

Privacy Policy

This statement discloses the privacy practices for Second Bite. Our goal is to provide the consumer with an opportunity to review an order and reinitiate the check out process from within a permission-based email message after abandoning a shopping cart on a Second Bite client site. The nonbulk, permission-based email message is delivered after Second Bite detects the abandonment and contains the abandoned shopping cart's content, including items selected, prices, shipping costs, and taxes.

What Personally Identifiable Information of yours is collected

When you visit SecondBite.com or a Second Bite client site, you may be asked to provide certain information about yourself (e.g., name and email address). We use this information to send you nonbulk, permission-based email containing your shopping cart information after abandoning a shopping cart on a Second Bite client site.

COOKIES

To enable many of the features available at Second Bite, we may assign "cookies" to your Internet browser. A cookie is a small text file that contains a unique identification number stored on your computer. Cookies by themselves cannot be used to find out the identity of any user. This unique identification number automatically identifies your browser - but not you - to our computers whenever you interact with Second Bite or client site. Only when you agree to provide personally identifiable information to Second Bite or a Second Bite client will we be able to know anything about you other than the random number that our server computers originally assign to your browser.

Second Bite uses "cookie" technology to make your visits more convenient for you. We use cookies to give you the option of saving shopping cart and contact information so you don't have to enter it repeatedly when you are navigating through a Second Bite client site. These are set so we may better customize your experience on Second Bite for your future visits. You are free to reject or "Not Accept" the placement of some or all of our cookies.

There is a lot of confusion about cookies, how they are used, and what they can do. Cookies only contain information that the server computer "knew" in the first place, and can only be read by the serving domain that placed them. For instance, if XYZ.com (a fictitious company) utilizes cookies, Second Bite's servers can't read their contents nor can XYZ.com's servers read ours.

Cookies are an essential part of how the Internet works today, and allow server computers to recognize your computer's browser when you return. If you have ever visited a Web page that automatically provides personalized content without you having to "sign in," such as your own stock portfolio, this is almost certainly being accomplished with a cookie. Since cookies are only text files, they cannot "run" on your computer and have no ability to search your computer for other information, or transmit it to anyone.

What Organization is collecting the information

The data you provide to Second Bite or a Second Bite client site is collected by Second Bite and the Second Bite client site you are visiting. Second Bite is a web site owned and operated by Second Bite.

How the information is used

The personal profile information you submit to Second Bite remains your property, but by submitting that information you grant Second Bite the right to use that information for marketing purposes. Second Bite may also use such information to fulfill orders and feedback purposes.

How the information is shared

We **DO NOT** share, rent or sell the personal information that you supply to us, other than with the owners and operators of the Second Bite client website(s) where you submitted such information. We may join together with other businesses to bring selected targeted opportunities to you based on abandoned shopping cart and contact information you submitted. In addition, Second Bite reserves the right to release information collected (1) in the event Second Bite believes such information pertains to an unlawful act, (2) if the information is subpoenaed, (3) if Second Bite is sold or acquired, (4) or when Second Bite deems it necessary or appropriate.

Second Bite operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary, and only authorized individuals have access to the information provided by our members.

Third-Party Links

For your convenience Second Bite delivered email communication contains links to third-party Web sites that are not owned or controlled by us. We are not responsible for the privacy practices of these other Web sites. We encourage you to note when you leave a Second Bite delivered email message, you should read the privacy statements of these other Web sites. This Privacy Policy applies solely to information collected by Second Bite.

Children

You must be at least 13 years of age to register and use Second Bite. If you are under 13, you will not be allowed to register with Second Bite. Second Bite has implemented this policy and technology to comply with the Federal Children's Online Privacy Protection Act of 1998 (COPPA).

Contacting Second Bite

Second Bite respects your privacy and uses the information you provide us with integrity and full disclosure. If you ever feel this policy has been broken, let us know. If you have any questions about this Privacy Policy, the practices of Second Bite, or your dealings with us, please contact us by email to Privacy@SecondBite.com or by postal mail to: Second Bite, 300 W 19th Street Terrace, Kansas City, MO 64105, Attn: Privacy Dept.