



Maggie's Bright Side

Maggie's Bright Side – Privacy Statement

This privacy statement has been created in order to disseminate our firm commitment to the privacy of our Cardholders. The following statement discloses our information-gathering and dissemination practices on MaggiesBrightSide.com and for the Bright Side Cancer Card.

Maggie's Bright Side ("MBS") collects information in order to serve our program cardholders and online users better. This information allows MBS to provide better information and services, including discounts and commerce opportunities for our Cardholders, and to create a valuable community in which to discuss thoughts, issues and experiences. MBS and its affiliates will use the information we collect to provide you with valuable services, and we will not sell or provide your information to third parties without your consent, unless required by law.

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1. The Information We Gather

Registration Information -- To process your application for a Maggie's Bright Side Cancer Card (the "Card"), we require applicants to give us contact information (like their name, street address and e-mail address), demographic information (like their state, zip code, birth date, gender), and limited health information (acceptable verification of cancer diagnosis). We may use your information to send you information about our company and promotional material on behalf of our partners, and to contact you when necessary. You may opt out of receiving future mailings by contacting us at

Transaction Information - We may continually gather data concerning your transactions with us, our partners or others. This information may include your Card usage and other

information. We use this data to provide you with better information, discounts and other offerings.

IP Address - Sites on our Network may track your IP address to help diagnose problems with our server, and to administer our Web site. Your IP address is used to help identify you and your shopping cart and to gather broad demographic information.

Cookies -- At times, some of the advertisers on our Network may set cookies when you select their advertising banner or other forms of advertising. Any information collected by cookies received with banner ads are collected by those advertisers (or their third-party ad serving company or other agents), and we do not always have access to that information. The advertiser's (and/or its third-party ad serving company's or other agent's) privacy policy will govern the use of this information, and MBS is not responsible for the privacy practices of such third parties.

'Powered By' Content – MaggiesBrightSide.com may provide content that is 'powered by', 'provided by' and co-branded with other sites. We are not responsible for the privacy practices or the content of such Web sites. As a general rule you should always look for and review a site's privacy policy before giving out any personal information.

External Links -- Sites on MaggiesBrightSide.com contain links to other sites. We are not responsible for the privacy practices or the content of such Web sites. As a general rule you should always look for and review a site's privacy policy before giving out any personal information.

Data Storage – MBS utilize a third-party service (wordpress.com) to store your data. Such data storage is subject to the [wordpress.com](https://en.support.wordpress.com/report-blogs/legal-guidelines/) storage policies available at <https://en.support.wordpress.com/report-blogs/legal-guidelines/>

2. How We Use and Disclose Your Information

We use your information to deliver personalized services, content, discounts and advertisements to enhance your experience with us. For example, we may send you an e-mail with a special offer or discount from one of our participating sponsors.

We do not provide your information to third parties or mass marketers without your consent. For example, we will not provide another company your name or e-mail address without your consent. Unless you consent to the disclosure of your information, only we and our affiliates, our technical consultants, third party auditors and other third parties who make our site available, enhance its functionality, or provide associated services and/or who deal with you in delivering content, have access to this information, and we require them to agree that they are covered by this policy.

We reserve the right, without disclosing your information to third parties, to use the information you provide to offer you additional MBS or third party products and services that we think will be of interest to you. If you respond to such an offer and contact a third party directly, that third party's privacy policy will apply to any information you provide and/or that is collected by such third party and we are not responsible for that party's use of your information. Similarly, as noted above, information submitted in conjunction with an offer made by a Co-Branded Partner may be shared with the Co-Branded Partner, in which case the Co-Branded Partners' use of such information will be governed by the privacy policy of that particular Co-Branded Partner and we are not responsible for that party's use of your information. In addition, on occasion, we may ask for your consent to share particular data with a third party. This is always at your option and is not required.

You have the option to subscribe to receive various e-mail and/or mail updates when you register. We will use these updates to provide you with additional discounts, special offers, site upgrades, new features, events, promotions, and much more. You have the option to opt out of receiving updates by e-mailing us at _____.

On occasion, MBS may use content you post in chat rooms and discussions or any other public section of MaggiesBrightSide.com for promotional purposes, in e-mail newsletters, in promotional collateral, or elsewhere, both on its own and aggregated with any other information you provide, and by using MaggiesBrightSide.com you agree that we may do so. You should exercise caution when deciding to disclose your information in these areas, since anyone - not just MBS - may use publicly posted information.

3. Choice/Opt-out

You have the option to sign up for free e-mail updates when you register for a Card. You will also have the option to opt out of receiving the updates. You may opt out of such updates by contacting us at _____.

4. Improper Conduct

The restrictions above will not apply in the event that you engage in certain improper conduct. Specifically, MBS shall have the right to itself use or release to third parties information regarding users who are suspected of having used MaggiesBrightSide.com or any of its services for any fraudulent purposes or having otherwise violated any law, rule or regulation or the rights of third parties or having engaged in any conduct which MBS deems improper. By using MaggiesBrightSide.com and/or any of its services, you are agreeing to our use or release of any information you provide in any manner we deem appropriate or necessary if you are suspected of having engaged in any conduct which MBS deems improper.

5. Security

This site has security measures in place to protect the loss, misuse and alteration of the information under our control. We make a diligent effort to ensure that our secure server software (SSL) is the industry standard for secure commerce transactions. Our SSL encrypts all of your personal information, including name, and address, to protect the information as it travels over the Internet. We also take contractual, administrative and physical steps to protect against unauthorized access to and disclosure of individually identifiable information. If, during their employment, MBS employees or agents acquire confidential or proprietary information belonging to MBS or its users, such information will be handled in confidence and may not be disclosed to unauthorized third parties. Please note, however, that no data transmission over the Internet is 100% secure. As a result, we cannot guarantee the security of the information that you transmit via our online services.

6. Your Consent

By using MaggiesBrightSide.com or MBS service, you consent to the collection, use, and storage of your personal and non-personal information as described above. You also authorize the export of personal information and its storage and use as specified above when you provide such information to us. Our headquarters are located in the USA in Richmond, Vermont. This policy and our legal obligations are subject to the laws of Vermont and the USA, regardless of the location of any user. Any claims or complaints must be filed in the USA in the State of Vermont.

We may amend our Privacy Policy, but if we decide to change our Privacy Policy, we will post those changes on this page, so you can always be aware of what information we collect, how we use it and under what circumstances we may disclose it. Any changes will only apply to information collected after the change is posted.

8. Contacting Us

If you have any questions about this privacy statement, you can e-mail us at info@maggiesbrightside.com, or send mail to us at Maggie's Bright Side Card Services, _____, Richmond, VT 05477.