

Privacy Policy

Newrise Corp. knows how important your privacy is when it comes to your confidential information. We appreciate the fact that you have entrusted us with personal information, and you can rest assured that we will maintain it carefully and sensibly. This document describes our privacy policy, by visiting any of our websites, you accept the terms listed within.

What personal information do we gather?

We receive and store any information you enter on our websites, or anything that you provide to us via any communication method, including email. You can choose not to provide us with certain information, however, you may not be able to take advantage of the associated offerings. We use this information to better serve you, such as personal customizations on our websites, making your overall experience with us better and improving communications.

What About Cookies?

Cookies are digital messages that we send to your web browser, and your web browser sends these digital messages back when you visit our websites. This allows us to recognize you when you come back to our website, and also increases security during your visits to our websites. Cookies also help in customizing your experience with us, and allows us to provide you with dynamic content based on your preferences. We use Cookies on our websites, and recommend that you accept them to take full advantage of our offerings.

What other information do we collect?

Examples of the automatic information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information such as browser type and version, operating system, and platform; purchase history, which we sometimes aggregate with similar information from other customers to create features; the full Uniform Resource Locator (URL) to, through, and from our Web site, including date and time; cookie number; products you viewed or searched for; and the phone number you used to call us. During some visits we may use software tools such as JavaScript to measure and collect session information, including

page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

Information from Other Sources

Examples of information we receive from other sources include updated delivery and address information from our carriers or other third parties, which we use to correct our records and deliver your next purchase or communication more easily; account information, purchase or redemption information, page-view information, fulfillment, advertising, or other services; search term and search result information from some searches conducted through the Web search features offered by our subsidiary; search results and links, including paid listings; and credit history information from credit bureaus, which we use to help prevent and detect fraud and to offer certain credit or financial services to some customers.

Do we share the information we receive?

We value the personal and confidential information that you have provided us, and are not in the business of selling this to others. This information is used internally, and only shared with subsidiaries of Newrise Corp, or those closely associated who follow our policy, or those with an equivalent policy.

Agents: We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes.

Protection of Newrise Corp. and Others: We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our Conditions of Use and other agreements; or protect the rights, property, or safety of Newrise Corp., our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. This does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from customers for commercial purposes in violation of the commitments set forth in this policy.

With Your Consent: Other than as set out above, you will receive notice when information about you might go to third parties, and you will have an

opportunity to choose not to share the information.

How Secure Is My Information?

We protect all confidential information in transit with the use of Secure Socket Layer (SSL) technology, which encrypts all information from your computer to our servers. In addition, all personal information is stored in an encrypted backend database, which is not directly accessible via the Internet. It is important that you prevent unauthorized access to your personal computer, that you password protect it, and logout when you are finished using it.

Which Information Can I Access?

We give you access to account and personal information that we have stored, with the purpose of viewing, and in certain cases, updating.

Do you adhere to Safe Harbor?

Newrise adheres to the Safe Harbor Privacy Principles as described and agreed by the U.S. Department of Commerce and the European Union.

Conditions of Use, Notices, and Revisions

If you choose to visit any of our websites, your visit and any dispute over privacy is subject to this Notice and our Conditions of Use, including limitations on damages, arbitration of disputes, and application of the law of the state of Florida. If you have any concern about privacy, please contact us with a thorough description, and we will make every attempt to resolve it.

Our business changes constantly, and our Privacy Notice and the Conditions of Use will change also. We may e-mail periodic reminders of our notices and conditions, unless you have instructed us not to, but you should check our Web site frequently to see recent changes. Our current Privacy Policy applies to all information that we have about you and your account. We will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of affected customers.