



PRIVACY POLICY

Photo Bake Shop, LLC, and its affiliates, including "Photo Bake Shop®" ("we," "us" or "our") respects your privacy. We know you care how information about you is used and shared. This website Privacy Policy (the "**Policy**") describes our privacy practices with respect to information collected by or submitted to us through www.PhotoBakeShop.com.

We reserve the right to modify or amend this Policy at any time with or without notice, and for any reason. Changes to this Policy shall be effective when posted. In case of any material change to the Policy, we will provide notice on the website of any update to the Policy and post the updated Policy. You are responsible for reviewing this Policy each time you use or access this website. Your continued use of this website is an acknowledgment and consent to any terms contained in this Policy as it may be amended from time to time.

After visiting our website, you acknowledge and agree that you have read this Policy and agree to the collection, use and other processing of your information in accordance with the practices described in this Policy. If you do not agree to all or any of the terms, conditions and practices set forth herein, do not access the website or its pages.

This website is intended for adult use only, and we do not knowingly collect any personally identifiable information from anyone under the age of 18.

SITE MANAGEMENT AND PRODUCTION

This website is hosted, and all information that you submit through this website is collected, stored, and processed, in the United States.

COLLECTED INFORMATION

We do not generally collect information that personally identifies individuals except when individuals knowingly and voluntarily provide such information to us. For example, we will gather information about individuals when they submit comments, questions or requests for information to us on this website. We use information we receive to operate and improve the content of this website, and to provide the product(s), service(s) or training information, or carry out the transaction(s) that you have requested or authorized. We may share parts of the information we gather on our website or otherwise maintain such information with our affiliates, licencees, and service providers.

If you submit any information to Photo Bake Shop® through this website, you will be required to submit verifiable and accurate identity and contact information, address details, and/or payment information if applicable. This personally identifiable information may be used for billing purposes or to provide further information regarding licensing. Your information may be retained for record keeping and legal purposes along with the content of your order.

Licensee Applications

We permit our website users who are interested in licensing opportunities with Photo Bake Shop® to submit a request for general information. Our request for general information will ask you to provide some general information, including your area of interest, your name, your physical address, email, and your phone number. One of our team members will then send you an email to schedule a time to discuss our licensing opportunity. If you decide to submit a licensing application, you may be requested to submit more information online through this website.

We utilize industry-standard SSL technology to allow for the encryption of all licensee applications submitted on our website. For additional details about our information security practices, please see the SECURITY section below. If you are uncomfortable with submitting your information via our website for any reason, please feel free to submit your requests to:

Photo Bake Shop, LLC
20 Calais Drive

Reading, PA 19605

or email photocookies@comcast.net.

Electronic Mail and Social Media:

Photo Bake Shop® may retain the content of any e-mail or social media posting that Photo Bake Shop® receives, the email or social media account address from which it is sent, and our response. Content and other information in or related to emails sent by you to Photo Bake Shop® or postings on any of Photo Bake Shop® social media platforms, such as Facebook and Twitter, Instagram, Pinterest and YouTube. Content may be used as testimonials or for other marketing purposes.

Tracking Technologies: We use tracking technologies such as a secure, privately hired SEO company, Skype, Google Analytics, and information we receive through the use of these Tracking Technologies to analyze trends, administer this website, track users' movement, and gather broad demographic information for aggregate use. Information of this type may be combined with other sources of information for these purposes. Specifically, through the use of web server log files and tracking code any or all of the following information may be accessed, collected, analyzed and stored during or after your visits to our website: the name of the domain from which you access the internet; the date and time you access our website; the pages that you visit on our website and the sequence in which you visit them; the amount of time that you spend on any given page of our website; the internet address of a website that you visited immediately before visiting our website; the internet address of a website from which you linked directly to our website, if any; the internet address of a website that you visit immediately after leaving our website; the type of operating system on your computer; and the type of browser that you are using.

The practice of collecting these tracking technologies is a standard practice on the internet. If you do not want us to collect your cookies, you can set your browsers or third party software to reject cookies. If you reject the cookie, you may be unable to use portions of our Website that require registration, some pages of the Website might not function properly, and the Website experience will not be capable of being

tailored to you from visit to visit. Please consult your web browser's Help documentation for more information about how to turn these cookies on and off for your browser. Cookies are placed on your computer, and accordingly we neither store cookies on our computers nor forward them to any external parties.

As a Photo Bake Shop® licensee or potential licensee, you acknowledge, understand and hereby agree that you are giving us your consent to use of these tracking technologies in the emails we send you.

USE AND SHARING INFORMATION

- **Use of Information:** We use your personal information in a variety of ways, including processing new applications from a licensee or sending marketing and promotional emails, text messaging, processing registration as a Photo Bake Shop® member, contacting you regarding the administration of your Photo Bake Shop® licensee and/or training programs.
- **Sharing Information:** We may share information with our independently owned licensees, Affiliates, and other third parties to perform and enhance functions or services on our behalf. We will not sell, rent, lease or disclose your personal information to third parties except for the purpose of setting up new licensing with the appropriate affiliates and services required.
- **Joint Promotions:** www.SoundExpressionGreetings.com has the same owner as Photo Bake Shop®. On these websites recordable products and innovative ideas are offered. We may wish to promote the services of Photo Bake Shop® on these websites. We will share only the names and other information that is necessary for any third party to provide these services or products. These third parties are not permitted to use personally identifiable information except for the purpose of providing these services or products
- **Business Transfers:** As we continue to develop our business, we might sell or buy assets. In such transactions, user information generally is one of the transferred business assets. In the event that all or substantially all of Photo Bake Shop® assets are acquired, user information may be one of the transferred assets.
- **Protection of Site and Others:** We may preserve and have the right to disclose any information about you or your use of this

website without your prior permission if we have a good faith belief that such action is necessary to: (i) protect and defend our rights, property or safety or that of those of our affiliates or franchisees, other users of this website, or the public; (ii) enforce the Terms for this Website and our Photo Bake Shop® edible printing program; or (iii) respond to claims that any content violates the rights of third-parties. We may also disclose information as we deem necessary to satisfy any applicable law, regulation, legal process or governmental request.

We will share aggregated demographic information with our affiliates, licensees, subsidiaries, and other third parties.

SECURITY

Photo Bake Shop® uses GoDaddy with Site Lock and SSL Certificates to offer secure communications by encrypting such data to and from the website. However, no security system is impenetrable. We cannot guarantee the security of our website or databases, nor can we guarantee that information you supply will not be intercepted while being transmitted to us over the Internet.

While no data transmission over the Internet is 100% secure from intrusion, we have reasonable and appropriate security measures in place to attempt to protect against the loss, misuse, and alteration of your personally identifiable information under our control. We have taken reasonable steps to confirm the information is retained in secured facilities and that reasonable measures have been implemented for protection from unauthorized access. This website utilizes industry-standard SSL technology to allow for the encryption of potentially sensitive information submitted to us.

YOUR INFORMATION AND OPTING-OUT

If you do not wish to receive periodic mailings or emails, text messages, or telephone contact concerning our website, our products or services, you may opt-out of receiving such marketing or promotional communications by sending us a written request to the address listed below or by following the opt-out or unsubscribe instructions in the email or text you receive from us.

ACCESS TO, AMENDMENT, AND DEACTIVATION OF INFORMATION

You can ask to review, correct, update, or deactivate the personal information that we maintain about you at any time by sending a written request to photocookies@comcast.net, or following the instructions in any promotional email you receive from us. We may take a reasonable period of time to respond. If you request the deactivation or change of information on our system, such information may be retained in our backup systems for a period of time subject to technology restrictions, or as a precaution against systems failures. Some information may be retained for longer periods as required by law.

LINKS AND USE OF SOCIAL MEDIA

The website contains links to other sites. Please be aware that Photo Bake Shop® is not responsible for the terms of use or privacy practices of such other sites unless otherwise expressly provided by Photo Bake Shop®. We encourage our users to be aware when they leave our website and to read the privacy statements of each and every website.

We sometimes use third party social media content we obtain from Twitter, Pinterest, Facebook, Instagram YouTube on our website and our social media platforms. The privacy protections provided on these third party social media sites are not part of our Policy and may differ from the privacy protections described in this Policy. If you upload content related to our Photo Bake Shop® products on third party social media sites, that share information with the general public, user community, and/or a third party social media website it may be used or shared by us on our website or our social media platforms to promote our Photo Bake Shop® products and services. Consequently, you should review the privacy policies of these third party sites before using it and ensure that you understand how your content maybe used.

QUESTIONS

If you have any questions or concerns regarding our Policy, please contact us:

Photo Bake Shop, LLC
20 Calais Drive
Reading, PA 19605

USA

Telephone: 877-545-2343

E-mail: photocookies@comcast.net

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