

PRIVACY STATEMENT

Bloom Business Solutions respects the privacy of every person who visits our website. This Privacy Statement outlines the information we will collect and how we will use that information. This Statement will also tell you how you can verify the accuracy of your personal information submitted to Bloom Business Solutions through our website and how you can request that we delete or update your personal information.

We've developed our privacy policy from industry guidelines and standards, and local, national, and international laws and requirements. All privacy practices and methods described herein only apply insofar as permitted by the applicable standards, laws and requirements and as limited by the website or interactive banner you are visiting.

INFORMATION COLLECTED AND HOW WE USE IT

What We Collect

Bloom Business Solutions's primary goal in collecting personal information from you is to give you a meaningful, enjoyable and customized experience while using our website, and to allow us to develop new products and services which are relevant to consumers like you. Personal information also allows us to provide services and features that most likely meet your needs, and to customize our service to make your online experience smooth and efficient.

Personal information received from you online will only be used for the internal technical, administrative, or marketing purposes of Bloom Business Solutions, except as otherwise required by law or as Bloom Business Solutions discloses to you when the information is collected.

a. Personal Information

When you visit Bloom Business Solutions's website, we will not collect any personal information about you (including but not limited to your name, address, telephone number, and email address) unless you provide it to us voluntarily.

b. Aggregate and Statistical Data

Bloom Business Solutions may collect certain aggregate data called web log information (such as your web browser, operating system, pages visited, etc.) and use cookies when you visit some of our web pages. For instance, when you visit our website, our web server will automatically recognize some non- personal information, including but not limited to the date and time you visited our site, the pages you visited, the referrer (the website you came from), the type of browser you are using (e.g., Firefox, Internet Explorer), the type of operating system you are using (e.g., Windows or Mac), and the domain name and address of your Internet service provider (e.g., America Online, Earthlink).

Neither our cookies nor web log information collects any personal information. They do not contain personal information such as your name or email address. In some cases we may also collect information about you that you voluntarily submit and which is not personal, such as general statistical information like age, gender, zip/postal code, preferences and interests.

Information We Collect

Bloom Business Solutions does not require visitors to our website to provide personal information in order to obtain access to our site. Bloom Business Solutions collects personal information (including but not limited to your name, address, telephone number, and email address) from our visitors only on a voluntary basis.

You are in control of the personal information you provide to Bloom Business Solutions online. You can:

- Ask for a copy of your personal information
- Ask for your personal information to be corrected or updated
- Ask us to remove your personal information from our records

To do this, contact us by email. Bloom Business Solutions will use reasonable efforts to provide that information to you.

How We Use Your Information

a. Personal Information

We may use your personal information to contact you. For example, we may occasionally send you marketing or promotional materials including emails or other information; we may respond to your comments or requests for information.

We also use personal information about you to improve our marketing and promotional efforts; to statistically analyze site usage; to improve our content and product offerings; and to customize our sites' content, layout and services. We may also use your information to deliver information to you that, in some cases, is targeted to your interests, such as targeted banners, new services and promotions. We believe these uses allow us to improve our site and better tailor it to meet our visitors' needs. Bloom Business Solutions does not collect personal information automatically, but we may combine non-personal information collected automatically with your previously submitted personal information.

Bloom Business Solutions occasionally sends visitors who have opted-in emails describing new products, promotions or events. These services are optional and you may opt-out of these services completely, at any time. We will only store your personal information for a reasonable period of time.

b. Aggregate and Statistical Data

Bloom Business Solutions uses web log information (such as your web browser, operating system, pages visited, etc.) to help us design our website, to identify popular features, and for other managerial purposes. However, web logs may be used if necessary to help identify any person attempting to break into or damage our website. We may share web log information with law enforcement agencies if we believe that we have evidence of a violation of computer security or related laws.

DATA SHARING AND TRANSFER

How We May Share Information

Bloom Business Solutions will not trade, sell or share your personal information without your consent, unless required by law or as disclosed to you when the information is collected. However, aggregated and statistical data from our visitors may be shared with other companies. For example, we could tell one of our vendors that "20,000 people visited a web page showing your product."

Occasionally, we may share personal information from you (such as name, mailing addresses and email addresses) with agents, contractors or partners of Bloom Business Solutions in connection with services that these individuals or entities perform for or with Bloom Business Solutions. These agents, contractors or partners are restricted from using this data in any way other than to provide services for Bloom Business Solutions, and they may not share or resell this data. We may, for example, provide your information to agents, contractors or partners for data processing services, for contacting winners of contests or so that they can mail you information that you requested.

Bloom Business Solutions also reserves the right to share the information to respond to duly authorized information requests of governmental authorities or where required by law.

Data Transfers

Your personal information will generally be stored in our Bloom Business Solutions databases, which are located in Switzerland, but may be stored in additional locations for the purpose of maintaining system backups or in disaster recovery situations. Bloom Business Solutions data protection standards are the same, regardless of where your personal information is stored.

COOKIES AND WEB BEACONS

When you view our website, we may collect some non-personal information about you. The collection of this non-personal information is done either through "cookie" technology or with "web beacons" (also called "single-pixel gif" or "web pings"). Neither our cookies nor web beacons nor web log information collects any personal information. They do not contain personal information such as your name or email address.

a. Cookies

When you view one of our websites, we may store some information on your computer. This information will be in the form of a small text file, also called a "cookie." Cookies help us in many ways to make your visit to our website more enjoyable and meaningful to you. For example, we may use a cookie to remember temporarily what entries you made on a form so that if an error occurs you will not have to start all over again. They also allow us to tailor a website or advertisement to better match your interests and preferences. Most browsers can be configured not to accept cookies or to indicate when a cookie is being sent.

b. *Web Beacons*

Web beacons are site instrumentation that help us to determine, for instance, whether a page has been viewed or not and, if so, how many times. When you ask us to send you information on a promotion or a newsletter, we may use web beacons to establish how many of the emails are actually opened. In general, any electronic image viewed as part of a web page, including an ad banner, can act as a web beacon.

Third party organizations that serve ads or other images onto any Bloom Business Solutions website may use cookies and/or web beacons. Bloom Business Solutions retains no control over such third party cookies and/or web beacons and does not have access to the information related to third party cookies and/or web beacons.

CHOICE

Our sites allow you to choose to receive or stop receiving communications from us or not to provide certain personal information when registering for a site or contest.

DATA SECURITY AND RESPONSIBILITY

Bloom Business Solutions is committed to keeping the data you provide us secure and will take reasonable precautions to protect your personal information from loss, misuse or alteration. Agents, contractors, or partners of Bloom Business Solutions who have access to your personal information in connection with providing services for Bloom Business Solutions are required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for Bloom Business Solutions.

ACCESS TO YOUR INFORMATION AND COMPLAINTS

Accessing, Correcting, Updating and Deleting Your Personal Information If you have submitted personal information to Bloom Business Solutions through Bloom Business Solutions's website, or if someone else has submitted your personal information through Bloom Business Solutions's website:

a. Access, correct, or update your personal information by contacting us via email.

Bloom Business Solutions will use reasonable efforts to supply you with the information you requested to access and to correct any factual inaccuracies in this information.

b. Have your personal information deleted by sending us an email. We will then use reasonable efforts to remove your personal information from our files.

c. Complaints

Bloom Business Solutions is committed to working with our customers to obtain a fair and rapid resolution of any complaints or disputes about privacy. Please send us your questions or comments regarding our privacy practices via email.

LINKS TO OTHER SITES

Bloom Business Solutions' website may contain links to other websites. Bloom Business Solutions is not responsible for the privacy practices or the content of such websites. We recommend you carefully read the privacy policies of each site you visit.

YOUR ACCEPTANCE OF OUR PRIVACY PRACTICES

By using Bloom Business Solutions' website, you signify your acceptance of this Privacy Statement, and you adhere to the terms and conditions posted on the website. If you do not agree with any of these terms, please do not use this site or submit any personal information.

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