

Privacy Policy

Your privacy is very important to us, and we would like you to understand to what extent we collect, use, communicate, disclose and make use of your personal and other information. We encourage you to read this Privacy Policy before using our Goldilocks Wedding App (our “App”) or before providing personal information to us. By using our App or providing personal information to us, you agree to the terms and conditions of this Privacy Policy.

I. COLLECTION OF INFORMATION

A. INFORMATION YOU SUPPLY DIRECTLY

We collect various types of information from you. First, there is the information that you provide to us directly. This category includes information that we collect when you use our App, call us on the phone, create an online account, sign up to receive our emails, reach out to us on social media sites, contact us through our customer support team, or otherwise communicate with us.

The information that we collect in this first category may include your name, address, phone number, payment information (credit and debit cards), email address, product preferences, favorite vendors, demographic information and any other information you choose to provide.

In some cases, we may collect information that you provide about others, such as when you refer others and/or share content with others or email others from our App inviting them to view your photos or saved projects. We will use this information to fulfill your requests and will not send marketing communications to your contacts unless they separately opt in to receive communications from us.

B. INFORMATION OBTAINED AUTOMATICALLY

A second category of collected information is information about you that we automatically collect when you access or use our App. The information that we collect in this second category may include the type of browser you use, your operating system and platform, your IP address, the make and model and unique identifier of your device, times and dates when you access our App, the particular links and pages you access, the products and services that you tend to view, the referring link through which you accessed our App and other browser interaction information.

In addition, we may use cookies (alphanumeric identifiers that we transfer to your computer's hard drive through your web browser), web beacons (also known as "tracking pixels") and other tracking technologies to collect information about you when you interact with our App, including information about your browsing habits. We may combine this information with other information we collect about you and use it for various purposes, such as improving our App and your online experience, understanding which areas and features of our App are most popular, counting visits to certain areas of our App, and for other internal business purposes generally so we can learn more about your preferences and improve the overall experience of using and visiting our App. You may choose to configure your browser to reject all cookies, but if you do so, your ability to access our App may be limited and some of the features and the functionality within our App may not be available to you.

In addition, if you send emails on our App to friends and family to allow them to view your pictures or saved projects, those email addresses may be collected by us.

C. INFORMATION COLLECTED BY AUTHORIZED THIRD PARTIES

Third-party service providers who supply ads on our behalf on our App may also collect information from you. They may collect anonymous information about your visits to our App and may use information about your visits to target ads for products and services.

For instance, they may collect web log data from you (such as IP address and information about your browser or operating system) or place or recognize a unique cookie on your browser to target customized ads to you. Through this process, demographic or other data may be associated with your browser or device in a nonpersonally identifiable manner. No personally identifiable information is collected in this process. In other words, these third parties do not know the name, address, email address, phone number or any personally identifiable information about the user. If you prefer not to have this data collected by third party advertisers, the NAI (Network Advertising Initiative) allows for the central opting out of all of its members' cookies.

Please visit their link at: <http://www.networkadvertising.org/choices/>.

We also work with third parties to monitor certain pages of our App for such purposes as reporting traffic and other advertising statistics. Where authorized by us, these third parties may use cookies and/or other monitoring technologies to compile anonymous statistics about our visitors. Again, no personally identifiable information is transferred to these third parties.

Of course, our users may also contact various vendors directly and may share information with such vendors. We are not responsible for any information disclosed by you directly to such vendors.

II. USE OF INFORMATION

We may use information about you for various purposes, including to improve your online experience; to respond to your comments, questions and requests; to provide customer service; to communicate with you about products, services, offers, promotions, rewards and events and provide news and information we think will be of interest to you; to manage your online account(s) and send you notices, updates, and administrative messages; to provide advertisements, content or features that match your profile and interests; to suggest vendors; to monitor and analyze trends, usage and preferences; to process and deliver contest, promotion and sweepstakes entries and rewards; to link or combine with information we get from others to help understand your preferences better and provide you with better service; and to carry out any other purpose for which the information was collected.

III. SHARING OF INFORMATION WITH THIRD PARTIES

We may share information that we collect from you (i) with vendors, consultants and other service providers who need access to such information to carry out work with us or on our behalf, including vendors for whom you have indicated a preference or vendors that we think may be of interest to you based, for example, on your geographic preferences; (ii) with our family of brands; (iii) with our business partners and other third parties for purposes of sending their own direct mail, to communicate with you about products, services and events that may be of interest to you and for other promotional purposes or otherwise to enhance and personalize your experience; (iv) in response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation; (v) if we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of us or any third party; (vi) in connection with, or during negotiations of, any merger, sale of company assets, financing or transfer of all or a portion of our business to another company; and (vii) with your consent or at your direction.

Additionally, when we invite customers to take part in surveys, promotions, contests and sweepstakes, the information we collect may be matched with individual customer accounts and used by us to improve your overall customer experience, and may be shared with select third parties.

Also, if you log in through Facebook Connect, information you provide to us may be shared with Facebook.

IV. THIRD PARTY SITES, DISCLAIMER

Our App may contain links to other sites, but please be aware that our Privacy Policy

only applies to our App. WE ARE NOT RESPONSIBLE FOR THE INFORMATION COLLECTION, USAGE, DISCLOSURE OR OTHER PRIVACY PRACTICES OF ANY THIRD PARTIES, INCLUDING OUR AFFILIATES, THIRD-PARTY SERVICE PROVIDERS AND ANY THIRD PARTY OPERATING ANY SITE TO WHICH OUR APP CONTAINS A LINK. THE INCLUSION OF A LINK ON OUR APP DOES NOT IMPLY ENDORSEMENT OF THE LINKED SITE BY US OR BY OUR AFFILIATES. Please check the privacy policies of those sites before providing your personal information to them.

V. SECURITY

We use industry standard efforts to protect the confidentiality and security of your personal identifiable information through the use of electronic and procedural safeguards and through industry standard means.

VI. MINORS

Our App is not designed for, nor intended for, children. We do not knowingly collect any personal information from subscribers under the age of 13.

VII. YOUR CHOICES

You may edit your member account information at any time by contacting us through our Contact Us page, or by logging into your account, and clicking 'Edit Profile' and accessing the sub-menu 'Email Preferences'. Once there, you can manage your notifications and opt out of receiving future communications from us, for example about special offers and new product information. You can also opt out of having us share certain information of yours with various vendors. You can also unsubscribe by following instructions contained in the messages you receive. Finally, you can change your marketing preferences by contacting us through our Contact Us page.

Should you desire to opt out of information being forwarded to third party vendors, please understand that such information may have been sent to such vendor already or sent within 24 hours of your opt-out. Please allow 24 hours for the opt-out to take effect.

We do reserve the right to send you certain communications relating to the services we provide, such as service announcements and administrative messages and with respect to those communications, we do not offer an opt-out option. You can also contact us if you wish to deactivate your account, but we may keep certain personal information as may be required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period of time.

Your web browsers may be set to accept cookies by default. Even if you set your browser to remove or reject cookies, this may not affect third party flash cookies used in connection with our websites. For more information about disabling flash cookies, you may visit www.adobe.com/products/flashplayer/security. In addition, many web browsers support Do Not Track technology. If you enable Do Not Track, we will not collect information that allows us to tailor your online experience.

We understand and respect that you may not want to allow us to share your information with other select companies. If this is the case, please contact us through our Contact Us page and we will remove your name from lists we share with other companies as soon as reasonably practicable. When contacting us, please clearly state your request, including your name, mailing address, email address and phone number.

Notwithstanding the foregoing, we may still be required to share your personal information if we respond to subpoenas, court orders or legal process, or if we need to establish or exercise our legal rights or defend against legal claims; if we believe it is necessary to share information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our [Terms of Use](#) or as otherwise required by law; or if we believe it is necessary to restrict or inhibit any user from using any of our App, including, without limitation, by means of "hacking" or defacing any portion thereof.

VIII. CALIFORNIA LAW

California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. Under the law, a business must either provide this information or permit California residents to opt in to, or opt out of, this type of sharing. As set forth above, we permit you to opt out of having your information shared with third parties for direct marketing purposes. To opt out, please log into your online account and change your settings by clicking 'Edit Profile' and accessing the sub-menu 'Email Preferences' to manage your notifications, or contact us.

IX. CLASS ACTION WAIVER

ANY DISPUTE RESOLUTION PROCEEDINGS, WHETHER IN ARBITRATION OR COURT, WILL BE CONDUCTED ONLY ON AN INDIVIDUAL BASIS AND NOT IN A CLASS OR REPRESENTATIVE ACTION OR AS A NAMED OR UNNAMED MEMBER IN A CLASS, CONSOLIDATED, REPRESENTATIVE OR PRIVATE ATTORNEY GENERAL LEGAL ACTION. YOUR ACCESS AND CONTINUED USE OF ANY OF OUR APPS SIGNIFIES YOUR EXPLICIT CONSENT TO THIS WAIVER.

X. CONTACT US

If you have questions about this Privacy Policy, email us at help@goldilockswedding.com

XI. MODIFICATION

We may modify this Privacy Policy from time to time by posting updates on this page. Please check back periodically to view any updates.