

Privacy Policy

IMPORTANT: [Greeting Card Industry and the FBI Warn Consumers of an E-Card Scam](#)

GENERAL MATTERS

Overview

At CowrieCards.com, protecting our users' privacy and security is a top priority. For this reason, we have adopted the following policy to advise you of your choices regarding the use of your personal information online. This policy describes what types of information we gather about you, how we use it, under what circumstances we disclose it to third-parties, and your rights to update or correct it.

Scope of Policy

This Policy applies to CowrieCards.com only. It does not apply to other companies' or organizations' web sites to which we link. You should carefully review the privacy policies of those web sites in order to determine how they treat your personal information.

INFORMATION ABOUT YOU

Information Gathered From All Visitors

Aggregate Data

We gather certain generic information, in the aggregate, with respect to how customers collectively use our web site, such as the number of unique visitors, the frequency with which they visit, and the areas on the web site that they favor. We only use this type of data in summary form, rather than on an individual basis. This data helps us determine the extent to which our customers use certain parts of our web site, which, in turn, enables us better service our users. We may also provide statistical information to advertisers, sponsors, and other companies with which we do business ("Business Partners"), about how our customers collectively use our web site. This statistical information does not contain any personally identifiable information about any of our users.

Cookies

We may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain Personal Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. CowrieCards.com uses cookies to track user traffic patterns (as described above).

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site. It is important to note that you may not be able to use certain features on our web site if you choose not to accept cookies, such as subscription cards, My Account, address book, favorites, reminders, calendar, etc. In addition, you will not be able to participate in any of our polls, surveys, sweepstakes or contests. Cookies can also enable us to track and target the interests of our users to enhance their experience on our site.

When You Send A Greeting

If you use our web site to send an online greeting or any other content, we collect your e-mail address

and your recipient's e-mail address. This information is necessary to send the content and provide confirmation that it has been received. We will not use your recipient's e-mail address for any purpose other than to send the greeting. We may also use your e-mail address to contact you if you have chosen to receive communications from CowrieCards.com or its Partners. (See Opt-Out/Changing Your Status, below).

COWRIECARDS.COM INCLUDES THE SENDER IP ADDRESS IN THE HEADER INFORMATION OF EACH GREETINGS NOTIFICATION E-MAIL IT SENDS. IT IS AVAILABLE TO THE GREETINGS RECIPIENT AND ANYONE ELSE WHO IS FORWARDED THE NOTIFICATION E-MAIL. THIS LIMITS YOUR ABILITY TO COMMUNICATE ANONYMOUSLY USING ELECTRONIC GREETINGS. ELECTRONIC GREETINGS ARE NEITHER INTENDED NOR APPROPRIATE FOR ANONYMOUS COMMUNICATIONS, AND SUCH ACTIVITY IS EXPRESSLY PROHIBITED BY THE ACCEPTABLE USE POLICY IN OUR [TERMS OF SERVICE](#).

Communications from CowrieCards.com

The following are the circumstances in which we will send you e-mails.

- **Member Announcements.** Periodically we will send you an email detailing new e-card releases and new features of our website.
- **Card Notifications.** When you order any e-cards from our site, we will email you to tell you when the cards have been sent, and also when they are picked up by the recipients. If a card cannot be delivered we will also send you the non-delivery notice.
- **Birthday Reminders.** If you enter the birth dates of your friends and family in your CowrieCards.com address book, then we will send you an email to remind you about each birthday.
- **Renewal reminders.** When your membership is about to expire, we will send you a maximum of two renewal reminders. If you have selected auto-renew, we will automatically renew your membership. If you have not selected auto-renew and have not renewed after the second reminder, we will not trouble you again.
- **Promotions and coupons.** Occasionally, CowrieCards.com may sponsor contests and/or promotions on our sites or in our e-mail products. Participation in such contests is purely voluntary. In order to enter a contest or promotion, you may be asked to provide personally identifiable information. By entering, you agree to all of its terms and conditions, which will be clearly outlined in the rules. Where a contest or promotion is not sponsored by CowrieCards.com, the identity of the sponsor will be clearly disclosed in the rules. CowrieCards.com cannot be responsible for actions or policies of third-party contest sponsors. Users are encouraged to review the relevant privacy policy of the sponsor before entering.
- **Polling & Surveys.** We may offer interactive polls to users so they can easily share their opinions about an array of topics. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. CowrieCards.com may use a system to "tag" users after they have voted, so they can vote only once on a particular question. This tag is not correlated with information about individual users. Additionally, CowrieCards.com may occasionally conduct user surveys to better target our content to our audience. We sometimes share the aggregated demographic information in these surveys with our sponsors, advertisers and partners. We never share any of this information about specific individuals with any third party.

- **Administrative and help emails.** In addition, we will of course reply to your help requests, and we may send you miscellaneous administrative correspondence - password reminders, confirmation of payment, renewal confirmations, etc.

You can always decline or unsubscribe to the announcement by un-checking the opt-out box the registration page on our site or simply follow the "unsubscribe" links at the bottom of each announcement. For other ways to unsubscribe, see Opt-Out/Changing Your Status, below.

Communications from Our Business Partners

CowrieCards.com also offers you the opportunity to receive money-saving offers, discounts, giftcards and promotions from our Business Partners. These communications may come from CowrieCards.com or directly from the Partners themselves. We may also share with them certain demographic, geographic, preference, and other personally identifiable information we have gathered about you. This will help them in directing to you offers that are more likely to be of interest.

This program is conducted strictly on an opt-in basis. In order to receive the offers, you must affirmatively check the clearly marked box on the "My Account" page and registration pages on our site. If you leave the box unchecked, you will not receive any offers. If you do sign up for the program but later change your mind, you are free at any time to opt-out by following the procedures outlined in Opt-Out/Changing Your Status, below.

Information Gathered From Members

If you elect to purchase a Membership on CowrieCards.com, you will be required to provide us with certain personal information, including your name, e-mail address, phone number and zipcode (this required information is subject to change from time to time). There will also be opportunities for you to provide us with additional information regarding your preferences and interests. This information, however, is not required and is completely optional on your part.

YOUR CONTROL OVER YOUR PERSONAL INFORMATION

Opt-Out/Changing Your Status

At any time, you can change choices you have previously made as to the use of your personal information. Every communication CowrieCards.com sends you will contain a clearly worded "Opt-Out" or "unsubscribe" link allowing you to withdraw your permission for future mailings. Alternatively, you can send a blank e-mail to nomail@optout.cowriecards.com and type "Remove" in the subject field. This system is automated and must be contacted from the email address you wish to have removed. Permission changes will be honored as soon as possible after receipt. Please allow five to seven days for processing. Permission changes will however not affect any information which you provided to us and which we previously shared with our Business Partners.

Editing Your Profile

If you are a registered member, you have the ability to review and correct your personally identifiable information at any time. Simply sign into the site and click the "My Account" link in the menu of every page. There, you can change your address information, e-mail type, sign-in, and e-mail permissions. You can revise, add, delete, or completely cancel all alerts by following the links to "Reminders" at the top of each page.

Protection For Children - COPPA Compliance

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), CowrieCards.com will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent. To learn more about COPPA, [click here](#) for the Federal Trade Commission COPPA Web Site.

Data Security

When you become a member of CowrieCards.com or place an order for any CowrieCards products, the order will be fulfilled by PayPal. Using [PayPal's secure transaction service](#) means that CowrieCards.com will not require credit card or banking information directly from its users or members. It's not necessary for members to have a PayPal account in order to complete the order. PayPal doesn't share your financial information, nor does CowrieCards.com have access to this information.

Orders and transactions made with one of our business partners will be handled according to their order and fulfillment procedures and not that of CowrieCards.com. Be sure to familiarize yourself with their processes, requirements and privacy policies.

Changes to the Privacy Policy

CowrieCards.com will occasionally update this Privacy Policy in response to changing business circumstances and legal developments. When CowrieCards.com posts changes to this Policy, you will see the word "updated" next to the Privacy Policy link on the front page of CowrieCards.com Sites. If there are material changes to this Policy or in how CowrieCards.com uses your personally identifiable information, CowrieCards.com will prominently post such changes prior to implementing the change. CowrieCards.com encourages you to periodically review this Policy to be informed of how we are protecting your information.

USE COMMON SENSE IN ALL YOUR ONLINE ACTIVITIES

Even the best policy can't protect your online privacy and security in all circumstances. Unscrupulous advertisers, hackers, and scam artists are constantly searching the Internet looking for new targets. Your best protection is to understand the limits to privacy on the Internet and use common sense in all of your on-line activities.

Be aware that e-mail is an inherently insecure form of communication. Remember that third parties are sometimes able to illegally intercept your unencrypted messages, including online greetings. Anytime you visit a chat room or post a message to an on-line bulletin board, your e-mail address can be accessed by advertisers looking to compile lists for unsolicited commercial e-mail (also known as spam).

Be sure that you only disclose your e-mail address in circumstances in which it is safe to do so. Beware of scams in which persons unknown to you request your screen name, password, or credit card information. Make sure you verify the identity of anyone asking for personal information. Always monitor your children's on-line activities and educate them as to the rules for safe Internet use. For more information, [click here](#) for the Internet Education Foundation's Online Safety Guide for Kids.

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