

THE MOGUL MOM PRIVACY POLICY (Updated: April 2015)

Commitment to Privacy

The Mogul Mom is fully committed to protecting your privacy. We use the information we collect about you to process orders and personalize your experience at www.themogulmom.com.

Part of the operation of this SITE involves the collection and use of information about you.

This privacy policy explains what type of information the SITE collects and what is done with that information, to allow you to make choices about the way your information is collected and used. This privacy policy may change from time to time, so please check back often.

By using The Mogul Mom (COMPANY) and themogulmom.com (SITE), you give your consent to our privacy policy.

Children's Online Privacy Protection Act Compliance

The Mogul Mom is in compliance with the requirements of COPPA (Children's Online Privacy Protection Act), and does not collect any information from anyone under 13 years of age. The SITE, products, and services are all directed to people who are 13 years of age and older.

Type of Information Collected

In general, you can visit this SITE without identifying who you are, or revealing any information about yourself.

Information collected online is categorized as *anonymous* or *personally identifiable*.

Anonymous information is information that cannot be connected to the identity of a specific individual.

Personally identifiable information is information that specifically identifies a particular user, such as (but not limited to) name, address (email or physical), and/or phone number.

An example of anonymous information:

The Mogul Mom may record the number of visits to a particular page that occur in a given period of time, but it does not necessarily tell us the names or other identifying information of every visitor. Many users of this The Mogul Mom choose not to provide any personally identifiable information; therefore, those individuals are anonymous to the The Mogul Mom, and any data collected about their use of this SITE, is anonymous information.

When you place an order, request a service, or otherwise voluntarily ask The Mogul Mom to send a good and/or service to you, you will voluntarily need to provide the COMPANY with (but not limited to) your name, email address, billing address, shipping address, and/or payment information. This personally identifiable information allows The Mogul Mom to process and fulfill your order and to notify you of your order status.

Automatic Anonymous Information

When you visit this SITE, The Mogul Mom collects certain automatic *anonymous* information and uses it to measure the use of the SITE to bring you the best possible service by improving our content and performance.

The Mogul Mom records: (including, but not limited to)

- • Environmental variables: browser type, operating system and CPU speed, and the Internet Protocol (IP) address of your originating Internet Service Provider, are logged.

- • Search requests and results are recorded to try to ensure the accuracy and efficiency of our search engine.

- • Your IP (internet protocol) address tracks your use of the SITE, including pages visited and time spent on each page.

All of the information that is automatically submitted to The Mogul Mom by your browser is considered *anonymous* information. To the extent the the COMPANY shares such information with third parties, it is not traceable to any particular user and will not be used to contact you.

COMPANY's Use of Cookies

This SITE uses cookies.

Cookies are small data files, typically made up of a string of text and numbers, that assign the device you are using to access the SITE a unique identifier. This information enables your computer to have a "dialogue" with The Mogul Mom's SITE and permits the us to administer the SITE more efficiently; and to provide a more tailored and user friendly service to you.

You may set your browser to notify you when you receive a cookie or to prevent cookies from being sent. Not that if you do so, this may limit the functionality we can provide you when you visit our SITE.

Third parties that link on the SITE may use cookies or collect other information when you go to their site. The Mogul Mom doesn't control the collection or use of your information by these third party companies. You should contact these companies directly if you have any questions about their collection or use of your information.

COMPANY'S Use of Information Collected

COMPANY collects personally identifiable information only for providing the services you voluntarily request, generating statistical studies, conducting marketing research, improving products and services, sending you surveys, and/or notifying you of new products and any other changes to the SITE and/or services that may affect you.

When you voluntarily submit personally identifiable information to the The Mogul Mom, you understand that you are agreeing to allow us to access, store, and/or use that information for those purposes.

The COMPANY will not sell or give any personally identifiable information to any third parties.

The Mogul Mom may be required by law enforcement and/or judicial authorities to provide personally identifiable information to the appropriate governmental authorities. If requested by law enforcement or judicial authorities, the COMPANY will provide this information on its receipt of the appropriate legal documentation.

The COMPANY may also release personally identifiable information to law enforcement agencies and/or other third parties if we feel it is necessary to protect the safety and welfare of The Mogul Mom's personnel and/or to enforce our Terms of Use.

COMPANY'S Opt Out Policy

If at any time you do not wish to receive offers, correspondence, and/or emails from the COMPANY, you may opt out at any time by clicking the UNSUBSCRIBE link located in the footer of our email correspondence.

Protection of Your Information

We operate secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary, and only authorized individuals have access to the personally identifiable information provided by our users. We do not, however, guarantee that unauthorized, inadvertent disclosure will never occur.

The Mogul Mom only uses information supplied via online order and/or registration forms.

The Mogul Mom does not sell or rent customer lists.

The Mogul Mom has contracted with a third-party provider, Mailchimp and/or MadMimi to host email list databases and process payments. Both Mailchimp and MadMimi have promised not share The Mogul Mom customer information with third parties.

The Mogul Mom uses Google® Analytics to track overall statistics about computer usage on our SITE. *This information is not linked to individual customer information.*

Transfer of Customer Information

Customer lists and information are properly considered assets of a business.

Accordingly, if we merge with another entity or if we sell our assets to another entity, our customer lists and information, including personally identifiable information you have provided us, would be included among the assets that would be transferred.

Prior to such a transfer of assets, you will be provided the opportunity to opt out or unsubscribe from the customer list.

Contacting COMPANY

If you have any questions regarding this privacy policy you may contact The Mogul Mom using the information below:

melissa@themogulmom.com or themogulmom.com/contact