

PRIVACY POLICY

Welcome to our site ("Site"). Sparks values your privacy and we have created this privacy policy to ensure that you understand our policies and procedures, what personal information we collect as you use the Site and how we use the collected information. This policy applies only to information collected through www.sparksonline.com and not to information collected through other Sparks marketing initiatives.

Information Collected By Sparks

Sparks does not collect and store personally identifiable information about persons who visit this Site unless the information is voluntarily provided by the visitor via an electronic mail message or by filling out one of our online forms. The information you provide will be kept confidential and will be used only to support your continued relationship with Sparks. Please note that no data transmission over the Internet is 100% secure. As a result, we cannot guarantee the security of the information that you transmit via our online services.

Sparks does collect and store aggregate or anonymous information about visitors to analyze Site traffic and usage. We utilize Google analytics to automatically collect statistical data including the total number of Site hits, the total number of page hits, the browser type, the internet service provider, date/time stamp, clickstream data, average time spent on our Site, pages viewed, geographical location and other relevant information.

How We Use Your Personal Information

Sparks may use the personal information voluntarily submitted by you to (a) respond to your specific requests; (b) send you periodic marketing and PR information, or (c) provide you with updates on Sparks products and service offerings and features. We will only share your personal information with our employees or internal agents most capable of addressing your questions and concerns. We will only disclose personal information otherwise if we are required to do so by law or we believe that such action is necessary to (a) comply with the law, court order or with legal process; (b) protect and defend our rights and property; (c) protect against misuse or unauthorized use of the Site; or (d) protect the personal safety or property of our users or the public. We do not sell, rent or otherwise disclose other personally identifiable information you may provide without your consent.

Cookies

We reserve the right to utilize cookie technology. A cookie is a small data file that certain web sites write to your hard drive when you visit them. A cookie file can contain various types of information, including a user ID that the site uses to track the pages you have visited. We may use cookies to enhance your experience on this Site, to determine user traffic patterns and for other purposes.

Most browsers are initially set up to accept cookies; however, you can reset your browser to refuse all cookies or indicate when a cookie is being sent or you can flush your browser of cookies from time to time. (Note: you may need to consult the help area of your browser application for instructions.)

Opt Out Procedures

You have the option to opt out of receiving information from Sparks. This opt out messaging will appear at the bottom of every marketing email that is sent out. Sparks also gives you the option to remove your information from its database completely. If you no longer wish to receive any form of direct contact from Sparks, whether it is email, newsletters, or other promotional offers or materials, or wish us to delete your personal information from our data records, send us a request marked "Privacy-Urgent", address as follows: marketing@sparksonline.com.

Sparks is not responsible for removing information from third-party lists or databases of any kind. Please note that we reserve the right to keep any personal or non-personal information submitted or collected until you delete or modify it or until we choose, for business reasons such as obsolescence, to delete it.

Security

We are committed to taking reasonable steps to ensure the security of your information. To prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of information, we have put into place physical, electronic, and managerial procedures to help safeguard and secure the information we collect online. However, due to the inherent open nature of the Internet, we cannot guarantee that communications between you and us or information stored on the Site or our servers, will be completely free from unauthorized access by third parties such as hackers and your use of the Site demonstrates your assumption of this risk.

Protection for Children

This Site is not intended for users under the age of 13, and we have no intention of collecting personally identifiable information from children (i.e., individuals under the age of 13). If a child has provided us with personally identifiable information, that child's parent or guardian should send us a request marked "Privacy – Urgent" to marketing@sparksonline.com if they would like the information submitted by the child deleted from our database. We will use all reasonable efforts to delete such information from our database.

Your Consent

You may have certain rights under the Communications Act, Federal Trade Commission Act, and other state and federal statutes that may apply, and by accepting these terms and using this Site, you are waiving all of these rights as to collection, use, disclosure and storage of your personally identifiable and non-personal information as described above.

By using the Site, you also authorize the export of personal information to the USA and its storage and use as specified above when you provide such information to us. Our headquarters is in the USA in Philadelphia. This policy and our legal obligations are subject to the laws of Pennsylvania and the USA, regardless of the location of any user. Any claims or complaints must be filed in the USA in the State of Pennsylvania.

We may amend our privacy policy, but if we decide to change our privacy policy, we will post those changes on this page, so you are always aware of what information we collect, how we use it and under what circumstances we may disclose it. Any changes will only apply to information collected after the change is posted.

Contacting Us

If you have any questions about this privacy policy, the practices of this Site, or your dealings with this Site, you can contact us at: marketing@sparksonline.com.

In addition, our mailing address is:

Sparks – Marketing Department

2828 Charter Road
Philadelphia, PA 19154

Effective Date

This privacy policy is effective and was last updated on May 20, 2008.