

NJGayLife.com/Pressing Issues, Inc. Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from <http://www.njgaylife.com> (the "Site").

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as "Order Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Order Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, and providing you with order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use PayPal for advertising orders--you can read more about how PayPal uses your Personal Information here: <https://www.paypal.com/us/webapps/mpp/ua/privacy-full>. We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

EXTERNAL LINKS

Third party websites you may access through our external links have different privacy policies and are not subject to this privacy policy. We recommend that you read the privacy statement of each website you visit to find out how they protect your personal information.

Visitors should be aware that non-personal information and data may be automatically collected through the standard operation of the Site, Internet servers or through the use of "cookies."

You can opt out of targeted advertising by:

FACEBOOK <https://www.facebook.com/settings/?tab=ads>
TWITTER <https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads>
GOOGLE <https://www.google.com/settings/ads/anonymous>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Federal & State Law

NJGayLife.com/Pressing Issues, Inc. will share information with the government when required by law. NJGayLife.com/Pressing Issues, Inc. will not share information unless it has been given a valid court order or subpoena. NJGayLife.com/Pressing Issues, Inc. will not disclose whether or not law enforcement agencies have sought or obtained information under the terms of the USA PATRIOT Act.

Terms of Use

The user may visit the Site for legal purposes. The user may not use the Site or its services to publish, post, distribute or disseminate any defamatory, obscene, or other unlawful material or information, including another's proprietary information, including trademarks or copyrighted information, without express authorization from the rights holder. Additionally, the user may not use the Site to collect personal information, including Internet addresses, about the Site's users. The user must abide by any policies posted on the Site.

NJGayLife.com/Pressing Issues, Inc. uses its best efforts to maintain the Site, but is not responsible for the results of any defects that exist in the website, or any resulting lost profits or other consequential

damages. You should not assume that the Site or its content is error-free or that it will be suitable for the particular purpose that you have in mind when using it. *Pressing Issues, Inc.* may, in its sole discretion and at any time, modify or discontinue the Site; limit, terminate or suspend your use of or access to the Site; and/or make changes to these Terms of Use.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at bonnie@pressingissues.com or by mail using the details provided below:

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