

# Privacy Policy

Posted: February 20, 2014

Effective: March 24, 2014

## Scope

This Privacy Policy applies to information, including Personal Information, Card Concepts collects through your use of CCI's Services. By using CCI's Services and accepting the End User Agreement, as applicable, you also agree to this Privacy Policy. If you do not agree to this Privacy Policy, you must not use CCI's Services. The terms "We," "Us," "Our," "CCI," or "Card Concepts" includes Card Concepts and our affiliates. It explains how we may collect, use, and disclose information we obtain through "CCI's Services."

## Information We Collect

We collect data about you from a variety of sources, including:

- Information you provide to us directly;
- Information we collect in connection with your use of CCI's Services; and
- Information we collect from CCI plug-ins and integrations with third-party products, such as Google Apps.

All of the information we collect may be combined to help us tailor our communications to you and to develop and improve our services.

## How We Protect Your Information

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be stored on our servers.

## How We Use Your Information

We use the information we collect to:

- Provide the services you request;
- Communicate with you, including customer support;
- Report anonymized, aggregate usage statistics;
- Deliver marketing and other offers or information related to CCI's Services;
- Improve CCI's Services;
- To improve customer service;  
(your information helps us to more effectively respond to your customer service requests and support needs)
- To administer a contest, promotion, survey or other site feature; and
- To process transactions.

Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.

## How We Share and Disclose Your Information

We do not share your Personal Information with other people or nonaffiliated companies for their marketing purposes (including direct marketing purposes). We may use and share Non-Personal Information for our marketing purposes including to display advertisements on other websites. We may share information:

- With our third-party service suppliers and vendors;
- If CCI is merged or sold to another company;
- To protect and defend the rights and property of CCI (including enforcing our End User Agreement); and
- When required by law.

## California Online Privacy Protection Act Compliance

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

## Terms and Conditions

Please also visit our [Terms and Conditions](#) section establishing the use, disclaimers, and limitations of liability governing the use of our website.

## Your Consent

By using our site, you consent to our online privacy policy.

## DEFINITIONS

"CCI's Services" include our products, services, plug-ins, mobile applications, downloadable software, and websites, including laundrycard.com, fascar.com, and cardconceptsint.com, but not those created by third parties, even when they are accessed through [CardConceptsInt.com](http://CardConceptsInt.com).

"CCI's Public Services" are CCI's Services provided over the public Internet and excludes CCI's Services installed on private infrastructure by our clients for their use only.

We consider "Personal Information" to include information that alone or when in combination with other information may be used to readily identify, contact, or locate you, such as: name, address, email address, or phone number. We do not consider Personal Information to include information that has been anonymized so that it does not allow a third party to easily identify a specific individual.

"Non-Personal Information" is all information other than Personal Information.

## SECURITY OF YOUR INFORMATION

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us. We do not accept liability for unintentional disclosure.

By using CCI's Services or providing Personal Information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of CCI's Services. If we learn of a security system's breach, we may attempt to notify you electronically by posting a notice on CCI's Services or sending an email to you. You may have a legal right to receive this notice in writing. To receive a free written notice of a security breach (or to withdraw your consent from receiving electronic notice), please notify us at [info@laundrycard.com](mailto:info@laundrycard.com).

## UPDATE AND DELETE YOUR INFORMATION

You may update or remove some of your information using CCI's Services or by sending us your request to [sales\[at\]laundrycard.com](mailto:sales[at]laundrycard.com).

## ADDITIONAL INFORMATION

### **New Uses of Personal Information and Other Information.**

From time to time, we may use information, including Personal Information, for new, unanticipated uses not previously disclosed in our Privacy Policy. If our information practices change regarding information previously collected, we will take reasonable efforts to provide notice and obtain consent to any such uses as required by law.

### **Posting of Revised Privacy Policy.**

We will post any changes to this Privacy Policy on this web page. The revised version will be effective at the time it is posted. If you are concerned about how your information is used, bookmark this page and read this Privacy Policy periodically.

### **Other Websites, Apps, and Plug-ins.**

When you navigate away from CCI's Services to websites or apps controlled by third parties, you leave CCI's Services, at which point this Privacy Policy no longer applies. You will not receive a warning when you leave CCI's Services. If you use third-party products available through CCI's Services, this Privacy Policy does not control how they collect, use, and disclose information. However, we require third-parties who publish their products for distribution through CCI's Services to provide privacy notices and agree to reasonably adequate privacy and security measures, as required by law.

## QUESTIONS?

If you have questions regarding this Privacy Policy, please email us at [info@laundrycard.com](mailto:info@laundrycard.com) or write us at Card Concepts Inc., 302 South Stewart Avenue, Addison, Illinois, 60101, USA