

Privacy Policy for [www.bespoke-app.com](http://www.bespoke-app.com) and the Bespoke Atelier app

Effective Date: May 1st, 2014

Last Updated: May 1st, 2014

**I. General**

- A. The operative parties referred to in this policy are Company and You, the user of this site.
1. Middlebrow Media, LLC, is the publisher and operator of the web site [www.bespoke-app.com](http://www.bespoke-app.com). Hereinafter referred to as “Company.” When first-person pronouns are used in this Policy, (Us, We, Our, Ours, etc.) these provisions are referring to Middlebrow Media, LLC d/b/a [www.bespoke-app.com](http://www.bespoke-app.com). Additionally, when the terms “the Services” or “Services” are used, these terms collectively refer to [www.bespoke-app.com](http://www.bespoke-app.com) and the Bespoke Atelier app (the “App”).
  2. **You, the User** – As the user of the Services, this policy will refer to the user as “You” or through any second-person pronouns, such as “Yours,” etc. All users are considered Users, whether such User pays for access to the Services or not.
- B. This Privacy Policy describes how we use information received about You when You subscribe to, or otherwise use Our Services. This Policy does not cover any information that We may receive from or about You through channels other than through the use of the Site. Such channels may include social networking services (“SNS”) which may interact with Our Services and which You may be able to use when using the Services.
- C. As described in Our Terms & Conditions, We may enable You to access the Services via Your existing (SNS) account(s), such as via Facebook Connect. Should You choose to access the Services via such SNS account, You understand that You may be providing Us with additional information not otherwise needed to access the Services. Such information depends on how You have configured Your account with the SNS, and We have no control over how the SNS might publicize or access Your behavior with Our Services. You should make sure that You fully understand the way that the SNS interacts with Our Services before using an SNS option for logging into the Services. By using an SNS to access the Services, You authorize Us to access, store, and use Your information as allowed by the SNS for use with the Services and consistent with this Privacy Policy.

- D. In addition to being able to use Your SNS to log in or access the Services, You may also be able to publish Your interaction with the Services to various other SNSs, such as Instagram and/or Pinterest. You are responsible for all information which You voluntarily provide to third parties, and such information is not subject to this Privacy Policy.

## II. Revisions to this Policy

We reserve the right to revise, amend, or modify this policy and Our other policies and agreements at any time and in any manner. You should periodically check for any modifications of this Policy by re-visiting this web page and using the “refresh” button on Your browser. You should note the date of last revision to this Policy, which appears at the top of this Policy. If the “last modified” date remains unchanged after You have clicked the “refresh” button on Your browser, You may presume that no changes have been made since the last reading of the Policy. A changed “last modified” date indicates that this Policy has been updated or edited, and the updated or edited version supersedes any prior versions immediately upon posting.

## III. Personal information that we collect

Users of the Site and Services will have multiple manners of interactivity with Us. Depending upon Your level of interaction, We will collect different information about You. For purposes of this Privacy Policy, the type of information collected is as follows:

- A. **Members** - Members are those users who subscribe to and use Our services either via creating an account with Us or using some other authorized method to log in or access the Services, such as via a SNS. Members will be prompted to provide their name, their address, their email address, and any other necessary billing information, as required by Us in providing You with an account, or, Our third-party billing provider in providing any premium features.
- B. **Interactive Members** - Interactive Members are Users who choose to publicly post information in the public areas of the Services. This may include tagging items, commenting on Your material, and commenting in groups. Any information voluntarily entered by Interactive Members should be considered public information or information that is publicly available. If You do not wish for information to be made public, You should not provide it via the Services.
- C. **Browsers** - Browsers are visitors to the [www.bespoke-app.com](http://www.bespoke-app.com) website who never enter into any active data collection pages. This information is

restricted to cookies, IP Addresses and Referral URLs, and other passive information gathering devices (explained below) which may be employed.

#### **IV. How we collect information from you**

- A. **Passive Collection** – We may use cookies to collect information about You in order to enhance Your experience with the Services. The information collected may include Your IP address, Your geographic location and other data, such as Your browser and operating system.
- B. **Active Collection** – We collect information from You when You complete registration forms to access the Services, or, when You connect with other SNSs to login to the Services. As is obvious, We also store information You voluntarily provide as You use the Services.
- C. **Hybrid Collection** – By using an SNS or other third party to access the Services, We may have access to and store personal information that You previously provided to such third party, in accordance with that third party's own terms and privacy policies.

#### **V. How we use your information**

The primary use for Your information is to provide You with the Services You have requested and/or paid for. We also use Your information to deliver customized services to You. Non-personal and aggregate information, such as that collected passively, is used in order to customize Our marketing efforts or to customize the use of Our Services for an aggregate group of customers.

We generally will use Your information for the purposes for which You specifically provide it, for example, to ensure payment for Services or to otherwise provide the Services. We also use Your information for market research purposes – in order to increase Your (and other users') experience according to tracked interests, to analyze and target potential new markets, and for other marketing purposes.

Note that by using a third party SNS in conjunction with Our Services, You may be providing information about Yourself or Your use of Our Services to the third party. You are responsible for understanding how third parties might use such information. We encourage You, for example, to read and understand Facebook's privacy policies should You wish to use Facebook Connect to access Our Services.

#### **VI. Special Cases**

It is Our policy not to use or share the personal information about Members in ways unrelated to those described in this Policy without also providing You an opportunity to opt out or otherwise prohibit such unrelated uses. However, We may disclose personal information about Members, or information regarding Your use of the Services for any reason if, in Our sole discretion, We believe that it is reasonable to do so, including:

1. To satisfy any laws, such as the Electronic Communications Privacy Act, regulations, or governmental, or legal requests for such information;
2. To disclose information that is necessary to identify, contact, or bring legal action against someone who may be violating our Terms & Conditions or other user policies;
3. To operate our Services properly;
4. To protect ourselves, our Members, and the general public. We specifically reserve the right to disclose any and all information to law enforcement in the event that a crime is committed, is suspected, or if we are compelled to do so by lawful criminal, civil, or administrative process, discovery requests, subpoenas, court orders, writs, or reasonable request of authorities or persons with the reasonable power to obtain such process.
5. We will always cooperate with law enforcement authorities, private-party litigants, and others seeking information about our end users to the extent required by applicable law. Examples of such cooperation include lawful criminal, civil, or administrative process, discovery requests, subpoenas, court orders, writs, or reasonable request of authorities or persons with the reasonable power to obtain such process.

## **VII. Transmittals from Us**

We may send You periodic announcements, including information regarding new programs that We may offer. You may opt out of these announcements by contacting [info@bespoke-app.com](mailto:info@bespoke-app.com) or by clicking the opt-out link at the bottom of these emails. Even if You opt out of these marketing emails, You may still receive system notices and other information that is specifically related to Your account or the Services.

If You provide Your information to Us or use any of Our Services, You will have created a commercial relationship with Us. In having done so, You understand that even unsolicited commercial email sent from Us is not SPAM as that term is defined under the law.

## **VIII. Public Areas and Member Directories**

- A. **Public Areas** – Any information or comments posted via the Services should immediately be considered to be public information.
- B. **Member Directories** – Any information provided in a user profile, member directory, or other related service should be considered to be public information. We do not, cannot, and will not act to maintain the privacy of any information that You provide in any such forum or medium.

**IX. Our Commitment to Data Security**

We take measures to protect the transmission of all sensitive end-user information. We make every reasonable effort to ensure the integrity and security of Our network and systems. Nevertheless, We cannot guarantee that Our security measures will prevent third-party ‘hackers’ from illegally obtaining this information. Given the resourcefulness of cyber-criminals We are unable to guarantee that Our security is 100% breach-proof. You assume the risk of such breaches to the extent that they occur despite Our reasonable security measures.

**X. Where to Direct Questions About Our Privacy Policy**

If You have any questions about this Privacy Policy or the practices described herein, You may contact Us at [info@bespoke-app.com](mailto:info@bespoke-app.com).

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