

## **PRIVACY POLICY**

**DANIKA'S MEMORY BOX** is committed to ensuring your privacy is protected at all times during your use of our Website. Please take the time to read over our Privacy Policy ("Policy") carefully, so you have a complete understanding of how we collect, use, and disclose the personal information you provide to us. If you do not agree with our policies and practices, your choice is not to use our DANIKA'S MEMORY BOX Website (the "Website").

**DANIKA'S MEMORY BOX** and the Website will continue to grow and improve to better serve you; therefore, our Privacy Policy is subject to change and we encourage you to review our Policy each time you visit the Website. This Privacy Policy only applies to information collected online on the Website.

### **1. Collecting Information about You**

#### ***Categories and Types of Personal Information We Collect***

When you leave a comment at DANIKA'S MEMORY BOX or subscribe to any of our e-mail newsletters. We collect the following categories and types of personal information:

- **Contact Information:** your first and last name, postal address, email address, and phone number;
- **Other identifying information:** IP address, passwords and other security information for authentication and access;
- **Internet or other electronic activity:** your browsing and click history, including information about how you navigate within our services and which elements of our services you use the most;

#### ***Categories of Use***

- **Newsletter:** In accordance with current rules and regulations regarding personal data protection, we inform you that the email address you have provided to us shall be included in a database held by DANIKA'S MEMORY BOX with the purpose of managing your subscription request and to regularly send you our Newsletter. DANIKA'S MEMORY BOX informs that the legal basis for the processing of your personal data is your knowing consent.

- **Analytical Purposes:** DANIKA'S MEMORY BOX uses your other identifying information, internet activity and browsing history and geographic location data to analyze preferences, trends and statistics.
- **Marketing and Promotional Purposes:** DANIKA'S MEMORY BOX uses your contact information, internet or other electronic activity, geographic location data, and inferences to:
  - Inform you of our new services and offers;
  - Provide you with targeted advertising;
  - Newsletters;
- **Maintenance and Improvement of Services and Website:** DANIKA'S MEMORY BOX uses your contact information, commercial information, and internet activity and browsing history to:
  - Provide and maintain functionality on our Website;
  - Handle your User services requests; and
  - Help us diagnose technical and service problems and administer our stores, Websites and apps.
- **Security and Fraud Prevention:** DANIKA'S MEMORY BOX uses your contact information, other identifying information, geolocation data, internet activity and browsing history, and inferences to protect this Website, our blog, and others and to prevent fraud, theft and misconduct.

## **2. Cookies Policy**

Like many Websites, DANIKA'S MEMORY BOX may use cookies on a Site. Cookies are pieces of information shared between your web browser and a Website. Use of cookies enables a faster and easier experience for the user. A cookie cannot read data off your computer's hard drive. There are different kinds of cookies with different functions:

**Session cookies:** These are only stored on your computer during your web session. They are automatically deleted when the browser is closed. They usually store an anonymous session ID allowing you to browse a Website without having to log in to each page. They do not collect any information from your computer.

**Persistent cookies:** A persistent cookie is one stored as a file on your computer, and it remains there when you close your web browser. The cookie can be read by the Website that created it when you visit that Website again.

**First-party cookies:** The function of this type of cookie is to retain your preferences for a particular Website for the entity that owns that Website. They are stored and sent between **DANIKA'S MEMORY BOX's** servers and your computer's hard drive. They are not used for anything other than for personalization as set by you. These cookies may be either Session or Persistent cookies.

**Third-party cookies:** The function of this type of cookie is to retain your interaction with a particular Website for an entity that does not own that Website. They are stored and sent between the third-party's server and your computer's hard drive. These cookies are usually persistent cookies.

**We use generally cookies as follows:**

### ***Functionality***

These cookies allow our Website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced features. For instance, a Site may be able to remember your log in details, so that you do not have to repeatedly sign in to your account when using a particular device to access our Website. These cookies can also be used to remember changes you have made to text size, font and other parts of web pages that you can customize. They may also be used to provide services you have requested such as viewing a video or commenting on an article. The information these cookies collect is usually anonymized. They do not gather any information about you that could be used for advertising or remember where you have been on the internet.

### ***Performance***

These cookies collect information about how visitors use a Site, for instance which pages visitors go to most often, and if they get error messages from web pages. They also allow us to record and count the number of visitors to a Site, all of which enables us to see how visitors use a Site in order to improve the way that the Site works. The information these cookies collect is normally anonymous and is used to improve how our Website works. However, some of these cookies may include Personal Information.

Please consult your web browser's 'Help' documentation or visit [www.aboutcookies.org](http://www.aboutcookies.org) for more information about how to turn cookies on and off for your browser.

### ***Marketing***

These cookies are used to deliver content relevant to your interests on a Site and third party sites based on how you interact with our advertisements or content.

- **Web Beacons:** A Site may also use web beacons (including web beacons supplied or provided by third parties) alone or in conjunction with cookies to compile information about users' usage of a Site and interaction with e-mails from **DANIKA'S MEMORY BOX** Party. Web beacons are clear electronic images that can recognize certain types of information on your computer, such as

cookies, when you viewed a particular Site tied to the web beacon, and a description of a Site tied to the web beacon. We use web beacons to operate and improve the Website and e-mail communications. We may use information from web beacons in combination with other data we have about our clients to provide you with information about **DANIKA'S MEMORY BOX** and our services. We will conduct this review on an anonymous basis.

- **IP Addresses:** When you visit our Website, we collect your Internet Protocol ("IP") addresses to track and aggregate non-Personal Information. For example, we use IP addresses to monitor the regions from which users navigate the Website. IP addresses will be stored in such a way so that you cannot be identified from the IP address.

### **3. How we use your Personal Information**

Internal and service-related usage. **DANIKA'S MEMORY BOX** uses and retains information, including personal information, to improve and facilitate our Services, including:

- to analyze interactions with and performance of our Services;
- to debug and identify errors that impair functionality;
- to detect security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity;
- for research related to technological development and demonstration;
- to improve or enhance our **DANIKA'S MEMORY BOX** Services or Website.

**Advertising.** **DANIKA'S MEMORY BOX** may use personal information to help us deliver targeted advertising including to consumers directly and through unaffiliated advertising partners, to measure the effectiveness of advertising on behalf of our advertising partners, and to identify the audience most likely to respond to an advertisement.

**Communications.** **DANIKA'S MEMORY BOX** may send communications via email or SMS to verify your account and for informational and operational purposes, such as account management, User service, or system maintenance.

**Marketing.** **DANIKA'S MEMORY BOX** may use information about you, including personal information, to send you information about **DANIKA'S MEMORY BOX's** Services, including by email, SMS, phone, or mail.

**Non-personal Information.** DANIKA'S MEMORY BOX may use aggregated or other data that is not personal information for any purpose, including marketing. These uses may include but are not limited to analyzing interactions with and performance of our Services, enabling us to improve our Services, and sharing such information with our business partners, affiliates, or any other third party. Similarly, we may enhance any such and aggregated data collected via our Services with other information collected from our business partners.

**How we use automatic collection technologies.** DANIKA'S MEMORY BOX, as well as third parties that provide content, advertising, or other functionality on our Services, may use cookies, pixel tags, local storage, and other technologies to automatically collect information. Our use of these technologies fall into the following general categories:

- **Operationally Necessary:** This includes technologies that allow you to access our Services and tools that are required to maintain functionality and monitor and protect our Services.
- **Performance-Related:** This includes technologies that allow us to assess the performance of our Services and help us understand how our users and visitors interact with our Services.
- **Functionality-Related:** This includes technologies that allow us to offer you an enhanced experience when using our Services, such as identifying you when you sign in to your account or keeping track of your preferences.
- **Advertising or Targeting-Related:** We may use first- or third-party Technologies to deliver content, including ads relevant to your interests on our Services or on third-party Websites and Websites.

#### **4. When We Share Information with Third Parties**

##### ***Our Affiliates***

DANIKA'S MEMORY BOX may share personal information with businesses controlling, controlled by, or under common control with any **DANIKA'S MEMORY BOX** Brands.

##### ***Law Enforcement and Courts***

In certain instances DANIKA'S MEMORY BOX may disclose your contact information when we have reason to believe that it is necessary to identify, contact or bring legal action against persons or entities who may be causing injury to you, to **DANIKA'S MEMORY BOX** Brands or to others. We may also disclose your contact information when we believe the law or legal process requires it.

## **5. Protection of your information**

### **Security of your personal information:**

DANIKA'S MEMORY BOX maintains administrative, technical and physical safeguards to protect against unauthorized access, use, modification and disclosure of your personal information in our custody and control. We also are committed to employing reasonable procedures and technology in order to protect the security of our Website.

Although we do our best to protect your personal information, we cannot guarantee that unauthorized third parties will never be able to defeat our security measures or use your personal information for improper purposes.

Any transmission of personal information is at your own risk and **DANIKA'S MEMORY BOX** is not responsible.

### **Third party affiliates, links, and advertising:**

This Website may contain advertising for or links to our affiliates, business partners, or other third parties. Please refer to the individual policies of any links and affiliates found on the Website as they may have different collection, protection, and disclosure procedures from those contained in this Policy. **DANIKA'S MEMORY BOX** is not responsible for the content or for the policies of these third party Websites.

## **6. Information Disclosure and Correction Requests**

You may request access to the personal information that we have about you. If you are a registered user or member, you can review and change your personal information by logging into the Website and visiting your account profile page. You may also contact us (see "Contact Us" section below) to request access to, correct or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions, as defined in the Terms of Use, from the Website, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Website users. Proper access and use of information provided on the Website, including User Contributions, is governed by our Terms of Use.

### **Opt-Out:**

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this Website may then be inaccessible or not function properly. To learn how you can

manage your Flash cookie settings, visit the Flash player settings page on Adobe's Website.

If you do not wish to have your personal information used by the Blog to promote our own or third parties' Services, you can opt-out by sending us an e-mail stating your request. You may also change your marketing preferences or remove yourself from our mailing list by clicking on the "unsubscribe" hyperlink contained at the bottom of the emails we send to you.

## **7. Data retention**

We retain information for as long as your account is active or as needed to provide Services. We will also retain and use information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **8. Do Not Track Disclosure**

When you visit the Site, we may also collect information about your online activities over time and across third-party websites or online services. Because there is not yet a consensus on how companies should respond to web browser-based mechanisms, we do not monitor, recognize, or honor any opt-out or do not track mechanisms, including general web browser "Do Not Track" settings and/or signals.

## **9. Children's Privacy**

We do not knowingly collect, maintain, or use personal information from children under 18 years of age, and our Services are not directed to children under the age of 18. If you learn that your child has provided us with personal information without your consent, you may alert us at \_\_\_\_\_.

## **10. Changes to our Privacy Policy and practices**

**DANIKA'S MEMORY BOX** may revise this Privacy Policy, so we encourage you to review it periodically. If you continue to visit **DANIKA'S MEMORY BOX** or use our Services after such changes have been made, you hereby provide your consent to the changes.

**Posting of Revised Privacy Policy.** We will post any adjustments to the Privacy Policy on this web page, and the revised version will be effective when it is posted. If you are concerned about how your information is used, bookmark this page and read this Privacy Policy periodically.

**New uses of personal information.** From time to time, we may desire to use personal information for uses not previously disclosed in our Privacy Policy. If our practices change regarding previously collected personal information in a way that would be materially less restrictive than stated in the version of this Privacy Policy in effect at the time we collected the information, we will make reasonable efforts to provide notice and obtain consent to any such uses, before those changes become effective, as may be required by law.

#### **11. Contact information for Privacy issues**

For any questions or concerns about your use of our Blog, please contact us at [danika@dmemorybox.com](mailto:danika@dmemorybox.com)