

## **SNOWBIRD INTERNATIONAL's Commitment to Your Privacy**

SNOWBIRD INTERNATIONAL values our relationship with you and the other users of this website. We recognize that you may be concerned about our collection, use, and disclosure of your personally identifiable information that we may collect when you use the Web Site. Accordingly, we have implemented this Privacy Policy to inform you of the information that we collect from you, how we collect this information, and what we do with it after we collect it. If you have any questions or comments regarding this Privacy Policy, please [contact us](#).

## **SNOWBIRD INTERNATIONAL's Commitment to Online Security**

Your personal information is treated with the greatest of care. Sensitive payment information such as credit card details are NEVER stored on the Internet with our system. Once you type your information, it is sent instantly, encrypted using SSL, directly to ANZ Bank's eGate Secure Payment Gateway system. We employ the latest 256-bit encryption technology in all areas of the site which require you to provide payment information. This is done to protect you from unauthorized use of the information you are sending to our server.

Physical, electronic and managerial procedures have been employed to safeguard the security and integrity of personal information. The SNOWBIRD INTERNATIONAL website encrypts sensitive information using SSL wherever SNOWBIRD INTERNATIONAL requests it.

## **Email Subscription**

All our marketing emails contain a link to unsubscribe. You will not receive marketing emails from us again if you choose to unsubscribe. In order to make our emails more relevant and useful to you, our servers may receive a confirmation when you open email from us.

## **Being Included In and Removed From our Marketing Emails, including Newsletters**

You will be included in our email mailing list (which include special offers, competitions, new product arrival alerts and other communications related to our services or the products we offer) if you subscribe to our newsletters or if you make a purchase from us or if you have requested that we notify you of an items expected arrival and we expect to receive other items that are similar or complementary. You will not be included in any of our mailing lists if you communicate with us for any other reasons. Every marketing email we send has an unsubscribe option, which will always be clear and easy to locate, and will also include your email address that is subscribed. You may unsubscribe from any mailing list whenever you wish and you will be immediately removed as per your request. You also have the option of [emailing a member](#)

[of our Customer Service Team](#)

who will unsubscribe you if you provide them with the email address that is subscribed.

## **Service Providers**

We use an outside shipping company to fulfil orders, and a credit card processing company to bill you for goods and services. These companies do not retain, share, store or use personally identifiable information for any other purposes. These third parties are prohibited from using your personally identifiable information for any other purpose.

## **Links to Other Sites**

This Web site contains links to other sites that are not owned or controlled by SNOWBIRD INTERNATIONAL. Please be aware that we are not responsible for the privacy practices of such other sites.

We encourage you to be aware when you leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information.

## **Personal Information that SNOWBIRD INTERNATIONAL May Collect Online**

In order to make a purchase on the Site or to create a SNOWBIRD INTERNATIONAL account online, SNOWBIRD INTERNATIONAL collects personal contact information online such as names, postal and e-mail addresses, phone numbers and personal billing/financial information such as credit card information and billing address. Some of this collected information such as credit card details are never stored. SNOWBIRD INTERNATIONAL may also collect business information from sole proprietorships that apply for membership and for program participation, some of which could constitute personal information, as well as personal information from individuals acting solely in their business capacity.

## **Access to Personally Identifiable Information**

If your personally identifiable information changes, or if you no longer desire our service, you may request that your web site account be deactivated by [emailing our Customer Service team](#) or by contacting us by telephone or postal mail at the contact information listed on our [contact us page](#).

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services please [contact us](#) . We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **How SNOWBIRD INTERNATIONAL Uses Personal Information Collected Online**

We will use your personal information only for the purposes of processing your order and to communicate effectively with you. This communication includes but is not limited to; emailing you tax invoices, dispatch and tracking information, returns and exchange authorisations, etc. As a condition of sale we reserve the right to email you special offer promotions that we believe will be of interest to you. You may, once you have placed your order, advise us that you are not interested in these offers and we will consequently not send these to you. To do this please [contact us](#)

. In any event, you may, at any time, unsubscribe from any special offer promotions we send you, and your unsubscribe request will be actioned immediately. Our research may lead to the publication of aggregate demographical data but will not result in the reporting or publication of any personal information provided to us.

### **How Your Information May Be Shared**

We will NEVER sell or rent your personal information except as described in this privacy policy. SNOWBIRD INTERNATIONAL may release personal information under the following circumstances:

- Where release is required by law (for example, a warrant, court order or subpoena) or regulation or is requested by a government agency;
- Where our records indicate a company or an individual may be engaged in fraudulent activity or other deceptive practices that a governmental agency should be made aware of;
- To appropriate persons, where your communication suggests possible harm to others;
- If SNOWBIRD INTERNATIONAL is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

### **Computer Tracking and Cookies**

Our website is set up to track non-personally identifiable information in order to operate, improve and perform analyses of user behaviour to measure interest in and use of the various aspects of the products we advertise. This information helps us provide you with personalized recommendations and learn about user preferences, popular categories, offers users like to see and in general, how to improve the functionality and relevancy of our website.

### **Third Party Tracking**

We use third-party tracking services that use web beacons to track non-personally identifiable information about visitors to our site in the aggregate. The use of web beacons by our web analytics service providers are used to help us better manage content on our site by informing us what content is effective. On some occasions, we may engage third party advertising companies to advertise relevant content or products to you on our website or on a third party's website. These companies may employ cookies and action tags to measure advertising effectiveness. Any information that these third parties collect via cookies and action tags is completely anonymous and does not contain any personally identifiable information.

We use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

### **Changes to this Privacy Notice, Conditions of Use and Notices**

If we decide to change our privacy policy, we will post those changes to this privacy statement and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here.