

THE BACH, INC. – PRIVACY POLICY

Last Updated on October 1, 2013.

We Value Your Privacy

The Bach, Inc. respects the privacy of its users and has developed this Privacy Policy to demonstrate our commitment to protecting your privacy. This Privacy Policy is intended to describe for you, as an individual who is a user of our website and our mobile site, the “Site,” the information we collect, how that information may be used, with whom it may be shared, and your choices about such uses and disclosures.

We encourage you to read this Privacy Policy carefully when using our Site or services or transacting business with us. By using our Site, you are accepting the practices described in this Privacy Policy.

If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact us.

Personal Information Collected:

We collect information:

1. When you sign up to receive updates from The Bach, we collect your e-mail address.
2. When you register an account to become a user of The Bach (“User”), we collect your name, age, e-mail address and a password.
3. When you register an account to become a User by signing up through Facebook, we may collect certain account related information. For example, our Service allows you to create and/or associate an account on our Service using your Facebook account credentials through Facebook Connect. If you choose to connect to The Bach Service through Facebook Connect, then The Bach will access the following information, if available: the primary e-mail address you associate with your Facebook account, your gender, name, your birth date, your country or locale and your Facebook ID.
4. We may also collect and store personal information that you provide to us about other people. If you use our Site to send others (friends, relatives, colleagues, etc.) a product as a gift, information that may interest them, invitations or messages through our system, we may store your personal information, and the personal information of each such recipient. We use guests’ contact information to allow them to respond to and comment on your electronic invitation from The Bach. At your request, we may send Reminders to guests, other event related information, and we may display their e-mail address to other guests of the same event. We also may send post-event e-mails to the host and guests. If you use our Reminders service, we use the information you provide in your Reminders to send it to you and others to whom you have requested it be sent. Other than as described

in this Policy, we will not intentionally sell or otherwise disclose guest contact information you submit to any third party. We may also collect guests' contact information in order to provide certain services through our Site.

5. When you post reviews and photos of venues to the Site, this content is meant for public consumption. We may display this content on the Site, and further distribute it to a wider audience through third party sites and services.

Use of Cookies and Other Technologies to Collect Information:

- We automatically collect information from you when you visit our Site. This information may include your IP address, your browser type and language, access times, the content of any undeleted cookies that your browser previously accepted from us, and the referring website address.
- When you visit our Site, we may assign your computer one or more cookies to facilitate access to our Site and to personalize your online experience. Through the use of a cookie, we also may automatically collect information about your online activity on our Site, such as the web pages you visit, the links you click, and the searches you conduct on our Site. Most browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies. If you choose to decline cookies, please note that you may not be able to sign in or use some of the interactive features offered on our Site.
- We may use standard Internet technology, such as web beacons and other similar technologies, to track your use of our Site. We also may include web beacons in promotional or other e-mail messages or newsletters to determine whether messages have been opened and acted upon. The information we obtain in this manner enables us to customize the services we offer our Site visitors to deliver targeted advertisements and to measure the overall effectiveness of our online advertising, content, programming, or other activities.
- We may allow third parties, including our authorized service providers, advertising companies, and ad networks, to display advertisements on our Site. These companies may use tracking technologies, such as cookies, to collect information about users who view or interact with their advertisements. Our Site does not provide any personal information to these third parties. This information allows them to deliver targeted advertisements and gauge their effectiveness.

Uses of Personal Information:

We use information you provide to:

1. Enable you to share your information and communicate with other Users;
2. Manage your account and provide you with customer support;

3. Send you service or promotional communications through e-mail and notices on the Site;
4. Verify your eligibility and deliver prizes in connection with contests and sweepstakes;
5. Enforce our Terms of Service;
6. Manage our business; and
7. Perform functions as otherwise described to you at the time of collection.

If you provide us with financial information and/or payment information for the purpose of making transactions using our services, then we may use such information to process payment for any purchases made on our Site, to protect against or identify possible fraudulent transactions, and otherwise as needed to manage our business.

Conditions Under Which We Share Information:

We do not sell, rent, or otherwise provide personally identifiable information to third parties without your consent except where it is necessary to carry out your instructions. We do not share your personal information with others except as indicated below or when we inform you and give you an opportunity to opt out of having your personal information shared.

We may share personal information with:

- **Other Users.** Users and/or guests receiving the same Itinerary or Invitation as you will be able to view your name and e-mail address that you provide. If you provide Feedback or a Response Message, these same Users and/ or guests will be able to view the content of any messages you post or send related to the event.
- **Authorized Service Providers.** We may share your personal information with our authorized service providers that perform certain services on our behalf. These services may include fulfilling orders, processing credit card payments, providing customer service and marketing assistance, performing business and sales analysis, supporting our Site functionality and data and IT infrastructure, and supporting contests, sweepstakes, surveys and other features offered through our Site. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.
- **Business Partners.** When you make purchases, reservations, or engage in promotions offered through our Site or our services, we may share personal information with the businesses with which we partner to offer you products, services, promotions, contests and/or sweepstakes. When you elect to engage in a particular merchant's offer or program, you authorize us to provide your email address and other information to that merchant.
- **Other Situations.** We also may disclose your information:

- In response to a subpoena, similar investigative demand by a government agency or a court order; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us.
- When we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity.
- In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

We may share aggregated and non-personal information we collect under any of the above circumstances. We may also share it with third parties to deliver targeted advertising on our Site and on websites of third parties. We may combine non-personal information we collect with additional non-personal information collected from other sources. We also may share aggregated information with third parties, including advisors, advertisers and investors, for the purpose of conducting general business analysis. For example, we may tell our advertisers the number of visitors to our Site and the most popular features or services accessed. This information does not contain any personal information and may be used to develop Site content to better serve you and other Users.

Third-Party Websites:

There are a number of places on our Site where you may click on a link to access other websites that do not operate under this Privacy Policy. For example, if you click on an advertisement or a search result on our Site, you may be taken to a website that we do not control. These third-party websites may independently solicit and collect information, including personal information from you, and, in some instances, provide us with information about your activities on those websites.

Your Information Choices:

If you no longer wish to provide us with your personal information, you can:

1. Unsubscribe from e-mails.
2. Delete your account.
3. Tell us to remove you from the mailing list or to delete your account at hello@thebach.com

Your Obligations to Other Users:

You may not abuse The Bach mailing list service to spam, abuse, harass, or otherwise violate the User Agreement or Privacy Policy.

Security:

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet or via mobile device, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your e-mail communications at all times.

Children's Privacy:

Our Site is intended for adult audiences, and we do not knowingly collect personal information from children under the age of 13. If you become aware that a child has provided us with personal information without parental consent, please contact us at hello@thebach.com. We will take steps to remove such information and terminate the child's account.

No Rights of Third Parties:

This Privacy Policy does not create rights enforceable by third parties or require disclosure of any personal information relating to Users of the website.

Changes to This Privacy Policy:

We will occasionally update this Privacy Policy to reflect changes in our practices and services. When we post changes to this Privacy Policy, we will revise the "last updated" date at the top of this Privacy Policy. If we make any material changes in the way we collect, use, and/or share your personal information, we will notify you by sending an email to the email address you most recently provided us in your account, profile or registration (unless we do not have such an email address), and/or by prominently posting notice of the changes on our website.

How to Contact Us:

If you have questions or comments, please send them to us at hello@thebach.com or contact us at:

The Bach, Inc.
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Ithaca, NY 14850