statutes in the United Kingdom.

Sparkfox has an "e-mail to a friend" feature on our websites that allows you to share product or other information about our websites or products with your friends. Any e-mail addresses provided to us in the use of these features are used for direction of the e-mail communication. These e-mails are not retained in our database, nor are they used for communication other than for the purpose for which they are originally entered. Sparkfox has an e-mail notification program that informs customers when a particular product is available for purchase. Emails provided for this service are used only for the purpose of sending the notification e-mail and are eliminated after use.

## **SOCIAL MEDIA**

The websites that make up the Sparkfox Network may have social media buttons that allow users to share product information, articles or other information with friends via social media networks such as Twitter and Facebook. Sparkfox retains no information about your social networks and runs its social media marketing operations in compliance with all relevant requirements imposed by said social networks.

## **Security**

Sparkfox has certain security measures in place to help protect against the loss, unauthorized use, misuse and alteration of the personal information that we collect. We utilize a firewall and SSL encryption to keep this information secure. We reveal only the last four digits of your credit card number on your order confirmation. We take security very seriously, and while we cannot guarantee with 100% certainty that your information is protected against unauthorized access, we believe that our security measures are sufficient and we will inform you if there has been a breach of our security that leading to unauthorized access of your personally-identifiable information.

## **Changes**

If we decide to change our privacy policy, in whole or in part, we will inform you by posting a notice on our websites. Those changes will go into effect on the date posted in the notice and will apply to any and all users of our websites as of the date the changes are posted. We thus encourage you to review this Privacy Policy regularly for any changes or updates. The effective date of this revised Privacy Policy is June 10, 2017.

If you have further questions about the Sparkfox Network websites' privacy practices, or have other comments on how we can improve your shopping experience, please do not hesitate to submit feedback at <http://www.sparkfox.cn>. We always enjoy hearing from you!

**Thank you for choosing Sparkfox!**