

Eden Technologies Privacy Policy
Effective Date: January 1, 2008

Eden Technology respects your privacy, and we are committed to protecting it. We provide this Privacy Policy ("Policy") to describe the personal information that is collected when you register to receive Eden Technologies' newsletter, promotional information, event notification, purchase our products, use our website or other product services, or when you otherwise interact with us. In addition to this Policy, for certain special offers, area of our website, or certain services or activities, we may supply different personal information practices and terms specific to those programs.

By using our site, becoming an Eden Technologies correspondence recipient, using our other products and services, or otherwise providing information to us, you are accepting the practices described in this policy.

Scope of This Privacy Policy

This policy applies to personally identifiable information, or "personal information," that we collect when you sign up to become a correspondence recipient, make a purchase from our website, visit our website (collectively, the "site"), or use or access our other products or services. It also applies to personal information we collect when you otherwise interact with us, such as when you make a payment, place an order, sign up for an activity, or contact customer service. This Policy also applies to personal information that we may receive from our partners and third-party sources.

Personal Information

Personal information under this Policy is personal information that we directly associate with a specific person such as the person's name, address, phone or fax number, email address, account information (e.g., member account, credit card information and online registration), online activities or other specific personal information.

Collection of Personal Information

We collect personal information about you in the normal course of our business when make a purchase from us or when you use our services or otherwise interact with us. Various ways in which we may obtain personal from you are described below.

Personal Information You Provide

We collect personal information when you sign up for, purchase, or use our services, when you register to receive our newsletter, promotional items or event information, or when you email, call or otherwise communicate with us.

Automatically Collected Personal Information

We receive certain types of personal information automatically whenever you use our services. For example, when your web browser accesses our site, we obtain certain types of personal information, such as your IP address, the type of browser you use, and the page you visited before visiting our site.

Personal Information from Other Sources

We may receive personal information about you from other sources. For example, we may receive personal information about you through our partnerships. We may even purchase certain information from others to better inform you about our products, services, and offers that we think will interest you. This policy applies to personal information we obtain from other sources as well as to any personal information that we add to or combine with personal information otherwise covered by this Policy.

Our Use of Personal Information

We use personal information we collect for a variety of purposes; for example, to provide products or services, process and complete transactions, ship or otherwise deliver goods or services, respond to requests, make internal business decisions, evaluate available offers and make decisions about services offered, protect our rights or property, create products and services, anticipate and resolve actual or potential problems with our products and services, and inform you of Eden Technologies' products, services and offers that we believe you will find of interest.

Below are some additional, more specific examples of how we use personal information:

- We use your name and postal address to provide printed material via the mail. Eden Technologies sends emails about news, promotions and events.

- We use your billing and credit card personal information to process your orders and services, to deliver products and services to you, and to bill you for them.
- We may aggregate information about your activities and services to help determine your potential interest in other products or services.
- For marketing and similar purposes, we may use personal information to offer products and services from us or others. We also offer opt-out choices.
- We keep information as a record of our interactions with you. If you place an order or otherwise deal with us or our representatives over the telephone, we may keep records of the conversation. We may also keep logs of online chat and emails we receive from you.
- We may provide notice of unauthorized access or other invasions of certain security systems, as required by law or otherwise. We may do so by posting notice on our site or sending notice to any email address we have for you, or by other means. You understand that notice to you will count as notice to others using your account or registration and you agree to pass this notice on to them.
- We may use personal information about you to deal with legal process, below.
- We may use personal information about you in an attempt to do any or all of these kinds of things" (i) prevent or investigate fraud, crimes, unauthorized use of personal information or the site, or economic or personal harm to anyone (including Eden Technologies); and (ii) to investigate, protect, defend, or enforce rights and property of Eden Technologies or anyone else. In listing these types of actions where we may use personal information, we are not promising to take any such action and we will take or not take such action in our sole discretion.

It is impossible to list every lawful use that we might make of personal information about the above examples are not intended to do so - they are only a general description and are for illustration.

Disclosure of Personal Information

Except as described in this Policy, our business practice is to not disclose personal information about you outside of Eden Technologies and its affiliates without your consent. We disclose personal information as follows:

- **With your Consent**
We disclose personal information about you to third parties with your consent. We may obtain consent from you in several ways, such as in a form or agreement; online, through "click-through" agreements or registration pages; verbally, through interactive voice response; or when your consent is part of the terms and conditions through which we provide you a particular product or service. Your consent is sometimes implicit. For example, if you purchase a product from a store or through our site and ask that it be shipped to your home or other address, you implicitly consent to our disclosure of your name and address to a third-party shipping company to complete delivery, of your credit card number to the credit card processor to authorize the transaction, and to the bank to collect payment.
- **Product or Service Fulfillment**
We may disclose personal information to third parties who complete transactions or perform services on our behalf, transactions on your behalf, or transfers related to providing products or services to you. For example, we may contract with third parties to host a site, collect and provide products reviews, send our emails or guide an adventure. Through contracts with these third parties, we restrict the manner in which they may use and disclose personal information about you without your consent.
- **Certain Business Transfers**
Personal information may be disclosed as part of a corporate business transaction, such as a merger or acquisition, joint venture, corporate reorganization, financing or sale of company assets. It may also be disclosed in the event of insolvency, bankruptcy or receivership in which personal information could be transferred to third parties as one of the business assets in the transaction.
- **Legal Process; Protection of Eden Technologies and Others** We may disclose personal information to comply with the law (e.g., a lawful subpoena); to enforce or apply any contracts or agreements; to initiate, render, bill, and collect for products or services; to protect our rights or property; in connection with claims, disputes, or litigation; to protect ourselves, our members, and other customers from the harmful acts of

others (e.g., theft, fraud, or abuse); or if we determine disclosure of personal information is necessary in an emergency.

Cookies, Web Beacons and Similar Technologies

We use "cookies" or other tracking mechanisms to help support the integrity of registration and buying processes on our site, to retain changes that you made (e.g., if you personalize a page), and to learn about your possible interest so that we can try to personalize marketing. A "cookie" is a small data file that our site transfers to your computer for storage to allow our server to "remember" specific personal information. We also use cookies or similar information for typical business purposes such as to administer the site, to track and analyze visitor traffic so that we can adjust the site, and to advertise and promote our products and services. The cookies or other tracking mechanisms collect at least the following: your domain name and host for Internet access; the Internet address of the site from which you came; the date and time of your access; and your computer's IP address and information about its operating system and browser. These technologies help us to combat fraud or misuse and to remember things like: (1) the profile facts you tell us about yourself, (2) your specified areas of interest on our sites, and (3) the pages you visit. In our emails we use "pixel tags" to determine if your email software or service can display html-formatted email (this helps us optimize the size of our messages and conserve bandwidth). You can disable some cookies, but the site won't necessarily function as designed (e.g., cookies must be enabled to register or make purchases).

We also allow collection by analytic service provider(s) of site click-stream and cookie data to help us track aggregate and individual use of our site and determine possible interests of users (e.g., if you read a site article about MS Vista, during a subsequent visit we might present you with an article about MS Vista). You can opt-out of some analytic collection by telling us to place a "Restricted Collection" cookie on your computer (click to do that) -- that cookie will not stop collection of aggregate personal information, but it should stop collection of information for purposes of determining your interests.

Access to Personal Information

We do not maintain all personal information in a form that can be accessed or updated by you and some items may not be changed (e.g., transaction records). Accordingly, we will determine what may be accessed and how; we may also keep a record of changes (including deletions) and disclose them for lawful purposes. We keep personal information for as long as we think is necessary or advisable and we reserve the right to retain it to the full extent not prohibited by law. We may discard personal information in our discretion so you should retain your own records. Often it is not feasible or advisable to discard personal information (such as commingled personal information), so we reserve the right to retain it but treat it as inactive or discarded. You may make a request for us to update personal information (that is eligible for updating) by contacting our Customer Service department via email, telephone, or mail (see below for specific addresses and numbers); typically it takes us about two days to process an update request and we reserve the right to take longer.

Security of Personal Information

Eden Technologies takes physical, electronic, and procedural measures to protect personal information from unauthorized access, use, or disclosure while it is under our control. Even so, security breaches and mistakes can and do happen and we do not guarantee the security of personal information. Eden Technologies employs Secure Sockets Layer (SSL) technology to encrypt during transmission the payment card personal information you input when placing an order on our site. SSL is a commonly employed method of encrypted communication used on the Internet. Except for those transmissions, you should assume the site is not encrypted. Email communications and online chat are not encrypted, so do not include sensitive personal information in them. "Phishing," imposters, and fake websites are a fact of modern life.

What Can You Do To Protect Personal Information

At any time, if you believe personal information about you within our control has been accessed by unauthorized persons, please contact us at the address below.

Other Applicable Terms

This Policy does not modify or alter any applicable agreement you have or may have with Eden Technologies. For example, our Terms of Use govern your use of our site. Additionally, your use of certain of our products or services, or your participation in certain special events or activities, may be subject to one or more applicable agreements, and

certain other terms may all apply to your use, purchase, or participation. If this Policy conflicts with any portion of those terms and agreements, those terms and agreements govern to the extent of the inconsistency.

Changes to this Policy

This Policy replaces all previous disclosures we may have provided you about our personal information practices. We will update this Policy if our practices change or if laws or regulations require that we change it. If we decide to disclose personal information in a way that is materially different from that which was stated in this Policy at the time personal information was collected, we will notify you by posting notice of the change on our site and on this page for a reasonable period before we implement that change and, if feasible, will give you an opportunity to opt out of the proposed use of personal information.

How to Contact Us

We respect your privacy and are committed to effecting the policies described in this Privacy Policy. If you have any questions, comments or concerns about this Privacy Policy or about our privacy practices, please contact us at 1-212-206-0030 or send an email message to clientservices@edentechnologies.com. You may also direct your privacy-related comments or questions to the following address:

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