

## **PRIVACY POLICY**

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

What personal information do we collect from the people that visit our blog, website or app?

When paying an invoice on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, credit card information or other details to help you with your experience.

When do we collect information? We collect information from you when you place an order or enter information on our site.

How do we use your information? The information you provide us is used strictly for the purpose of identifying your account for payment processing or to respond to an inquiry.

How do we protect your information? Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

Third-party disclosure: We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

Third-party links: We do not include or offer third-party products or services on our website.

### Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify you via phone call

- Within 1 business day

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

### CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Email you a receipt when requested, or to respond to an inquiry and to send information and updates pertaining to orders.

To be in accordance with CANSPAM, we agree to the following: If at any time you would like to unsubscribe from receiving future emails, you can email us at and we will promptly remove you from ALL correspondence.

#### Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

playAway, LLC  
422 Westbridge Drive  
Knoxville, TN 37919  
865-406-1661

#### **Refund Policy**

If your payment was made in error, please contact us immediately and a refund will be processed using the same payment method used immediately. If you have a question or issue regarding products or services you were billed for, please contact us within 30 days at 865-406-1661.