

## **Privacy Policy**

At The Great Reno Balloon Race (DBA "GRBR") we are committed to protecting your privacy. Please read on for more details about our privacy policy (the "Policy"). This Policy governs the [www.renoballoon.com](http://www.renoballoon.com) web site (the "Site").

Please note that if we decide to change our privacy policy, we will post those changes to this Policy in this section of the Site, and other places we deem appropriate so that our users are always aware of what information we collect, how we use it, and under what, if any, circumstances we disclose it. We will always use any information collected in accordance with the privacy policy in place at the time the information was collected.

### **What information do we collect? How do we use it?**

- When you order any products from our store, we need to know your name, e-mail address, mailing address, credit card billing address, credit card number, and expiration date. This allows us to process and fulfill your order and to notify you of your order status.
- We monitor customer traffic patterns and site usage to help us develop the design and layout of Site.
- We may also use the information we collect to occasionally notify you about important functionality changes to the Site or to send you other information we think you'll find helpful. However, if at any time you decide you no longer wish to receive them, you can always opt-out by clicking on the unsubscribe link in the correspondence or by e-mailing us at [info@renoballoon.com](mailto:info@renoballoon.com).

### **Will GRBR disclose the information it collects to outside parties?**

GRBR does not sell, trade, or rent your personal information to others. Any information collected will only be used by GRBR for the purposes specified.

### **How does GRBR protect customer information?**

When you place orders we offer the use of a secure server. The Secure Sockets Layer (SSL) encrypts all information you input before it is sent to us.

### **What about links to other web sites and services?**

The Site may contain links to other sites that are not under our control. These web sites have their own policies regarding privacy, which you should review before visiting them. We have no responsibility for linked web sites and provide these links solely for the convenience and information of our visitors.

### **Your consent**

By using the Site, you consent to the collection and use of this information by GRBR in the manner described in this Policy. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.