

NuCerity International, Inc.
Privacy Policy
January 17, 2010

Privacy Policy

We respect and are committed to protecting your privacy. That is why we have adopted this Privacy Policy. This Privacy Policy lets you know how your personal information is processed and used. We promise that we will take the steps to use your personal information only in ways that are compatible with this Privacy Policy. The following policies are only in effect for the Web pages, newsletters, and discussion lists owned and operated by **NuCerity International®**. The following discloses our Privacy Policy.

What information are you collecting and how are you collecting it?

Every computer connected to the Internet is given a domain name and a set of numbers that serve as that computer's "Internet Protocol" IP address. When a visitor requests a page from any Web site within the Nucerity® Network, Web servers automatically recognize that visitor's domain name and IP address. The domain name and IP address reveal nothing personal about you other than the IP address from where you have accessed our site. We use this information to examine our traffic in aggregate and to investigate misuse of the Nucerity® Network, its users, or to cooperate with law enforcement.

What are cookies?

From time to time, NuCerity International® may send a "cookie" to your computer. A cookie is a small piece of data that is sent to your browser from a Web server and stored on your computer's hard drive. A cookie can't read data off your hard disk or read cookie files created by other Web sites. Cookies do not damage your system. We use cookies to identify which areas of NuCerity International ®'s Network of Web sites you have visited or customized so the next time you visit; those pages may be readily accessible. NuCerity International may use this information to better personalize the content and promotions that you see on our sites. You can choose whether to accept cookies by changing the settings of your browser. You can reset your browser to refuse all cookies, or allow your browser to show you when a cookie is being sent. If you choose not to accept these cookies, your experience at our Site and other Web sites may be diminished and some features may not work as intended.

How do you use single-pixel gifs?

NuCerity International ® may use single-pixel gif images, sometimes referred to as web bugs or web beacons, to count Web page accesses and gather some general statistical information. NuCerity® does not gather personal information through the use of these images.

What information do you collect when I register for something?

NuCerity International ® offers access to some services that are free but that require registration. We may use your registration contact information to send notification of NuCerity® products and services by e-mail and/or postal mail.

What other information do you request?

We may also request your e-mail address or mailing address for the purposes of conducting a survey or to provide additional services such as: subscriptions to e-mail newsletters, announcement lists or information about conferences and trade shows. Whenever we request the identity of a visitor, we will clearly indicate the purpose of the inquiry before the information is requested. We maintain a strict "No-Spam" policy that means that we do not intend to sell, rent, or otherwise give your e-mail address to a third-party without your consent. We may, from time to time, send e-mail announcing new NuCerity International ® products and services. Except as stated above, NuCerity International ® will not send you e-mail that you have not agreed to receive. If you choose to supply your postal address in an online form, you may receive mailings from NuCerity International ®. When you enter a contest or other promotion, we may ask for your name, address, and e-mail address so we can administer the contest and notify winners.

What information do you collect when I purchase something?

If you are purchasing something from NuCerity International ®, we need to know your name, e-mail address, mailing address, credit card number and expiration date. This allows us to process and fulfill your order and to notify you of your order status. Certain NuCerity® properties use a shopping cart feature that safeguards this information by using industry standard SSL (Secure Socket Layer) encrypted servers. SSL codes the information transferred between you and the server, rendering it unreadable to anyone trying to intercept the information.

Will you disclose the information you collect to outside third parties?

NuCerity International ® will disclose personal information and/or an IP address when required by law or in the good-faith belief that such action is necessary to:

- 1) Conform to the edicts of the law or comply with legal process served on NuCerity International ®,
- 2) Protect and defend the rights or property of the NuCerity® Network of sites and related properties, or visitors to the NuCerity International ® Network of sites and related properties,
- 3) Identify persons who may be violating the law or otherwise misusing the NuCerity International ® Network or its related properties,
- 4) Cooperate with the investigations of purported unlawful activities.

NuCerity International ® uses reasonable precautions to keep the information disclosed to us secure. NuCerity® reserves the right to transfer all such information in connection with the sale of all or part of NuCerity International ® capital stock or assets. Furthermore, we are not responsible for any breach of security or for any actions of any third parties that receive the information. We are not responsible for such third party privacy policies or how they treat information about their users.

Your Consent To This Agreement.

By using our Web site, you consent to the collection and use of information by NuCerity International ® as specified above. 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. <http://www.Nucerity.com>