



A L E P H

www.alephsurf.org

Aleph Surf International Privacy Policy

This Privacy Policy was last updated: 08/20/2013

INTRODUCTION

Through its website located at www.alephsurf.org (the "Site"), Aleph Surf International a (California 501(c)(3)), its members, executives, officers, agents, employees, and/or assigns ("Aleph," "we" or "us") offers apparel, crafted goods and other surf/art/creative products for sale (the "Services"). Aleph Surf International is committed to providing quality products to its customers, and to providing restoration through recreation.

We take your privacy seriously. Please read the following Privacy Policy, along with the Aleph Surf International Terms of Use located at www.alephsurf.org (incorporated by reference as if stated fully herein) to learn more about your privacy when you access the Site.

By using the Site and/or Services, you are accepting the practices outlined in this Privacy Policy. This Privacy Policy does not apply to the practices of companies that we do not own or control, to people whom we do not employ or manage, or to third party websites.

INFORMATION COLLECTED ON THE SITE

The Site does not collect personal information about you, unless you specifically and knowingly provide such information. Information you may provide to the Site are your name, shipping and billing addresses, phone number, email address, credit card information and customer preferences data. We may collect such information during registration and ordering. When you register on the site, you may provide your name, your shipping and billing addresses, your phone number, your email address, and your credit card number. You may also provide your country of residence and your gender. This type of information is not used for any purpose other than billing, order fulfillment, communication with you, and internal marketing. You may also provide personal information on other parts of the Site. For example, you may provide your email address in order to sign up for the Site's newsletter.

USE AND DISCLOSURE OF INFORMATION

We may use the demographic information you provide to improve our Site and the services we offer and to tailor the advertising displayed on our Site to the interests of individual users to increase the likelihood that our users will find these ads useful and informative. We may share de-identified or aggregate or aggregated user data with third parties unless you opt-out of sharing such information with third parties. We do not share names, email addresses, or pictures with third party advertisers, or facilitate direct communication, outside of the Site, between our users and third party advertisers. The data will be put to no other uses except for those listed in the Privacy Policy.



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We use data to create statistics and reports where personally identifiable information has been removed and aggregated. We keep your personally identifiable information confidential and we generally do not disclose it. Please note the following clarifications and exceptions:

- When we have your explicit consent to release your information.
- Our employees and independent contractors have access to some of your personally identifiable information for the purpose of helping us run our business (and not for their own purposes). They access and use such data subject to our instructions, on a "need to know" basis and under confidentiality and security obligations.
- When we need to enforce our Terms of Use.
- We believe it is necessary to share personal 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. This may include sharing information with other companies, lawyers, courts or other government entities.

OPT-OUT PREFERENCES

You may opt-out from being included in anonymous data sharing at any time by emailing info@alephsurf.org. De-identified profile data is defined as any information you've provided associated with your account, or that we collect through our normal use of the Site with the exception of your name, email address, and photo. We do not share your name, email address or photograph with any third party advertisers. Upon your request, we will (a) correct or update your personal information; (b) stop sending emails to your email address; and/or (c) disable your account to prevent any future purchases through that account. You can make these requests by emailing your request to info@alephsurf.org. Please clearly label the subject line "Opt Out / Corrections," and do not email your credit-card number or other sensitive information.

COOKIE INFORMATION

We use "cookies" (small pieces of data we store for an extended period of time on your computer, mobile phone, or other device) to make the Site easier to use and to protect both you and the Site. We also use them to confirm that you are logged into The Site and to know when you are interacting with The Site, Platform applications and websites. You can remove or block cookies using the settings in your browser, but in some cases that may impact your ability to use the Site.



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ACCESS DEVICE AND BROWSER INFORMATION

When you access The Site from a computer, mobile phone, or other device, we may collect information from that device about your browser type, location, and IP address, as well as the pages you visit.

DEACTIVATION

You can deactivate your account at any time. To deactivate an account, email info@alephsurf.org.

CHILDREN

By using the Site, you are representing that you are at least 18 years of age.

Children under the age of 18 are not eligible to use The Site, and must not attempt to register with The Site and/or submit any personal information to us themselves. The Site does not knowingly collect personal information from any person who is under the age of 18 or allow them to register. If it comes to our attention that we have collected personal data directly from a person under the age of 18, we will delete this information as quickly as possible. If you have reason to believe that The Site has collected personal data directly from a person under the age of 18, please contact us at info@alephsurf.org.

SECURITY & CONFIDENTIALITY

The Site takes precautions to ensure the security of your personal information. However, we cannot guarantee that hackers or unauthorized personnel will not gain access to your personal information despite our efforts. You should note that in using the Site, your information will travel through third party infrastructures which are not under our control. Consequently, you acknowledge that there are circumstances in which your personal information may be accessed by unauthorized persons:

- For example, we cannot control any illegal and/or unforeseen activity of other users that may allow them to get around the privacy or security settings on the Site.
- We cannot protect, nor does this Privacy Policy apply to, any information that you transmit to others.
- The Site uses a variety of safeguards to help protect your personal information, including technical, administrative and physical controls. Please bear in mind though, that it is impossible for The Site to guarantee that impenetrable security measures are in place. The security of your personal information depends in part on your protection of



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your account password. Please do not disclose your account password to unauthorized persons.

- Our employees and independent contractors have access to some of your personally identifiable information for the purpose of helping us run our business (and not for their own purposes). They access and use such data subject to our instructions, on a "need to know" basis and under confidentiality and security obligations.
- If you become aware of any breach of data security or have any other questions about the security of our website, please contact us via info@alephsurf.org.
- The Site may disclose information about users if required to do so by law, to enforce the Agreements, or to protect the rights, property, and/or safety of any individual or entity.

TRANSFER IN THE EVENT OF SALE OR CHANGE OF CONTROL

If the management of all or substantially all of our business activities changes, we may transfer your personally identifiable information to the new management/members so that the service can continue to operate. In such a case, your information would remain subject to the promises made in our existing Privacy Policy.

REPORTING VIOLATIONS

You should report any security violations to us at info@alephsurf.org.

CHANGES TO OUR POLICY

We may occasionally update this Privacy Policy. When we do, the date of the last update will be posted at the top of this Privacy Policy for your convenience. Unless stated otherwise, our current privacy policy applies to all information that we have about you and your account.

If you have any questions about our Privacy Policy, you can always contact us by email or by writing to us:

Email: info@alephsurf.org
Address: Aleph Surf International
884 E. Portsmouth Dr.
Fresno, CA 93730