

# Privacy Policy

Privacy has always been an important part of how we do business. We would like to make our policy concerning information collection and use absolutely clear. This notice explains our online information practices and the choices you can make about the way information is collected and used.

## The Information We Collect

At PepUp we respect and are committed to protecting your privacy. We do not collect personally identifiable information about you through our website unless you voluntarily provide it. However, we automatically receive and record information on our server logs from your browser, including your IP address, cookie information and the page(s) you visited. PepUp will not sell your personally identifiable information to anyone. At any time, you may opt out of providing such personally identifiable information by simply not providing it or by discontinuing your use of the PepUp website.

Examples of personally identifiable information that you may provide to us while using our site include:

- Email addresses
- Home address
- Name
- Phone number
- Account number (if you are a current customer)

If you want to customize some areas within our site, ask detailed questions or request information that meets your specific needs, you will need to supply some personally identifiable information. This may include identifying topics of interest, supplying your title and function for business users, providing a home/office address, or filling out account information for billing questions.

To improve our website, we collect information on the number of visits to our site, the time visitors spend on the website, the number of pages viewed and the domains from which visitors visit our website. This information is only analyzed by us in the aggregate; it is not associated with any specific individuals.

Parts of our website use cookies. A cookie is a piece of data stored on your hard drive or in your computer's memory containing information about your visit and preferences. You may receive a cookie that compiles site usage information (number of visitors, most popular pages, etc.) and enhances your experience on our website. Many popular browsers allow you to refuse to accept cookies.

## **How We Use the Information We Collect**

We use the information you voluntarily provide to:

- Fulfill your request.
- Help you quickly find and/or receive information from us.
- Alert you to updated information and services.
- Provide more complete service.
- Improve the content of our website for your reference.
- Answer your questions.

## **Information Sharing**

PepUp does not sell the personally identifiable information you provide for financial gain nor does PepUp share such information with third parties for the purpose of sending you advertisements for products or services unaffiliated with PepUp or with its affiliates or business partners. PepUp may, however, share personally identifiable information that you provide to us for legitimate business purposes, including without limitation the following:

Transferring such information to PepUp affiliates and subsidiaries unless such transfer is prohibited by law. Transferring such information as part of a merger, consolidation, acquisition, divestiture, or other corporate restructuring (including bankruptcy). Making such information available to third parties who are providing the product, service, or information that you have requested (but never your password).

We do not share phone numbers or require opt-in consent for such sharing. We may, however, provide your personally identifiable information to third parties who offer services to PepUp or its subsidiaries or affiliates, such as those performing computer-related functions (but excluding your password). Disclosure may also occur if required by law, or if our legal counsel determines in good faith that such disclosure is necessary to comply with federal or state law, a subpoena, or a court order.

By providing personally identifiable information, you expressly consent to these privacy practices. Also, PepUp reserves the right to share any aggregated information (i.e., non-personally identifiable information) with any third parties for any reason, unless prohibited by law.

## **Security Policy**

PepUp uses the highest available industry-standard practices to protect your personally identifiable information from loss, misuse, alteration, and destruction. Your payment and personal information are always safe. Our Secure Sockets Layer (SSL) software is the industry standard and among the best software available today for secure, commerce transactions. It

encrypts all your personal information, including credit card number, name, and address, so that it cannot be read over the Internet. However, no security system is completely fail safe, and PepUp cannot guarantee the information you provide will never be obtained by unauthorized persons. In some areas of our website, we require a user ID and password for you to access certain information. PepUp will not disclose such passwords to third parties; however, you are responsible for maintaining the privacy and security of your password.

### **Obtaining & Correcting Personally Identifiable Information**

If you wish to obtain a copy of the personally identifiable information that we have obtained from you through your use of this site, or you believe that we have personally identifiable information about you that is in error or you wish to delete any personally identifiable information that we have obtained from you through your use of our site, please contact us using the information below:

PepUp  
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P.O. Box 465  
Federalsburg, MD 21632