

HeroEx.com Privacy Policy

HeroEx.com may collect personal information from you (name, postal address, e-mail address, credit card information on the first order to validate the billing or delivery address and other data) during registration for **HeroEx's** service, by using our "cookie" technology, IP-address logging as you use the service, through your participation in optional online surveys or promotional events, or by using other technologies. Cookies may be used on our site to recognize account holders, identify visitors and overall to enhance the browsing experience of visitors to **HeroEx.com**. If a visitor has their cookies disabled, they will find that some features of our site will not be available to them. The information you provide allows us to inform you about updates to the service and to notify you of products and services of **HeroEx**, its affiliates, and third parties that we believe may be of interest to you if you have opted to receive such communication.

Third Party Intermediaries

Our delivery service is provided by employees of HeroEx and third party contractors, entities, or persons (collectively, "Delivery Heroes"). These Delivery Heroes do not retain, share, store or use personally identifiable information for any secondary purposes.

Surveys

From time to time, our site requests information from users via surveys. Participation in these surveys is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and delivery address), and demographic information (such as zip code). Contact information may be used (shared with the survey sponsors) to process the survey. Anonymous Survey information may be used for purposes of monitoring or improving the use and satisfaction of this site. Users' personally identifiable information is not shared with third parties unless we give prior notice and choice. Though we may use an intermediary to conduct these surveys or contests, they may not use users' personally identifiable information for any secondary purposes.

Tell-A-Friend

If a user elects to use our referral service for informing a friend about our site, we ask them for the friend's name and email address. **HeroEx** will automatically send the friend a one-time email inviting them to visit the Mall site. **HeroEx** stores this information for the sole purpose of sending this one-time email and tracking the success of our referral program. The friend may contact **HeroEx** at **feedback@HeroEx.com** to request the removal of this information from our database.

Links

This website contains links to other sites. Please be aware that we, **HeroEx**, are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this website.

HeroEx service is directed to adults and is not directed to children under the age of 13. **HeroEx** complies with the Children's Online Privacy Protection Act and does not permit registration by and will not knowingly collect personally identifiable information from anyone under 13.

The data and IP addresses we collect give us demographic information about the entire **HeroEx** membership, which we use to improve **HeroEx** service. We reserve the right to share user data with our Retail Partners and other Partners to help them better understand our services and to monitor the reach of their products. **HeroEx** also may disclose or exchange with others some information you have provided to us if we believe in good faith that the law requires us to do so or if it is necessary to protect the rights or property of **HeroEx** or our users.

HeroEx uses reasonable precautions to keep the information disclosed to us secure and to disclose such information only to third parties we believe to be responsible. However, we cannot be responsible for breaches of security, such as an attack by a hacker. **HeroEx** also links to a wide variety of other websites and contains advertisements of third parties. We are not responsible for their use of cookies, privacy policies or how they treat information about their users.

You may correct your member information or select the option not to receive **HeroEx** mailings by contacting **feedback@HeroEx.com**. If you have questions, you should direct them to **HeroEx** Privacy Coordinator at **feedback@HeroEx.com**.

If we decide to change our Privacy Policy, we will post those changes within this document, and other places we deem appropriate so our users are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the Privacy Policy under which the information was collected.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email. Users will have a choice as to whether or not we use their information in this different manner. However, if users have opted out of all communication with the site, or deleted or deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner.