

PRIVACY POLICY

We respect your privacy, and we want you to feel comfortable using our website. Therefore, we are providing you with this privacy policy so you can better understand how we collect information about you, what we do with your information, and who, other than Pure Fiber International Corporation, and its affiliates, collectively referred to as “Pure Fiber International” may also receive your information.

COLLECTION OF CUSTOMER INFORMATION

In order to provide you with the highest level of services, we ask that you voluntarily provide us with certain information about yourself (collectively, your “Customer Information”). Your Customer Information may include, but not limited to your first and last name, your email address, your zip code, your billing information, your ordering patterns, and contact information.

USE OF CUSTOMER INFORMATION

Once we obtain your Customer Information, it is added to a list of other information we have obtained from others who have provided similar types of information to PURE FIBER INTERNATIONAL’s Customers List. Occasionally, if you opt-in, we may provide the Customer List to trusted third parties who we believe can provide you with products, benefits or services that might be of interest to you.

On occasion, we may hire third parties to perform certain functions on our behalf. Examples include fulfilling orders, delivering packages, removing repetitive information from the Customer List, analyzing data, providing marketing assistance, processing credit card payments, and providing customer service. These third parties have access to your Customer Information to the extent necessary to permit them to do their jobs, however, they may not use it for other purposes.

As PURE FIBER INTERNATIONAL continues to grow and develop, we might sell assets to, or buy assets from, third parties. In such transactions, Customer Information may be one of the transferred business assets. Also, in the unlikely event that PURE FIBER INTERNATIONAL, or substantially all of PURE FIBER INTERNATIONAL’s assets are acquired, Customer Information will be one of the transferred assets.

We also may disclose your Customer Information if we are required to do so by law or we in good faith believe that such action is necessary to (1) comply with the law or with the legal process; (2) protect and defend our rights and property; (3) protect against misuse or unauthorized use of our website; or (4) protect the personal safety or property of our users or the public (among other things, this means that if you provide false information or attempt to pose as someone else, information about you may be disclosed as part of any investigation into your actions).

In addition, we may use the information we obtain from our customers and web surfers in the aggregate to determine our customers’ demographics and preferences. By doing so, we are able to deliver targeted advertisements on our website that you may find to be helpful and informative. We may also use the information we obtain from our customers as cross references or as referrals to others seeking their services.

Other than as stated in this Privacy Policy, we will not release your Customer Information to unknown or unaffiliated third parties.