



## privacy policy

This policy may be modified from time to time; the date of the most recent revisions will appear on this page, so check back often. Continued access of *The Bohemian Aesthetic*, by you, will constitute your acceptance of any changes or revisions to the policy.

It is the goal of *The Bohemian Aesthetic* to bring you information that is tailored to your individual needs and, at the same time, protect your privacy. The following is a summary of the various ways we treat the information you provide us while using our site.

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### **1. The Type of Information We Collect**

*The Bohemian Aesthetic* generally collects personally identifying information with your specific knowledge and consent. For instance, when you enter a sweepstakes or contest, complete a survey, make a purchase, subscribe to our eZine, or register for any portion of our services, you are asked to provide information such as your eMail address, name, or phone number. Optional information (such as your age or gender) may also be requested,

### **2. How We Use Information Provided By You**

*The Bohemian Aesthetic* uses this information to provide you with the service you have requested. If you subscribe to our eZine, we may use your eMail address to send you a confirmation notice and your mailing address to send you special gifts for premium subscribers. Similarly, if you enter an online sweepstakes, we will use this information to notify you if you are a winner. We may also use the information to communicate with you about new features, products or services, or to improve the services that we offer by tailoring them to your needs.

*The Bohemian Aesthetic* does not sell our users' eMail addresses. If you do not wish to receive communications from us, simply follow the unsubscribe instructions contained within our eMails. There are also times when you provide information about yourself in areas of the site that are managed or participated in by third parties, such as our featured merchant partners. In such cases, the information may be used by us and by such third party(ies), each pursuant to its own policies. While *The Bohemian Aesthetic* will seek to require such third parties to follow appropriate privacy policies, and will not authorize them to use this information except for the express purpose for which it is provided, we do not bear any responsibility for any actions or policies of third parties. There may also be occasion when we are legally required to provide access to our database in order to cooperate with police investigations or other legal proceedings. In those instances, the information is provided only for that purpose.

### **3. Cookies**

You may have read about "cookies"—nuggets of information that are placed by a Web site in a storage place on your own computer. We use cookies to control the display of ads, to track usage patterns on the site, and to record registration and personalization information. We do not have control over cookies placed by advertisers.

If you don't want cookies, your Web browser likely includes an option that allows you to not

accept them. However, if you set your browser to refuse cookies, some portions of *The Bohemian Aesthetic* may not function properly.

While your individual information is protected as outlined above, we reserve the right to use aggregated, anonymous data about our users, as a group, for any business purpose—such as analyzing usage trends and seeking compatible advertisers and partners.

#### **4. IP Address**

Your Internet Protocol ("IP") address is usually associated with the place from which you enter the Internet—like your Internet Service Provider, your company, or your university. We may use your IP address to help diagnose problems with our server, gather broad demographic information, and administer our Web site.

#### **5. Kids and Parents**

Minors between the ages of 13 and 17 must get the permission of their parent(s) or legal guardian(s) before making purchases—including subscriptions—on this site.