

Privacy Policy and Legal Info

VeryFirstNoel.com (Reel FX, Inc. d/b/a Exclaim Entertainment)
PRIVACY POLICY

At **VeryFirstNoel.com**, we strive to educate children and their parents or guardians about safe ways to protect their privacy and safely participate in online activities. We are committed to complying fully with the Children's Online Privacy Protection Act of 1988. Our privacy policy is described below. We strongly encourage children to check with their parents or guardian before accessing or using any website, and we encourage parents and guardians to talk with their children regarding the release of personal information to anyone they don't know. Only individuals over the age of 18 are authorized to enter personally identifiable information on the **VeryFirstNoel.com** website.

Information Collected

At **VeryFirstNoel.com**, it is our policy to create website content that requires minimum collection of information from our visitors. In general, we limit our collection of information related to children to what is provided by parents and guardians and what is known as non-personal information. This may include a child's first name, birthday, gender, state, zip code, and country of residence. This information is collected so that children can participate in activities, such as playing games, without giving unnecessary personal information. From time to time, however, in connection with certain activities, such as contests or subscriptions, we may request limited personally identifiable information (e.g., a child's or a parent's email address or, if products or services are being purchased by an adult, the adult's mailing and billing addresses and credit card information.) **VeryFirstNoel.com** does not require a visitor to submit any personal information other than information that is reasonably necessary to enable the visitor to participate in our online activities.

Contests and Sweepstakes

VeryFirstNoel.com may occasionally offer contests and sweepstakes, which may be entered online. To participate, the visitor must be at least 18 years of age and will be asked to provide his or her first name, last name, and email address. All information collected by **VeryFirstNoel.com** for the contest or sweepstakes is securely maintained and used for the purpose of conducting and completing the contest or sweepstakes. We may also request permission to contact the participant again in the future. Once the contest or sweepstakes is concluded, we then delete any personal information collected for that purpose. The information collected for a contest or sweepstakes may be passed to a third party who is assisting **VeryFirstNoel.com** with fulfillment or other services related to the contest or sweepstakes. These third parties are not authorized by us to use the information for other purposes and they have agreed to maintain the confidentiality of such information.

Ordering Products

When a customer makes purchases through **VeryFirstNoel.com**, the customer must provide his or her first name, last name, billing and shipping addresses, email address, credit card type/name on card/number/expiration date, and possibly a telephone number. We also may provide our customers with the opportunity to send purchased gift items to family and friends. In order to enable us to do so, we may offer to send, on behalf of a customer who requests it, emails notifying the intended recipient that someone has sent them a gift. To do this, we ask the customer to provide the first name and email address of the recipient. We only use this information to send the recipient the item(s) as requested by the customer. Additionally, during the checkout process, customers may be provided the opportunity to receive newsletters, sales, or promotions. If the customer selects one or more of these options, they will be added to a contact list for future offerings related to those selected options. To be removed from the contact list at any time, customers will be provided with an option to unsubscribe. If a customer does not complete the order process (e.g., failing to enter a valid credit card number or failing to complete a purchase transaction), the information the customer submitted during that order process will not be captured by our systems. Once a customer has successfully completed an order process, an account will be created and maintained to enable **VeryFirstNoel.com** to better provide service to the customer. We use this information to process the customer's orders and to send order confirmations via email. We may also send our customers a print catalog based on the information provided. We do not sell, transfer, or share the information with third parties, except those third parties specifically engaged by us to provide assistance in fulfillment, customer service, or other **VeryFirstNoel.com** activities related to its customers. These third parties are not authorized by us to use the information for other purposes and they have agreed to maintain the confidentiality of such information.

Customer Service

VeryFirstNoel.com visitors may wish to email us with questions or comments about our online activities and other Exclaim-related activities, products, and services. Other than a parental email address, we do not request that users submit any personal information online for general customer service inquiries. We may, however, ask for additional non-personal information to better help us respond to customer service questions. We use the parental email address to communicate directly with parents/guardians about site-related questions and to provide them with answers and information that they and their children may find helpful. We retain the submitted information to better serve the customer in the future. We will request permission via email before contacting the customer again in the future. We do not transfer or share information received via customer service with any third parties, except those third parties specifically engaged by us to provide assistance with **VeryFirstNoel.com** customer service issues. These third parties are not authorized by us to use the information for other purposes and they have agreed to maintain the confidentiality of such information.

Use of Information

VeryFirstNoel.com uses or may use personally identifiable information provided by our visitors for such purposes as sending requested information, products, electronic postcards, or email messages on their behalf, conducting contests or sweepstakes, and responding to customer service inquiries. **VeryFirstNoel.com** currently does not disclose any personally identifiable information to third parties other than those engaged to assist **VeryFirstNoel.com** with specific activities and services (e.g., distributing e-newsletters and conducting contests or sweepstakes). These third parties are not authorized to use such information for any other purposes and they have agreed to maintain the confidentiality of such information. **VeryFirstNoel.com** does not otherwise disclose any personally identifiable information about its online visitors to outside marketing organizations or other third parties without the express consent of the visitor (or, in the case of a child, the express consent of his or her parent/guardian), subject only to the exceptions noted below.

Exceptions to Use of Information

As noted elsewhere, **VeryFirstNoel.com** may transfer, disclose, or share information, including personally identifiable information, about its online visitors to third parties engaged by **VeryFirstNoel.com** specifically to provide assistance in carrying out **VeryFirstNoel.com** online activities. Those third parties are not authorized to use the information for any other purpose, and they have agreed to keep the information confidential. Additionally, in the event that all or substantially all of the assets relating to **VeryFirstNoel.com** are transferred or sold to another entity, **VeryFirstNoel.com** may transfer such information to the acquiring entity. Finally, we may also disclose personally identifiable information to third parties in order to comply with law or requests by law enforcement agencies, or otherwise as we deem necessary to protect the rights, property, or safety of our website, the users of our website, and others.

Cookies and Log Data

“Cookies” are information files that your web browser places on the hard drive of your computer when you visit a website. Cookies cannot damage user files, nor can they read information from a user’s hard drive. Cookies allow websites to “remember” user activities on a website and a user’s visit to a site. At **VeryFirstNoel.com**, cookies are used to determine the number of unique visitors to our website over a given period of time. Cookies also allow us to remember screen user screen names so that the user does not need to log in every time he or she visits us. We do not store any personally identifiable information into cookies, nor do we link or combine information collected through cookies to any personal information about children or others that is submitted online when participating in our activities. You can disable cookies on your computer by indicating this in the preferences or options menus in your browser.

Log data collected on **VeryFirstNoel.com**'s web servers supply **VeryFirstNoel.com** with aggregate information about the number of visits to different pages on our website. **VeryFirstNoel.com** uses that information to improve access to our content based on our visitors' browsers and operating system types to make our content available to as many children and other visitors as possible. We do not link the log data collected to the personally identifiable information that our visitors submit online when participating in our online activities.

Parental Access

At **VeryFirstNoel.com**, our goal is to help parents and guardians ensure that their children have a safe and enjoyable online experience. That is why we've set up a system by which parents/guardians can request to view any personally identifiable information collected about his or her child, request corrections of any inaccurate information, have that information deleted, and/or request that there be no further collection or use of that information. Please click here to contact us. **VeryFirstNoel.com** will take steps to verify the identity of anyone requesting information about a child and to ensure that the requesting party is, in fact, the child's parent or guardian.

Security

VeryFirstNoel.com has taken steps to ensure that personally identifiable information collected in the future is secure. This may include limiting the number of people having physical access to our database servers as well as using electronic security systems and password protections that guard against unauthorized access. **VeryFirstNoel.com** also provides a "bumper page" when linking from **VeryFirstNoel.com** to outside websites, in order to let children and our visitors know when they are leaving **VeryFirstNoel.com** and going to another company's site. This bumper page will remind them not to give out information online without getting permission from their parents/guardians. **VeryFirstNoel.com** may provide links to other sites that may have their own information collection practices. Those websites are governed by their own privacy policies and information collection practices, which may be substantially different from our. We encourage visitors to other websites to review the privacy policies and information collection practices of those websites.

Questions? Concerns?

We invite you to contact us with any questions, comments, or concerns you may have regarding **VeryFirstNoel.com**'s privacy policy, information collection practices, or other activities. Please email us at:

customerservice@VeryFirstNoel.com

You can also call us at:
866-797-5813

California Civil Code Section 1798.83 permits website visitors who are California residents to request certain information regarding the disclosure of personal information to third parties for their direct marketing purposes. We do not currently disclose personal information of our visitors to third parties for their direct marketing purposes. However, we want to advise you of the existence this recently-enacted law and to confirm that you are welcome to contact us at any time regarding personal information collected or used in any manner by **VeryFirstNoel.com**.

This privacy policy was last updated on September 22, 2005.

The **VeryFirstNoel.com** website is subject to change.

The **VeryFirstNoel.com** website is intended for domestic viewers and, consequently, it is directed towards residents of the United States.