

# Boultons MultiMedia - Privacy Policy

Effective as of October 30, 2014.

## **General Statement of Privacy**

Boultons MultiMedia respects the privacy of its clients and of those who visit their sites. Subject to the provisions of applicable laws, any information you submit to the Boultons will not be used in any manner to which you have not consented.

## **Personally Identifiable Information**

We do not collect Personally Identifiable Information about you without your knowledge or action.

## **Use of Personally Identifiable Information**

It is our general policy not to make Personally Identifiable Information available to anyone other than our employees, staff, and agents. We will never sell your e-mail address or other Personally Identifiable Information.

## **Non-Personally Identifiable Information**

Non-Personally Identifiable Information includes, but is not limited to, information we automatically collect on your use and/or actions on our Web site (e.g., user traffic patterns, page views on the Web site, click-through rates, search terms that users enter into our search utility). In addition, when a visitor arrives at our site, we collect the IP address, operating system, and browser software used. An IP address (which is not the same as an e-mail address) can tell us the user's internet service provider and, based on that, can suggest the geographic location of the connection. Boultons recognizes that certain user information of a key demographic nature (e.g., race, age, gender, national origin, income), while Non-Personally Identifiable Information, is still of a sensitive nature to users. No information of any kind is collected or transmitted from our Apple or Android Apps.

## **Use of Non-personally identifiable information**

As a general matter, Non-Personally Identifiable Information helps us determine how our sites are being used, helps us identify popular areas of the Web site, and helps determine the effectiveness of our promotional activities regarding the Web site.

## **Use of Cookies**

If Boultons uses cookies (i.e., a small data file that our Web site writes to a user's hard drive) to help track your usage of our site, including what advertising you have seen. Cookies enable us to provide you with services you may request.

You can refuse our cookies by turning them off in your browser (for more information on how to do this, please refer to your browser's documentation).

### **Third Party use of personal information**

Boultons sites and products may contain links to other Internet Web sites, including co-branded or other affiliated sites. Unless otherwise explicitly stated, we are not responsible for the privacy practices or the content of such Web sites, including such sites' use of any information.

### **Security**

You understand and agree that "perfect" security does not exist anywhere, including on the Internet. Information you send to this site, including email messages, will not be encrypted unless we advise you otherwise.

### **Notice to Parents or guardians**

We want to help you protect your child's privacy. We encourage you to talk to your children about safe and responsible use of their personal information while using the Internet. In particular, Boultons does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register. We recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the Internet or within any App.

### **Governing Law**

This Privacy Policy and the privacy practices of Boultons and any dispute arising out of or relating thereto will be governed by and construed in accordance with the laws of Australia, without regard to its conflict of law provisions. You agree to submit to the exclusive jurisdiction of the courts located within Australia to resolve any legal matter arising from this Privacy Policy and the privacy practices of Boultons.

### **Changes to This Privacy Policy**

This privacy policy is available at all times to all users of Boultons Sites and Apps at <http://boultons.com.au/privacy.pdf> Any material changes to this privacy policy will be communicated to users through our sites and products. Users are responsible for making use of these resources to stay up to date on this privacy policy.

### **Contact**

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