



What our Privacy Policy Covers

This Privacy Policy covers any personal information that Eyetopia obtains from you when you use services on our site. This policy does not cover the practices of companies that Eyetopia does not own or control, or the actions of people that Eyetopia does not employ or manage.

Our Privacy Policy may change in the future. We invite you to check back periodically to see if we have made any changes. If we make any material changes, we will post a notice on our home page.

By using this site, you agree to the terms of our policy.

What Personal Information is Collected

Depending on how you use Eyetopia, we may ask you to share personal information with us. *Whether you choose to give Eyetopia information is completely up to you, but keep in mind that if you withhold information, you may not be able to use some of our services.*

When Personal Information is Collected

Eyetopia will ask you for information, including some personal information, if you use one of several services:

Becoming a registered user. In order to register, you need to share some personal information, such as your name and e-mail address. You do not have to be a registered user to visit Eyetopiaproducts.com's web pages. But, you will have to register if you want to receive important information from Eyetopiaproducts.com as it becomes available.

Making a purchase. When you buy something on Eyetopiaproducts.com, you have to supply a billing address, phone number, shipping address, and credit card information.

How Eyetopia Protects Your Information

We realize that our customers trust us to protect their personal information. We take that task seriously. We maintain physical, electronic and procedural safeguards to protect your personal information. For example:

We use industry-standard Secure Sockets Layer ("SSL") authentication to guarantee the confidentiality of online transactions made on our site. SSL authentication and encryption of the information that you send to us over the Internet help protect your online transaction information from third party interception.

- We never display your full credit card number once it has been entered. We will only reveal the last four digits of your credit card for verification purposes.
- We urge you to protect your own privacy. We recommend that you do not share your password with anyone or share your password in an unsolicited phone call or e-mail.

Unfortunately, despite all of our efforts, there is always a risk that third parties may unlawfully intercept transmissions. This reality is true of all Internet use. As a result, we cannot ensure the security of any information you transmit, and you transmit all information at your own risk.

How Eyetopia Uses Your Personal Information

Eyetopia collects personal information primarily to make our services more rewarding for you to use. We usually use this information for internal purposes, such as studying our customers' preferences. We may also use your information to contact you for account and promotional purposes.

In the event that another company buys the assets or stock of Eyetopiaproducts.com, your personal information may then belong to another entity.

How to Avoid Receiving Newsletters and Other Eyetopiaproducts.com Materials

We use e-mail addresses to send out newsletters and other announcements with information about Eyetopiaproducts.com's new products, gifts and special features. When you register, you can choose not to receive these announcements by opting-out of delivery. If you receive an e-mail and want to avoid further messages, look at the end of the e-mail for instructions on how to remove yourself from the mailing list.

Who Views Your Personal Information

Eyetopia may share your personal information with companies that perform services for us, such as fulfilling orders, delivering packages, sending postal mail and e-mails, analyzing customer data, providing marketing assistance, processing credit card payments, investigating fraudulent activity, conducting customer surveys, and providing customer service. They have access to personal information needed to perform their functions, but may not disclose your personally identifiable information for other purposes.

Some personal information is stored on servers owned by other companies. Only Eyetopia has the right to access this information.

We currently share aggregate information about our customers with advertisers and marketing partners. This information does not identify individual users.

Any personal information that you include in your profile or any content submitted when using the Ratings & Reviews or the Question & Answer services will be displayed on Eyetopiaproducts.com, so please consider before submitting any such content.

Personal information may be disclosed if required by law.

Eyetopia does not currently sell or license personal information. Before selling or licensing your personal information, we will post a notice in this Privacy Policy and on our home page.

Eyetopia's Use of Web Beacons

We have included web beacons on some of our web pages. Eyetopia uses web beacons to transfer data (such as purchase and site usage history). Eyetopia may provide this data to companies that assist Eyetopia in data research and analysis; these companies are prohibited from using this data for any other purpose. The analysis and research helps Eyetopia to determine customer preferences and improve Eyetopia's offerings. Eyetopia may also rely upon third parties to assist with the use and implementation of the web beacons.

Definition of web beacon: A *web beacon*, sometimes called a pixel, is a graphic image or small string of code, that is included on web pages or in an email to enable the transfer of data. Web beacons can be used by companies for several purposes such as reporting web site traffic, customer preferences, advertising effectiveness, and general auditing.

Making a Purchase

When you buy something on Eyetopiaproducts.com, you have to supply a billing address, phone number, shipping address, and credit card information.

Children Under 13

You can look at our site, but you cannot make a purchase. You also cannot become a registered user, or use any service that asks for personal information. Our site is not designed for children. We do not wish to collect personal information from children under 13.

This policy is designed to protect children. Federal law requires us to take special steps to safeguard children's privacy.

If you register with us and we discover that you are under 13, we will delete your registration. We will send you a message if we do this. If you are under 13 and want to make a purchase, please ask a parent to place the order for you.

Cookies on Eyetopiaproducts.com

We collect some anonymous information about how you use the site by setting and accessing cookies on your computer. These cookies track information such as how often you visit our web site, what pages you view, and where you go after you leave the site. The cookies track your computer, not you. They are not connected to any personal information about you.

Questions About This Policy

If you have any questions about this Privacy Policy, or the content or practices of our website, you can contact Eyetopia directly at:

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