



Policy & Procedures

Privacy Policy/Legal Terms and Conditions for Use of This Site

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Superfits.com seeks to improve the health of children through the creation of engaging, innovative, family-oriented media. Although it strives for timeliness and accuracy in all of its materials, Superfits.com makes no representations, warranties, or assurances as to the availability, accuracy, currency, or completeness of this site or its contents. Superfits.com shall not be liable for any damages or injury resulting from Your access to, inability to access, or use of this site, including, without limitation, any damages or injury arising from any links to other sites contained within or referred to in this site.

Privacy

Established in 2005, Superfits.com has been one of the ***first safest website for kids***. We have developed this policy statement to reflect our **commitment to all kids safety, security and privacy**. **Superfits.com** users have access to the safest kids website out there; however, we do try to educate them to be aware of what they are doing everywhere online and to take the appropriate steps to ensure their **online safety**.

Children's Online Privacy Protection Act

Superfits.com is a leading safe website for kids. It was established in 2005, by Ivette Cortiella as a direct result of her concern for the safety and security of her own children online. Since that time, Ivette Cortiella has been a tireless advocate for the safety and security of kids online. COPPA (Children's Online Privacy Protection Act) became effective on April 21, 2000. The regulations apply to the online collection of personal information from children 12 years and younger. The Act spells out what website operators, need to include in privacy policy, when and how to seek verifiable consent from a parent and what responsibilities website operators, have to protect and secure children's privacy and safety online.

COPPA applies to individual identifiable information about a child (12 or younger) that is collected online, such as full name, home address, email address, telephone number or any other information that would allow someone to identify

or contact a kid. The Act also applies to other types of information, such as hobbies, interests and user information gathered through the use of cookies and other methods of tracking, when they are tied to individually identifiable information.

Superfits.com is committed to preserving Your right to privacy. Superfits.com might collect identifying information about You (such as Your name, address, telephone number, email address or Credit Card Information) by either you voluntarily submit that information to us through our Contact Us page, our newsletter subscription pages, or through our Superfits Store Page. That information is kept confidential.

Please do not provide any confidential information (including health information) about you or anyone to us via electronic communication. Any information you do submit will not be sold to any third parties. If we publish any information you provide to us on the website, we will not disclose personally identifiable information.

We collect non-personal information about your use of our website through the use of cookies. The information collected by cookies allows us to statistically monitor how many people are using our website. We may use cookie information to determine the popularity of certain content and how long visitors stay on the site.

Additionally, Superfits.com may include a third party cookie from Google in order to use Google Analytics to monitor site statistics. Please note that Google and its wholly owned subsidiaries may retain and use, subject to the terms of its Privacy Policy (located at <http://www.google.com/privacy.html>, or such other URL as Google may provide from time to time), information collected in Your use of the Service.

Most browsers offer instructions on how to reset the browser to reject cookies in the "Help" section of the toolbar. You do not have to accept our cookies in order to productively use our site. We do not use cookies to collect or store personal health information about you.

When You visit the site, Superfits.com may automatically collect certain non-identifying information about You, such as the type of browser or computer operating system You use or the domain name of the site from which You linked to us.

Any automatically collected information may be maintained indefinitely and used for our internal business and marketing purposes, such as assessing traffic patterns and usage of various features on the site, but will not be sold or otherwise disclosed to third parties for any purposes. Notwithstanding any other statements or representations here or elsewhere on our site, Superfits.com reserves its right to disclose any information in its possession if it is required to do so by law, or it believes, in good faith, that such a disclosure is necessary to comply with the law, defend its rights or property, or to respond to an emergency situation.

If You are concerned about the information You have provided to Superfits.com or would like to review, update, or delete that information, please contact us at: www.info@superfits.com

Superfits.com will make reasonable efforts to comply with Your wishes.

Contact Us

The Contact Us page is the primary means of communication with Superfits.com staff for a website visitor. Website visitors may use the Contact Us page to send content suggestions or questions. Website visitors may also use this form to ask general questions about the Website or content, submit notification of broken links, communicate privacy concerns, and/or submit praise and/or complaints. Any health information submitted through the Contact Us page is not stored in a way that is personally identifiable. We may, unless you indicate otherwise, store, edit, and excerpt your email for use in Q&As, presentations, analyses, and other similar purposes. In these cases, we will delete any content that would specifically identify you as the writer of the email.

Newsletters

The second personally identifiable information that is actively collected by Superfits.com are email addresses of individuals who opt-in to our newsletter programs. These email addresses are only used for delivering our newsletters. These addresses are not typically viewed by a human being unless there is some problem with the database. Users may remove their email address from our list by using the unsubscribe link provided at the bottom of each newsletter.

A Note to Parents

Our Kids section is intended to be a safe resource for children under 13 to find useful, age-appropriate information. We take children's privacy very seriously. Superfits.com does not sell the information sent to it, whether by children or anyone else. Superfits.com does not collect any personally identifiable information from children with one exception. Our Contact Us page does not ask for any personally identifiable information.

Security

Superfits.com employs reasonable security measures to protect the personal information You submit to it. Such security involves the use of SSL-secured Web forms, firewalls, and other commonly employed security methods. Superfits.com is a **safe website for kids**. It has security measures in place to protect the loss, misuse and alteration of the information under our control. Any Passwords and personal information is collected and stored on our secure servers. Paper records of data and financial transactions are stored in a locked facility. Information will only be divulged to law enforcement agencies upon subpoena. However, in the event of the sale or merger of the company, Superfits.com, the personal

information collected by Superfits.com about its' user in the normal course of its business will be shared with the partner company or successor company upon completion of the subject acquisition or merger.

User Submissions

Superfits.com welcomes Your comments on its site and content. However, You acknowledge that if You send us creative suggestions, ideas, notes, drawings, concepts, inventions, or other information (collectively, the "Information"), the Information shall be deemed, and shall remain, the property of Superfits.com . By submission of any Information to us, You assign to us and we shall exclusively own all now known or hereafter existing rights to such Information and shall be entitled to unrestricted use of the Information for any purpose whatsoever, commercial or otherwise, without compensation to You.

As a user of this site, You are responsible for Your own communications and are responsible for the consequences of their posting. Therefore, do not do any of the following things: transmit to us material that is copyrighted, unless You are the copyright owner or have the permission of the copyright owner to post it; send material that reveals trade secrets, unless You own them or have the permission of the owner; send material that infringes on any other intellectual property rights of others or on the privacy or publicity rights of others; send material that is obscene, defamatory, threatening, harassing, abusive, hateful, or embarrassing to another user or any other person or entity; send sexually explicit images; send advertisements or solicitations of business; send chain letters or pyramid schemes; or impersonate another person.

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Outbound Links

Our site contains links to other sites. Although Superfits.com is not responsible for the privacy practices or the content of other sites, we screen all sites accessible from Superfits.com, as a **safe website for kids**, to ensure that they comply with our standards. When a kid clicks on an outbound link, they are first directed to a page informing them that they are about to leave Superfits.com. Superfits.com is not responsible for the content of any linked sites and makes no representations regarding the content or accuracy of materials on such sites. If You decide to visit any third-party sites using links from this site, You do so at Your own risk.

Third Party Cookies

In the course of serving advertising, our third-party advertiser may place or recognize a unique cookie on your browser. This does not have any impact on the kids' safety on the website.

Emails Claiming to Be From Superfits.com

Occasionally, in a scam known as "phishing," mass emailers will send messages that claim to be from Superfits.com. They may use our name, logo, or employee email addresses in fraudulent emails trying to obtain valuable information from consumers and businesses. These con artists know that people trust Superfits.com. That's why they may use our name or that of some other well-known organization to trick people into believing that they are dealing with a legitimate request for personal information. These fraudulent emails often create a false sense of urgency intended to prompt the recipient to take action.

Superfits.com does not send out unsolicited emails or commercial endorsements, and does not ask for detailed personal information unless you are at secure Superfits Store page purchasing items. If you get this sort of email appearing to be from Superfits.com, you should assume that it is fraudulent and avoid clicking any link within the email.

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