

Privacy Policy

(Last Revised on: July 17, 2007)

I. PURPOSE

Chopra Enterprises, LLC (hereinafter “Chopra,” “Our,” or “We”) values your privacy. The purpose of this Privacy Policy is to inform you as to the information We may collect, the way We use such information, and how We may disclose that information. This Privacy Policy is part of Our Terms of Use Agreement and is incorporated into that Agreement. By visiting chopra.com (“Website”) you are accepting and consenting to this Privacy Policy.

II. INFORMATION USE, COLLECTION, AND DISCLOSURE

Information Collected by Chopra: The information We learn from you helps us personalize and improve your shopping experience on the Website. Most of the information that we collect is the information that you give us. We receive and store any information you enter on our Website or give to us in any other way. Examples include your contact information, like your name, address, email address, and phone number. Additionally, you will provide Chopra with certain financial information on the Website or otherwise. We also may collect shipping, billing, and other information that you provide to purchase or ship an item, and We may collect other supplemental information from third parties. For example, if you incur a debt to Chopra, We may conduct a credit check by obtaining additional information about you from a credit bureau, as permitted by law; or, if the information you provide cannot be verified, We may ask you to send us additional information, such as your driver license, credit card statement, or a recent utility bill or other information confirming your address, or we may ask you to answer additional questions online. You can always choose not to provide certain information, but then you might not be able to take advantage of many of our features.

Like most standard website servers, we use log files to collect Internet Protocol (IP) addresses, browser type, Internet Service Provider (ISP), referring/exit pages, platform type, and date/time stamp. We use the information to analyze site usage, administer the site, understand usage and navigation trends in aggregate, and determine the relevance of content. This information, however, is not linked to any personally identifiable information.

Use of Information by Chopra: Information supplied by you to Chopra, which is personally identifiable information, is used by Chopra to serve you and operate and maintain Our services. For example, We use the information to respond to your requests, to customize future shopping for you, to improve our Website, and to communicate with you. We do not use personally identifiable information

without your consent for any commercial or marketing purpose; however, We may use your email address or information without your consent for non-commercial, non-marketing, or administrative purposes.

Disclosure of Information by Chopra: While We may receive information about you from other sources and add it to our account information, We would not sell or provide any personally identifiable information to third parties. Information about our customers is an important part of our business, but We are not in the business of selling any personally identifiable information to others. We reserve the right, however, to disclose personally identifiable information that We believe is necessary or appropriate to enforce Our rights under this Agreement; and, information may be disclosed or used to investigate or defend against any allegation or claim against Chopra or involving Our services, to assist government enforcement agencies, or to protect the property rights and safety of anyone. Chopra may release information if required to do so by law or in good faith it is necessary to comply with any law. We also may exchange information with other companies and organizations for fraud protection and credit risk reduction.

III. PLEDGE TO SECURITY

Although we intend to use reasonable safeguards to protect the security of personal information, We have limited control and cannot provide or guarantee complete security of any information. Therefore, your posting or transmitting of personal information is done at your own risk. If there is a serious breach in the security of Chopra's services, then We will attempt to contact you, to allow you to take further steps necessary to protect your information.

IV. INTERNATIONAL USE

Chopra's services are hosted in the United States and are for the use of users in the United States; however, if you use and access the Website or services from outside of the United States, then be aware that United States laws apply to Chopra and its services, as opposed to any foreign or regional law that may relate to intellectual property rights, privacy rights, or other rights, or collection of data.

V. POLICY REGARDING CHILDREN

Chopra does not knowingly collect or maintain any information from persons under 18 years of age, and no part of Our services or Website is directed to persons under 18 years of age. If Chopra learns that personally identifiable information of persons under 18 years of age has been collected without parental consent, then Chopra will take the appropriate steps to delete the information. Chopra does not sell products for purchase by children. If you are under 18, you may use the Website only with the involvement of a parent or guardian.

VI. MERGER, SALE, BANKRUPTCY, OR OTHER EVENT

As We continue to develop our business, We might sell or buy stores, subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets. If Chopra is acquired by or merged with any other entity, We reserve the right to assign or transfer any information that We have collected; and, for any bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or for any application of laws or equitable principles affecting creditors' rights, your information might be transferred or disclosed.

VII. UPDATES AND CHANGES TO PRIVACY POLICY

At any time and from time to time, this Privacy Policy may, in Our sole discretion, be amended or modified without any notice or consent. It is up to you to maintain awareness of Chopra's Privacy Policy, and your use and continued use of the Website or Our services constitutes your acceptance and consent to this Privacy Policy and all future amendments or modifications thereto. If you choose to visit the Website, your visit and any dispute over privacy is subject to this Privacy Policy and our Terms of Use Agreement.

VIII. LIMITATION OF LIABILITY

YOU UNDERSTAND AND AGREE THAT ANY DISPUTE OVER PRIVACY IS SUBJECT TO THE TERMS OF THIS PRIVACY POLICY AND OUR TERMS AND CONDITIONS (INCLUDING LIMITATIONS ON DAMAGES AND MEDIATION OF DISPUTES). YOU AGREE THAT CHOPRA'S LIABILITY FOR ANY BREACH OF THIS PRIVACY POLICY SHALL BE LIMITED TO THE GREATER OF THE VALUE OF THE PRODUCTS OR SERVICES PROVIDED TO YOU BY CHOPRA OR \$250 TO THE EXTENT SUCH CLAIM IS NOT OTHERWISE BARRED BY OUR TERMS AND CONDITIONS.

IX. CONTACT US

For more information or if you have questions or concerns regarding Our Privacy Policy, please contact us at the address, telephone number or email address below:

Chopra Enterprises, LLC
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