

WRITING FOR BUSINESS

PRIVACY POLICY

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 collection and use of the personal information you submit on Web pages where this policy is posted.

As we operate internationally, and many of our computer systems are currently based in the United States, your personal data will be processed by us in the U.S. where data protection and privacy regulations may not offer the same level of protection as in other parts of the world, such as the European Union. If you create a user account with this site as a visitor from outside the United States, you will be asked during the initial registration to consent to the collection and/or processing in the United States of your personally identifiable information, which includes the use of cookies as described below.

INFORMATION WE COLLECT

At some company owned Web sites, you can order products, enter contests, vote in polls or otherwise express an opinion, subscribe to one of our services such as our online newsletters, or participate in one of our online forums or communities. The types of personally identifiable information that may be collected on these pages include: name, address, e-mail address, telephone number, fax number, credit card information, and information about your interests in and use of various products, programs, and services.

At some other company owned Web properties, you can submit information about other people. For example, you might submit a person's name and e-mail address to send an electronic greeting card and, if you order a gift online and want it sent directly to the recipient, you might submit the recipient's name and address. The types of personally identifiable information that may be collected about other people on these pages include: recipient's name, address, e-mail address, and telephone number.

HOW WE USE THE INFORMATION

We use the information you provide about yourself to fulfill your requests for our products, programs, and services, to respond to your inquiries about our offerings, and to offer you other products, programs or services that we believe may be of interest to you.

We use this information to communicate with you, such as to notify you when you have won one of our contests or when we make changes to our subscriber agreements, to fulfill a request by you for an online newsletter, or to contact you about your account with us.

We use the information that you provide about others to enable us to send them your gifts or cards. From time to time, we also may use this information to offer our products, programs, or services to them.

The information we collect in connection with our online forums and communities is used to provide an interactive experience. We use this information to facilitate participation in these online forums and

At some places on our Site, we may ask your permission to disclose personally identifiable information about you to companies whose practices are not covered by this Privacy Policy (e.g., other marketers, magazine publishers, retailers, participatory databases and non-profit organizations) that want to market products or services to you.

We may, on occasion, combine information we receive online with outside records to enhance our ability to market to you those products or services that may be of interest to you. When registering with our site, we provide you with an opportunity to express your preferences with respect to receiving details about other products and services from other company businesses about products and services from selected third parties. Finally, we will not use or transfer personally identifiable information provided to us in ways unrelated to the ones described above without also providing you with an opportunity to opt out of these unrelated uses.

COLLECTION OF INFORMATION BY THIRD PARTY SITES AND SPONSORS

Some of our sites contain links to other sites whose information practices may be different than ours. Visitors should consult the other sites' privacy policies, as we have no control over information that is submitted to, or collected by, these third parties.

We sometimes may offer content (e.g., contests, sweepstakes, or promotions) that is sponsored by or co-branded with identified third parties. By virtue of these relationships, the third parties may obtain personally identifiable information that visitors voluntarily submit to participate in the site activity. We have no control over these third parties' use of this information. The site will notify you at the time of requesting personally identifiable information if these third parties will obtain such information.

At some company websites, reputable third parties may present or serve the advertisements. Our Privacy Policy does not cover any use of information that a third-party ad server may collect from you. For more information on third party ad servers, please click here [<http://www.networkadvertising.org/>].

COOKIES AND OTHER TECHNICAL INFORMATION

We send cookies to your computer primarily to enhance your online experience. Cookies are files that can identify you as a unique customer and store your personal preferences as well as technical information (including click through and click stream data). Cookies can either be permanent (i.e., they remain on your computer until you delete them) or temporary (i.e., they last only until you close your browser). We may also use web beacons that monitor your use of our sites. Web beacons (or Web bugs) are small strings of code that provide a method for delivering a graphic image on a Web page for the purpose of transferring data, such as the IP (Internet Protocol) address of the computer that downloaded the page on which the Web beacon appears, the URL (Uniform Resource Locator) of the page on which the Web beacon appears, the time the page containing the Web beacon was viewed, the types of browser that fetched the Web beacon and the identification number of any cookie on the computer previously placed by that server. When corresponding with you via HTML capable e-mail, Web beacons let us know whether you received and opened our e-mail. If you choose to furnish the site with personally identifiable information, this information can be stored in or linked to other data stored in the cookies/Web beacons.

By accepting this Privacy Policy, you specifically agree to our use of cookies and Web beacons as described herein. You may adjust your browser to reject cookies from us or from any other Web site. Additionally, by setting your Web browser to display HTML e-mails as text only, you may be able to prevent the use of some Web beacons. Please consult the Help section of your browser for more information. However, certain areas of our sites can only be accessed in conjunction with cookies or similar devices, and you should be aware that disabling cookies or similar devices might prevent you from accessing some of our content.

NOTIFICATION REGARDING UPDATES

From time to time, we may update this privacy notice. We will notify you about material changes in the way we treat personally identifiable information by placing a notice on our site. We encourage you to periodically check back and review this policy so that you always will know what information we collect, how we use it, and to whom we disclose it.

2021