

## STARLITE PRODUCTIONS ONLINE PRIVACY POLICY

Please note that the practices of Starlite Productions, its affiliates, and agents ("Starlite"), with respect to data collected and used by Starlite in connection with this website and all other websites of Starlite with authorized links to this policy (collectively, the "Site") and Starlite products and services available or enabled via the Site ("Products and Services"), are governed by this online privacy policy ("Privacy Policy") as amended from time to time, and not the privacy policy in effect at the time the data was collected.

### **What information do we collect?**

As a visitor to this Site, you can engage in many activities without providing any personal information. In connection with other activities, such as utilizing online or hosted Products and Services, Starlite may ask you to provide certain information about yourself by filling out and submitting a form. It is optional for you to engage in these activities. If you elect to engage in these activities, however, Starlite may ask that you provide certain personal information (as well as certain non-personal information that may be tied to personal information), such as your first and last name, mailing address (including ZIP code), country of residence, e-mail address, employer, job title and department, and telephone and facsimile numbers. When ordering Products and Services via the Site, you may be asked to provide a credit card number and billing and shipping information. Depending upon the activity, some of the information that we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

When you use the Site and the Products and Services, Starlite may also collect certain information about your computer to facilitate, evaluate and verify your use of the Site and the Products and Services. For example, we may log environmental variables, such as browser type, operating system, CPU speed, referring or exit webpages, click patterns, Session ID (a unique identifier assigned to the browser in connection to the Site), and the Internet Protocol (IP) address of your computer. Starlite also uses such information to measure traffic patterns on the Site and usage of the Products and Services. We do not match such information with personal information held about you by Starlite unless we have your consent, except as otherwise described in this Privacy Policy.

### **What do we use your information for?**

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs);
- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you);
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs);
- To process transactions
- To administer a contest, promotion, survey or other site feature;

- To send periodic emails (If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email).

### **How do we protect your information?**

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

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 kept on file for more than 60 days.

### **Tracking, use of cookies, web beacons and similar devices**

In order to improve our Products and Services and the Site and provide more convenient, relevant experiences to our customers, we and our vendors and agents may use "cookies," "web beacons," and similar devices to track your activities. A cookie is a small amount of data that is transferred to your browser by a web server and can only be read by the server that gave it to you. It functions as your identification card and enables Starlite to record your passwords, purchases, and preferences. It cannot be executed as code or deliver viruses. A web beacon is a small transparent gif image that is embedded in an HTML page or email used to track when the page or email has been viewed. A similar device may be used by which a Product and Service may send data to a server when a set of user-initiated events occur such as the "Add to Cart" button is clicked. This device is similar to a cookie in that it tracks your visit and the data can only be read by the server that receives the data. It is different than a cookie in that it is not browser-based, may not function as an identification card, and does not store any data on your computer.

While Starlite uses cookies and similar devices to track your use of the Site and the Products and Services (such as the number of downloads, types of Products and Services used and downloaded, how many users we receive daily, the Site pages visited), and web servers automatically log the IP/Internet address of your computer, Starlite does not generally use this information to identify you personally. Exceptions to this are noted in this Privacy Policy. If you expressly provide consent for the Site or the Product and Service to "remember" the unique identifier that you select when you register for various activities on the Site or the Products and Services, that unique identifier will be stored on a persistent cookie on your computer and that unique identifier will be linked to your Registration Information. As a result, your navigation path around the Site and the Products and Services will be tracked in identifiable form.

Starlite may also collect data about your online activities on the Sites for use in providing content and advertising tailored to your interests; if this occurs, you will be able to choose whether or not to have your information collected for such purpose. Some Products and Services allow the tracking of access to or use of Products and Services by users, as opposed to Starlite. For example, certain Products and Services allow

document authors to restrict access to documents, track access to or use of those documents, or involve communications and transmission of data over the Internet to verify the authenticity of documents, authors and recipients. In many cases, this type of tracking will be obvious to you as a user of the Products and Services, and in others, the software and services license or terms of use, pop-up boxes, or email messages will inform you of these features and your options, such as disabling options.

Most browsers are initially set to accept cookies, and most Products and Services that include similar devices are typically initially activated to collect data. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. (For some web pages that require an authorization, cookies are not optional. Users choosing not to accept cookies or similar devices will probably not be able to access those pages or the related Products and Services.)

### **Do we disclose any information to outside parties?**

Starlite recognizes and appreciates the importance of responsible use of information collected on the Site and in connection with the Products and Services. Starlite will respect your legal rights regarding access to, and correction and deletion of, your personal information. Starlite may communicate information to you regarding products, services, and special offers available from Starlite unless you have opted not to receive such communications or such communications are prohibited by law, although in such cases we may find it necessary to continue to communicate with you regarding your use of the Site and the Products and Services. In addition, you may receive communications and special offers from selected Providers (or from Starlite on behalf of such Providers), but only if you previously opted in to receive such communications. Except in the particular circumstances described in this Privacy Policy, Starlite will not provide your name to other companies or organizations without your consent. If you have opted to receive email communications from our selected Providers and later wish to discontinue receipt of these emails, please contact those third parties directly to update your preferences.

There are other instances in which Starlite may divulge your personal information, such as when required by law, regulation, or litigation. We may also disclose information about you if we determine that such disclosure should be made for reasons of national security, law enforcement, or other issues of public importance.

### **Data not collected on this Site**

This online privacy policy applies only to information collected through this Site and Personal information that is not collected on the Site or in connection with the Products and Services is not generally subject to this Privacy Policy.

### **Third party links**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **Children's Online Privacy Protection Act Compliance**

The Site and the Products and Services are intended for adult audiences, and Starlite Productions does not knowingly collect any personal information from anyone under 13 years of age.

### **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 at:

[http://www.starlite.com/pdf/legal/starlite\\_website\\_terms\\_of\\_use.pdf](http://www.starlite.com/pdf/legal/starlite_website_terms_of_use.pdf)

### **Your Consent**

By using our site, you consent to our online privacy policy. If you have objections to the Privacy Policy, you should immediately discontinue use of the Site and the Products and Services enabled by the Site. This Privacy Policy does not govern privacy practices associated with offline activities

### **Changes to our Privacy Policy**

Starlite may change the Privacy Policy from time to time at its sole discretion. If we decide to change our privacy policy, we will post those changes on this page which will indicate the effective date of the latest policy at the bottom of this document.

### **Contacting Us**

Starlite takes its users' privacy concerns seriously. If you believe that Starlite has not complied with this Privacy Policy with respect to your personal information, you may write to the Starlite Privacy Officer at the following address:

Starlite Productions

9 Whittendale Drive

Moorestown, NJ 08057

Phone: 856-780-8000

Email: [info@starlite.com](mailto:info@starlite.com)