



## **PRIVACY POLICY**

Our Privacy Policy is designed to assist you in understanding how Keep it Digital™ collects and uses the personal information you provide to us and to assist you in making informed decisions when using our site and our products and services.

### **WHAT INFORMATION DO WE COLLECT?**

When you visit [www.keepitdigital.com](http://www.keepitdigital.com) you may provide us with two types of information: personal information you knowingly choose (1) to disclose that is collected on an individual basis and website use information (2) collected on an aggregate basis as you and others browse our website.

#### **1. Personal information you choose to provide**

##### **Registration Information**

You will provide Keep it Digital™ with information about yourself and possibly other family members when you register and use [www.keepitdigital.com](http://www.keepitdigital.com). You may also provide additional comments on how you see Keep it Digital™ servicing your needs and interests.

##### **Email Information**

If you choose to correspond with Keep it Digital™ through email, we may retain the content of your email messages together with your email address and our responses for our record keeping purposes.

##### **Hardcopy/Scanned Documents**

As part of the Keep it Digital service you will have the option to provide original/hardcopy documents which may contain your personal information. These documents are provided for the purpose of being digitized or scanned.

#### **2. Website use information**

Similar to other commercial websites, Keep it Digital™ website utilizes a standard technology called "cookies" (see explanation below, "What Are Cookies?") and web server logs to collect information about how our website is used. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, time spent at our website, and the websites visited just before and just after our website. We, our advertisers and advertisement serving companies may also use small technology or coding to determine which advertisements and promotions users have seen and how users responded to them.

### **HOW DO WE USE THE INFORMATION THAT YOU PROVIDE TO US?**

Broadly speaking, Keep it Digital™ uses personal information for purposes of administering and expanding our business activities, providing customer service and making available other products and services to our customers and prospective customers. Occasionally, we may also use the information we collect to notify you about important changes to our website, new services and special offers we think you will find valuable. You may notify us at any time if you do not wish to receive these offers by emailing us at [customerservice@keepitdigital.com](mailto:customerservice@keepitdigital.com).

### **What are cookies?**

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a website, that site's computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each website can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other sites. Some of Keep it Digital™ business partners (e.g., advertisers) use cookies that originate from their sites. We have no access or control over those cookies.

### **How do we use information we collect from cookies?**

As you use Keep it Digital™ website, the site uses its cookies to differentiate you from other users. In some cases, we also use cookies to prevent you from seeing unnecessary advertisements or requiring you to log in more than is necessary for security. Cookies, in conjunction with our web server's log files, allow us to calculate the aggregate number of people visiting our website and which parts of the site are most popular. This helps us gather feedback in order to constantly improve our website and better serve our customers. Cookies do not allow us to gather any personal information about you and we do not generally store any personal information that you provided to us in your cookies.

### **Sharing Information with third parties**

Keep it Digital™ may enter into alliances, partnerships or other business arrangements with third parties who may be given access to personal information including your name, address, telephone number and email for the purpose of providing you information regarding products and services that we think will be of interest to you. In connection with alliances, partnerships or arrangements, Keep it Digital™ may also provide certain information to third parties if we have determined that the information will be used in a responsible manner by a responsible third party. For example, some of our partners operate stores or provide services on our site, while others power offerings developed by us for your use. Keep it Digital™ also uses third parties to facilitate our business, including, but not limited to, sending email and processing credit card payments. In connection with these offerings and business operations, our partners and other third parties may have access to your personal information for use in connection with business activities. As Keep it Digital™ develops its business, we may buy or sell assets or business offerings. Customer, email, and visitor information is generally one of the transferred business assets in these types of transactions. Keep it Digital™ may also transfer such information in the course of corporate divestitures, mergers, or any dissolution.

### **Notice of new services and changes**

Occasionally, Keep it Digital™ may also use the information collected to notify you about important changes to our website, new services and special offers we think you will find

valuable. As our customer, you will be given the opportunity to notify us of your desire not to receive these offers by sending us an email request at [customerservice@keepitdigital.com](mailto:customerservice@keepitdigital.com).

## **HOW DO WE PROTECT YOUR INFORMATION?**

### **How do we secure information transmissions?**

Email is not recognized as a secure medium of communication. For this reason, Keep it Digital™ request that you do not send private information to us by email. Some of the information you may enter on [www.keepitdigital.com](http://www.keepitdigital.com) may be transmitted securely via Secure Sockets Layer SSL, 128 bit encryption services. Pages utilizing this technology will have URLs that start with HTTPS instead of HTTP. Please contact [customerservice@keepitdigital.com](mailto:customerservice@keepitdigital.com) if you have any questions or concerns.

### **How do we protect your scanned documents:**

We recognize at Keep it Digital that you will be sharing some of your most precious memories and documents with us to be converted to digital. Items converted to digital format for you as part of the Keep it Digital service are provided to you via a “private” gallery. Scanned documents are maintained on our secure servers. These items remain on the private portion of Keep it Digital servers until/if you as user decides to share them. Keep it Digital reserves the right (but is not obligated) to maintain documents for the purpose of being able to provide backup copies to you and or your immediate family members.

### **How do we protect your hard copy or original documents:**

Original or hard copy items provided to Keep it Digital are maintained in secure manner while in Keep it Digital’s possession. The items are only accessible by Keep it Digital employees while in our possession. The documents are returned to you in a sealed envelope. The items are under the security protocols of the shipping company while being returned to you.

### **How can you access and correct your information?**

You may request access to all your personally identifiable information that we collect online and maintain in our database by emailing [customerservice@keepitdigital.com](mailto:customerservice@keepitdigital.com).

### **Certain disclosures**

Keep it Digital™ may disclose your personal information if required to do so by law or subpoena or if we believe that such action is necessary to (a) conform to the law or comply with legal process served on us or affiliated parties; (b) protect and defend our rights and property, our site, the users of our site, and/or our affiliated parties; (c) act under circumstances to protect the safety of users of our site, us, or third parties.

### **What about other websites linked to our website?**

Keep it Digital™ is not responsible for the practices employed by websites linked to or from [www.keepitdigital.com](http://www.keepitdigital.com) nor the information or content contained therein. Often links to other websites are provided solely as pointers to information on topics that may be useful to the users of our website.

Please remember that when you use a link to go from [www.keepitdigital.com](http://www.keepitdigital.com) to another website, our Privacy Policy is no longer in effect. Your browsing and interaction on any other website, including websites which have a link on our website, is subject to that website's own rules and policies. Please read over those rules and policies before proceeding.

## **YOUR CONSENT**

By using [www.keepitdigital.com](http://www.keepitdigital.com) you consent to Keep it Digital™ collection and use of your personal information as described in this Privacy Policy. If Keep it Digital™ changes its privacy policies and procedures, Keep it Digital™ will post those changes on [www.keepitdigital.com](http://www.keepitdigital.com) to keep you aware of what information we collect, how Keep it Digital™ uses it and under what circumstances we may disclose it.