

EasySpoon Privacy Policy

Last Updated on January 19, 2009

EasySpoon has established this privacy policy to explain how your personal information is protected, collected and used. Please note that any abbreviations defined in the Terms of Use (located at <http://www.EasySpoon.com/tou.pdf>) shall have the same meanings in this Privacy Policy.

This Privacy Policy applies to your use of the EasySpoon Site, but not does apply to any third party sites that may be linked to them, or any relationships you may have with the business listed on the EasySpoon Site.

The term "personal information" means information that you provide to us which personally identifies you to be contacted or identified, such as your name, phone number, email address, and any other data that is tied to such information.

This Privacy Policy may be updated by EasySpoon from time to time. When these changes are made, we will notify you by making a new Privacy Policy available on this web-page and will indicate at the top of this web-page the date the Privacy Policy were last revised. Such modifications shall become effective immediately upon the posting of new Privacy Policy. Your continued use of EasySpoon Site after any posted modification to this Privacy Policy indicates your acceptance of the modification.

1. Information We Collect and Use

We use commercially reasonable efforts to ensure that the collection of personal information is limited to that which is necessary to fulfill the purposes identified below.

- (a) If you create an account to take advantage of the full range of Services offered on the EasySpoon Site, we ask for and record personal information such as your name and email address. We may use your email address to send you updates and news, and contact you on behalf of other Users (such as other Users who send you favorite promotions or deals).
- (b) We store and may publicly display your submissions in order to provide the Services. When we display your submissions, we do so together with your account name (nickname that you entered when you create the account). The term "submissions" refers to the information

that you submit or post to the EasySpoon Site for public display, such as promotion ratings and reviews.

- (c) If you contact us to provide feedback, register a complaint, or ask a question, we will record any personal information and other content that you provide in your communication so that we can effectively respond to your communication.
- (d) We record information relating to your use of the EasySpoon Site, such as the searches you undertake, the pages you view, your browser type, IP address, requested URL, referring URL, and timestamp information. We use this type of information to administer the EasySpoon Site and provide the highest possible level of service to you. We also use this information in the aggregate to perform statistical analyses of User behavior and characteristics in order to measure interest in and use of the various areas of the EasySpoon Site. You cannot be identified from this aggregate information.
- (e) We send cookies to your computer in order to uniquely indentify your browser and improve the quality of our service. The term “cookies” refers to small pieces of information that a website sends to your computer’s hard drive while you are viewing the site. We may use both session cookies (which expire once you close your browser) and persistent cookies (which stay on your computer until you delete them). Persistent cookies can be removed by following your browser help file directions. If you choose to disable cookies, some areas of the EasySpoon Site may not work properly or at all.
- (f) We may use the information we collect in connection with your use of the EasySpoon Site (including your personal information) in order to investigate, enforce, and apply the TOU.

2. Transfer and Disclosure of Information

- (a) We may share your personal information with third parties to provide you with services that we offer through the EasySpoon Site, conduct quality assurance testing, facilitate creation of accounts, provide technical and customer support, or provide other specific services requested by you. These third parties are required not to use your personal information other than to provide such services.
- (b) We may share your personal information with our parent company, subsidiaries, joint ventures, or other companies under a common control (collectively, “Affiliates”) that we may

have now or in the future, in which case we will require them to honor this Privacy Policy. If another company acquires our company or our assets, that company will possess your personal information, and will assume the rights and obligations with respect to that information as described in this Privacy Policy.

- (c) We may disclose your personal information to third parties in a good faith belief that such disclosure is reasonably necessary to (i) take action regarding suspected illegal activities; (ii) enforce or apply our TOU and Privacy Policy; (iii) comply with legal process, such as a search warrant, subpoena, statute, or court order; or (iv) protect our rights, reputation, and property, or that of our Users, Affiliates, or the public. Please note that we are not required to question or contest the validity of any search warrant, subpoena or other similar governmental request that we receive.

- (d) We use third party advertising companies to serve ads when you visit the EasySpoon Site. These companies may use information (not including your name, address, email address, or telephone number) about your visits to this and other websites in order to provide advertisements about goods and services of interest to you.

3. Others' Information

You may choose to provide us with another person's e-mail address to recommend to that person your favorite promotions or deals listed on the EasySpoon Site. We use this information to contact that person about the recommendation. By providing us with another person's e-mail address, you represent to us that you have obtained the consent of the person concerned as regards such disclosure to us of their personal information. We may disclose such information if required to do so in order to comply with legal process, as described above.

4. Links

The EasySpoon Site may contain links to third-party websites to which we have no affiliation. Except as set forth herein, we do not share your personal information with those third parties, and are not responsible for their privacy practices. We suggest you read the privacy policies on all such third-party websites.

5. Security

Your account is password protected. We use industry standard measures to protect the personal information that is stored in our database. We limit the access to your personal information to those employees and contractors who need access to perform their job function, such as our customer service personnel. Although we take appropriate measures to safeguard against unauthorized disclosures of information, we cannot assure you that your personal information will never be disclosed in a manner that is inconsistent with this Privacy Policy.

You hereby acknowledge that EasySpoon is not responsible for any intercepted information sent via the internet, and you hereby release us from any and all claims arising out of or related to the use of intercepted information in any unauthorized manner.

6. Controlling Your Personal Information and Feedback

To the extent you include personal information in your submissions, third parties may be able to identify you, and associate you with your user account. Please do not include information in your submissions that you expect to keep private.

As a registered EasySpoon User, you can modify some of your personal information by accessing the "My Profile" section of this website.

If you have any questions about this Privacy Policy, you can contact us at the following address:

E-mail: info@EasySpoon.com