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Use of Information by Bugnboo.com

We gather certain types of customer information in an effort to improve your shopping experience and to communicate with you about our products, services, promotions and contests.

Information Collected by Bugnboo.com

Bugnboo.com collects two types of information about users: "Personal Information" (such as name, email address, mailing address and phone numbers) and "Aggregate Information" (such as information about how many users log on to our sites on a daily basis).

Personal Information Collected Online by Bugnboo.com

Personal Information is collected online when users voluntarily register with Bugnboo.com to receive electronic newsletters, answer surveys and enter contests and other promotional opportunities provided on Bugnboo.com.

Aggregate Information Collected Online by Bugnboo.com

Aggregate Information is non-personally identifiable/anonymous information about you, such as age, gender, types of products purchased, pages you access most frequently or search terms you enter. Aggregate Information is used in a collective manner, and no single person can be identified by that compiled information. Tracking Internet Protocol (IP) addresses is one method of collecting Aggregate Information about your activities online and information volunteered by you. An IP address is a number that is automatically assigned to your computer whenever you surf the Web. The computers, which deliver the Web pages to you, automatically identify your computer by its IP address. When you request a page from our site, our servers log your IP address.

Sharing Information Collected Online with Third Parties, Consultants and Affiliates

Bugnboo.com does not share, sell or trade with third parties your Personal Information gathered online, such as email addresses, Personal Information collected as part of an online survey or other specific details about you. We do not contribute to or participate in cooperative databases, which give other companies access to such Personal Information.

Use of Cookies

A cookie is a small data file that Web sites, when you visit them, often store on your hard drive. A cookie may contain information (such as unique user ID), which is used to track the pages of the sites you've visited. Bugnboo.com uses cookies to measure activity on our site, which allows us to determine which areas and features of our site are most popular. This information allows us to make improvements and updates to enhance your Bugnboo.com experience.

Notice to P3P Users

The Platform for Privacy Preferences Project ("P3P") is a standard developed by the World Wide Web Consortium ("W3C") that provides an automated, machine-readable mechanism for understanding the use of your Personal Information by the Web sites you visit. P3P uses a standardized set of multiple choice questions covering the major elements of a Web site's privacy policy to provide a cross-section of how the particular Web site handles the personally identifiable information of its users. P3P-enabled browsers can automatically read this set of preferences made available by P3P-enabled Web sites and compare this information to the user's own set of privacy preferences. For example, Internet Explorer 6.0 requires third parties to set cookies to deliver P3P "compact" cookie policies with their cookies, and other browsers may use this mechanism soon. To enhance your online experience further, the Polo Web site is now P3P enabled. For more information on the W3C and P3P, please visit <http://www.w3.org/P3P/>. Given certain limitations in the parameters chosen by W3C, however, the P3P mechanisms may not describe Bugnboo.com's privacy practices as accurately as this Privacy Policy. Accordingly, where discrepancies exist between this Privacy Policy and the P3P "compact" policies, this Privacy Policy shall control.

Information Removal

If you prefer not to receive information from Bugnboo.com, either by email or postal mail, please let us know by sending us an email at info@bugnboo.com. Please be sure to include your full name, email address, postal address and any message. Please note that such requests may take up some time before they come into effect.

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