We collect the following types of information about you:

*Information you provide us directly:*

We ask for certain information such as your username, real name, birthdate, address, phone number and e-mail address when you register for a Creative Cutlery account, or if you correspond with us. We may also retain any messages you send through the Site; and may collect information you provide in User Content you post to the Site. We use this information to operate, maintain, and provide to you the features and functionality of the Site.

*Information we may receive from third parties:*

We may receive information about you from third parties. For example, if you access our websites or Site through a third-party connection or log-in, for example, through Facebook Connect, by “following,” “liking,” adding the Creative Cutlery application, linking your account to the Creative Cutlery Site, etc., that third party may pass certain information about your use of its site to Creative Cutlery. This information could include, but is not limited to, the user ID associated with your account (for example, your Facebook UID), an access token necessary to access that site, any information that you have permitted the third party to share with us, and any information you have made public in connection with that site. If you allow us access to your friends list, your friends’ user IDs, and your connection to those friends, may be used and stored to make your experience more social, and to allow you to invite your friends to use our Site as well as provide you with updates if and when your friends join Creative Cutlery. You should always review, and if necessary, adjust your privacy settings on third-party websites and sites before linking or connecting them to the Creative Cutlery Site. You may also unlink your third party account from the Site by adjusting your settings on the third party site.

*Analytics information:*

We may directly collect analytics data, or use third-party analytics tools and sites, to help us measure traffic and usage trends for the Site. These tools collect information sent by your browser or mobile device, including the pages you visit and other information that assists us in improving the Site. We collect and use this analytics information in aggregate form such that it cannot reasonably be manipulated to identify any particular individual user.

*Cookies information:*

Full details can be found on our Cookie Policy. When you visit the Site, we may send one or more cookies — a small text file containing a string of alphanumeric characters — to your computer that uniquely identifies your browser and lets Creative Cutlery help you log in faster and enhance your navigation through the site. A cookie may also convey information to us about how you use the Site (e.g., the pages you view, the links you click and other actions you take on the Site), and allow us or our business partners to track your usage of the Site over time. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the site. Persistent cookies can be removed by following your web browser’s directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of the Site may not function properly if the ability to accept cookies is disabled. Full details can be found on our Cookie Policy.

*Log file information:*

Log file information is automatically reported by your browser or mobile device each time you access the Site. When you use our Site, our servers automatically record certain log file information. These server logs may include anonymous information such as your web request, Internet Protocol (“IP”) address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Site, domain names, landing pages, pages viewed, and other such information.

*Clear gifs/web beacons information:*

When you use the Site, we may employ clear gifs (also known as web beacons) which are used to anonymously track the online usage patterns of our Users. In addition, we may also use clear gifs in HTML-based emails sent to our users to track which emails are opened and which links are clicked by recipients. The information is allows for more accurate reporting and improvement of the Site.

*Device identifiers:*

When you access the Site by or through a mobile device (including but not limited to smart-phones or tablets), we may access, collect, monitor and/or remotely store one or more “device identifiers,” such as a universally unique identifier (“UUID”). Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device’s operating system or other software, or data sent to the device by Creative Cutlery. A device identifier may convey information to us about how you browse and use the Site. A device identifier may remain persistently on your device, to help you log in faster and enhance your navigation through the Site. Some features of the Site may not function properly if use or availability of device identifiers is impaired or disabled.

*Location data:*

When you access the Site by or through a mobile device, we may access, collect, monitor and/or remotely store “location data,” which may include GPS coordinates (e.g. latitude and/or longitude) or similar information regarding the location of your mobile device. Location data may convey to us information about how you browse and use the Site. Some features of the Site, particularly location-based sites, may not function properly if use or availability of location data is impaired or disabled.

*Commercial and marketing communications:*

We use the information we collect or receive, such as your email address, to communicate directly with you. We may send you emails containing newsletters, promotions, and special offers. If you do not want to receive such email messages, you will be given the option to opt out or change your preferences. We also use your information to send you Site-related emails (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Site, technical and security notices). You may not opt out of Site-related emails. You may also be able to be “found” on Creative Cutlery based on information that you provide (see “Find friends on Creative Cutlery”) above.

*Use of certain site type information we collect about you:*

We use or may use cookies, log file, device identifiers, location data and clear gifs information to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the site; (b) provide custom, personalized content and information; (c) to provide and monitor the effectiveness of our Site; (d) monitor aggregate metrics such as total number of visitors, traffic, and demographic patterns; (e) diagnose or fix technology problems; (f) help you efficiently access your information after you sign in; (g) to provide advertising to your browser or device, and (h) automatically update the Creative Cutlery application on your mobile devices.

**Sharing of Your Information**

We will not rent or sell your information into third parties outside Creative Cutlery and its group companies (including any parent, subsidiaries and affiliates) without your consent

**How We Store and Protect Your Information**

*Storage and Processing:*

Your information collected through the Site may be stored

*Keeping your information safe:*

Creative Cutlery cares about the security of your information, and uses commercially reasonable safeguards to preserve the integrity and security of all information collected through the Site. To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your email communications from Creative Cutlery, at all times. However, Creative Cutlery cannot ensure or warrant the security of any information you transmit to Creative Cutlery or guarantee that information on the Site may not be accessed, disclosed, altered, or destroyed. Your privacy settings may also be affected by changes to the functionality of third party sites and sites that you add to the Creative Cutlery Site, such as social networks. Creative Cutlery is not responsible for the functionality or security measures of any third party.

*Compromise of information:*

In the event that any information under our control is compromised as a result of a breach of security, Creative Cutlery will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

**Your Choices about Your Information**

You control your account information and settings: You may update your account information and email-communication preferences at any time by logging in to your account and changing your profile settings. You can also stop receiving promotional email communications from us by modifying your preferences at http://www.Creative Cutlery412.com. We make every effort to promptly process all unsubscribe requests. If you have any questions about reviewing or modifying your account information, you can contact us directly at lola@CreativeCutlery412.com.

*Opting out of collection of your information for Tracking / Advertising:*

Please refer to your mobile device or browser’s technical information for instructions on how to delete and disable cookies, and other tracking/recording tools. Depending on your type of device, it may not be possible to delete or disable tracking mechanisms on your mobile device. Note that disabling cookies and/or other tracking tools prevents Creative Cutlery or its business partners from tracking your browser’s activities in relation to the Site, and for use in targeted advertising activities by third parties. However, doing so may disable many of the features available through the Site. If you have any questions about opting out of the collection of cookies and other tracking/recording tools, you can contact us directly at lola@creativecutlery412.com.

*How long we keep your private profile information:*

Following termination of your User account, Creative Cutlery may retain your private profile information for a commercially reasonable time for backup, archival, or audit purposes.

**Children’s Privacy**

Creative Cutlery does not knowingly collect or solicit any information from anyone under the age of 13 or knowingly allow such persons to register as Users. The Site and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at lola@creativecutlery412.com.

**Links to Other Websites and Sites**

We are not responsible for the practices employed by websites or sites linked to or from the Site, including the information or content contained therein. Please remember that when you use a link to go from the Site to another website, our Privacy Policy does not apply to third-party websites or sites. Your browsing and interaction on any third-party website or site, including those that have a link or advertisement on our website, are subject to that third party’s own rules and policies. In addition, you agree that we are not responsible and we do not control over any third-parties that you authorize to access your User Content. If you are using a third-party website or site (like Facebook, Google groups, or an IRC chatroom) and you allow such a third-party access to you User Content you do so at your own risk. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources other than through the Site.