

## LJBW Privacy Policy1

### Privacy Policy:

At Little Journeys Baby World.com, your privacy is our priority. We are committed to protecting your privacy at all times, in all situations. The information we collect about you when you become a member is used to process your orders and to provide a more personalized experience on our site. Our site uses a 128 bit encrypted SSL to increase the security of our customer's information. However, we Little Journeys Baby World do not guarantee complete security on stored information, however, we have installed and applied our encrypted pages and installed our SSL certificate to prevent stolen information.

### How Do We Use the Information We Collect?

When you become an Little Journeys Baby World.com" member, we ask you to fill out a form that requests your name, address and e-mail address as well as some demographic information such as gender and date of birth. "Little Journeys Baby World" will NOT share data with trusted partners to help us perform statistical analysis.

Your name and address information is used solely to process orders unless your prior

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consent is given. Without your consent, this information will NEVER be sold, given, rented or traded to others for purposes other than order fulfillment.

Your demographic information (gender, date of birth, etc.) will be used for several security purposes, to ensure you are who you say you are and in fact you are paying with your credit cards and not someone using your stolen credit cards.

### Refer-A-Friend

If you choose to use our referral service to tell a friend about our site, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the site. "Little Journeys Baby World.com" does not store this information and uses it for the sole purpose of sending this one-time email.

### Our Use of Log Files

When you visit our site we automatically log your IP address, your browser type and your access times. We utilize this information to conduct site performance evaluations, to see

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where visitors are coming from and to keep track of click stream data (the screens our users visit on our site). This data helps us to determine what content our members find most appealing so that we can maximize your enjoyment of the site. Log files are not tied to personally identifiable information.

### Site Security

All "Little Journeys Baby World.com" employees take your personal information very seriously. All employees must learn and obey our security policies. Access to member personal information is limited to key management personnel and our member services department. The information is ID and password protected and our Web security is reviewed on a monthly basis. We have also installed and implied our site with a 128 bit encryption SSL.

### Correcting/Updating Your Personal Information

After becoming an "Little Journeys Baby World.com" subscriber you may correct/update your personal information by emailing us your ID, and birth date when prompted. The changes you make will be reflected in our databases instantly. If you wish to deactivate your account, you may contact our member services group through the 'Contact Us' section.

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### Links To Other Sites

