

# Privacy Policy

This Statement of Privacy applies to the CRAVETHECUP.COM (The Cup, LLC) and governs data collection and usage. By using the CRAVETHECUP.COM website, you consent to the data practices described in this statement.

## Collection of your Personal Information

The Cup, LLC may collect personally identifiable information, such as your e-mail address, name, address, telephone number and birth date. The Cup, LLC may also collect anonymous demographic information, which is not unique to you, such as your Postal Code, age, gender, preferences, interests and favorites.

Information about your computer hardware and software also may be automatically collected by CRAVETHECUP.COM. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used by The Cup, LLC for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the CRAVETHECUP.COM website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through CRAVETHECUP.COM public message boards, this information may be collected and used by others.

The Cup, LLC encourages you to review the privacy statements of websites you choose to link to from CRAVETHECUP.COM so that you can understand how those websites collect, use and share your information. The Cup, LLC is not responsible for the privacy statements or other content on websites outside of the CRAVETHECUP.COM and The Cup, LLC family of websites.

## Use of your Personal Information

The Cup, LLC collects and uses your personal information to operate the CRAVETHECUP.COM website and deliver the services you have requested. The Cup, LLC will send confirmation emails following registration to all registered patrons. We will also periodically send company updates to registered users.

The Cup, LLC may also use your personally identifiable information to inform you of other products or services available from The Cup, LLC and its affiliates. The Cup, LLC may also contact you via surveys to conduct research about your opinion of current services or of potential new service or products that may be offered.

The Cup, LLC does NOT sell, rent or lease its customer lists to third parties. The Cup, LLC employs other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance and processing credit card payments. They may have access to personal information needed to perform their functions, but may not use it for other purposes.

The Cup, LLC does NOT use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

The Cup, LLC keeps track of the websites and pages our customers visit within CRAVETHECUP.COM, in order to determine what CRAVETHECUP.COM services are the most popular. This data is used to deliver customized content and advertising within CRAVETHECUP.COM to customers whose behavior indicates that they are interested in a particular subject area.

The Cup, LLC website will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on CRAVETHECUP.COM or the site; (b) protect and defend the rights or property of The Cup, LLC; and, (c) act under exigent circumstances to protect the personal safety of users of CRAVETHECUP.COM , or the public.

## **Use of Cookies**

The CRAVETHECUP.COM website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize CRAVETHECUP.COM pages, or register with CRAVETHECUP.COM site or services, a cookie helps CRAVETHECUP.COM to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same CRAVETHECUP.COM website, the information you previously provided can be retrieved, so you can easily use the CRAVETHECUP.COM features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the The Cup, LLC services or websites you visit.

## **Security of your Personal Information**

CRAVETHECUP.COM secures your personal information from unauthorized access, use or disclosure. CRAVETHECUP.COM secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

## **Changes to this Statement**

The Cup, LLC will occasionally update this Statement of Privacy to reflect company and customer feedback. The Cup, LLC encourages you to periodically review this Statement to be informed of how The Cup, LLC is protecting your information.

## **Contact Information**

The Cup, LLC welcomes your comments regarding this Statement of Privacy. If you believe that CRAVETHECUP.COM has not adhered to this Statement, please contact The Cup, LLC at [info@cravethecup.com](mailto:info@cravethecup.com) or at:

The Cup  
1420 Tamm Ave., St. Louis, MO 63139  
314-647-6000

To unsubscribe from The Cup, LLC's emails, you can click the unsubscribe or manage your email communications links at the bottom of the email.