

# **GalacticPet.Com Website Privacy Statement**

## **COMMITMENT TO YOUR PRIVACY**

This document was last updated on 7/1/07.

This site is owned and operated by GalacticPet.Com. Your privacy on the Internet is of the utmost importance to us. At GalacticPet.Com, we want to make your experience online satisfying and safe.

Because we gather certain types of information about our users, we feel you should fully understand the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

### **1. Definition of the Information GalacticPet.Com gathers and keeps track of.**

GalacticPet.Com gathers two types of information about users:

- Information that users provide through optional, voluntary submissions. These are voluntary submissions to receive our electronic newsletters, to participate in our message boards, Blog, or forums, to make suggestions, to “Ask The Doctor”, to email a friend, and from participation in polls and surveys:
- Information GalacticPet.Com gathers through aggregated tracking information derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to readers' needs and to help our advertisers and sponsors better understand the demographics of our audience. Under no circumstances does GalacticPet.Com divulge any information about an individual user to a third party.

### **2. GalacticPet.Com Gathers User Information in the Following Processes:**

#### **Optional Voluntary Information**

Visitors to our website can register to become members in order to have full access to our services and to purchase additional services and products. When you register, we will request some personal information such as name, address, email, telephone number or facsimile number, account number and other relevant information. If you are purchasing a service or making a donation, we will request financial information. Any financial information we collect is used only to bill you for the services you purchased. If you purchase by credit card, this information may be forwarded to your credit card provider. For other types of registrations, we will ask for the relevant information. You may also be asked to disclose personal information to us so that we can provide assistance and information to you. For example, such data may be warranted in order to provide online technical support and troubleshooting.

We will not disclose personally identifiable information we collect from you to third parties without your permission except to the extent necessary including:

- To fulfill your service requests for services.
- To protect ourselves from liability,
- To respond to legal process or comply with law, or
- In connection with a merger, acquisition, or liquidation of the company.

We offer the following services, which require some type of voluntary submission of personal information by users:

#### **Electronic Newsletters (Dispatches).**

We will offer a free electronic newsletter to users. GalacticPet.Com gathers the email addresses of users who voluntarily subscribe. Users may remove themselves from this mailing list by following the link provided in every newsletter that points users to the subscription management page. Users can also subscribe to the newsletters at the time of registration.

#### **Message Boards/Blog/Forums.**

Users of the site's Message Boards and Forums must register for these services in order to post messages, although they needn't register to visit the site. During registration the user is required to supply a username, password, and email address.

#### **"E-mail this to a friend" Service.**

Our site users can choose to electronically forward a link, page, or documents to someone else by clicking "e-mail this to a friend". The user must provide their email address, as well as that of the recipient. This information is used only in the case of transmission errors and, of course, to let the recipient know who sent the email. The information is not used for any other purpose.

#### **Polling.**

We may offer interactive polls to users so they can easily share their opinions with other users and see what our audience thinks about important issues. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. GalacticPet.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.

## **Surveys.**

GalacticPet.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.

## **USAGE TRACKING**

GalacticPet.Com tracks user traffic patterns throughout all of our sites. However, we do not correlate this information with data about individual users.

GalacticPet.Com does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

GalacticPet.Com sometimes tracks and catalogs the search terms that users enter in our Search function, but this tracking is never associated with individual users. We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

## **Web Server Logs.**

When you visit our Website, we may track information to administer the site and analyze its usage. Examples of information we may track include:

- Your Internet protocol address.
- The kind of browser or computer you use.
- Number of links you click within the site.
- State or country from which you accessed the site.
- Date and time of your visit.
- Name of your Internet service provider.
- Web page you linked to our site from.
- Pages you viewed on the site.

## **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. GalacticPet.Com uses cookies to track user traffic patterns (as described above). Our advertising system delivers a one-time cookie to better track ad impressions and click rates.

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. However, you do need cookies to participate actively in message boards, forums, polling and surveys.

### **USE OF WEB BEACONS OR GIF FILES**

GalacticPet.Com Web pages may contain electronic images known as Web beacons – sometimes also called single-pixel gifs – that allow GalacticPet.Com to count users who have visited those pages and to deliver co-branded services. GalacticPet.Com may include Web beacons in promotional e-mail messages or newsletters in order to determine whether messages have been opened and acted upon.

Some of these Web beacons may be placed by third party service providers to help determine the effectiveness of our advertising campaigns or email communications. These Web beacons may be used by these service providers to place a persistent cookie on your computer. This allows the service provider to recognize your computer each time you visit certain pages or emails and compile anonymous information in relation to those page views, which in turn enables us and our service providers to learn which advertisements and emails bring you to our website and how you use the site. GalacticPet.Com prohibits Web beacons from being used to collect or access your personal information.

## **3. USE OF INFORMATION**

GalacticPet.Com uses any information voluntarily given by our users to enhance their experience in our network of sites, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our users.

As stated above, we use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in polls, surveys, message boards, blogs, and forums. We send out newsletters to subscribers on a

regular schedule (depending on the newsletter), and occasionally send out special editions when we think subscribers might be particularly interested in something we are doing. GalacticPet.Com never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners.

When we use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our users. But we don't track which terms a particular user enters.

GalacticPet.Com creates aggregate reports on user demographics and traffic patterns for advertisers, sponsors and partners. This allows our advertisers to advertise more effectively, and allows our users to receive advertisements that are pertinent to their needs. Because we don't track the usage patterns of individual users, an advertiser or sponsor will never know that a specific user clicked their ad. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

#### **4. SHARING OF THE INFORMATION**

GalacticPet.Com uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience's demographics. We will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

#### **5. SECURITY**

GalacticPet.Com operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

#### **6. CHILDREN**

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), we will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

#### **7. OPT-OUT POLICY**

We give users options wherever necessary and practical. Such choices include:

- Opting not to register to receive our electronic newsletters.
- Opting not to participate in certain interactive areas, which completely alleviates the need to gather any personally identifiable information from our users

#### **8. ACCESSING WEB ACCOUNT INFORMATION**

We will provide you with the means to ensure that personally identifiable information in your web account file is correct and current. You may review this information by contacting us by sending an email to our support attendant -Admin@GalacticPet.Com.

#### **9. CHANGES TO THIS STATEMENT**

GalacticPet.Com has the discretion to occasionally update this privacy statement. When we do, we will also revise the “updated” date at the top of this Privacy page. We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. Your continued use of the service constitutes your agreement to this privacy statement and any updates.

#### **10. YOUR CONSENT**

By using this site, you consent to the collection and use of this information by GalacticPet.Com.

#### **CONTACTING US**

If you have questions regarding our Privacy Statement, its implementation, failure to adhere to this Privacy Statement and/or our general practices, please contact us at Admin@GalacticPet.com or send your comments to:

GalacticPet.Com

**Attention: Privacy Statement Personal**

99 Citizens Drive

Glastonbury, CT 06033

GalacticPet.Com will use commercially reasonable efforts to promptly respond and resolve any problem or question.