

### **Purpose**

At Mad Dog's Gamers Paradise, our primary mission is to provide a superior, safe and exciting video game environment for our customers. To that end, we are dedicated to maintaining our customers privacy and confidentiality. Because Mad Dog's Gamers Paradise's primary directive is to provide a safe and fun environment, Mad Dog's Gamers Paradise takes its privacy mandate seriously.

We have developed and implemented standards and procedures to protect this confidentiality. We collect and use certain information about the visitors to our website for specific purposes. Information collected by Mad Dog's Gamers Paradise is not made available to third parties that have no relevant business relationship with Mad Dog's Gamers Paradise. Mad Dog's Gamers Paradise uses information to provide better services to our customers and clients, and we require that authorized third parties use the information solely for its intended purpose and for no other purpose.

### **Collection of Personal Information**

Mad Dog's Gamers Paradise collects nonpublic, personal information about clients from information we receive from you on applications and other forms online and paper based.

We will limit the use and collection of information about our customers to that information necessary only to administer business, and provide superior service. Mad Dog's Gamers Paradise will use this information to provide you with updates and other information about Mad Dog's Gamers Paradise that we think may be of interest to you. Such information will also be used to help identify and mitigate risks of loss to Mad Dog's Gamers Paradise. We require any person or organization providing products or services to customers on our behalf to protect the confidentiality of Mad Dog's Gamers Paradise customers' information. We educate our employees about their responsibility to protect customer privacy.

### **Sharing of Customer Information**

Mad Dog's Gamers Paradise will not reveal specific information (including email, phone numbers) about you or other personally identifiable data to third parties for their independent use unless: You request or authorize it. The information is provided to help complete a transaction that you initiate. Note: Mad Dog's Gamers Paradise will exchange information about its customers with reputable information reporting agencies, financial institutions, and merchants in accordance with standard banking industry practice. Mad Dog's Gamers Paradise does not share specific personal customer information with independent companies for any other purpose without the customer's consent.

The disclosure otherwise is lawfully permitted or required, such as: to government agencies as required by state and federal law; to third party litigants when required by lawful judicial process or by court order; other required disclosures as imposed by law.

Within Mad Dog's Gamers Paradise, nonpublic confidential information will be shared only with those who need to know this information in order to conduct valid customer business. Nonpublic confidential information of any former customer shall be treated the same as that of any current Mad Dog's Gamers Paradise customer. In the event Mad Dog's Gamers Paradise should change its policy regarding disclosure of information to third parties, you will be provided a form to sign to "opt out" of disclosures to third parties. Under these circumstances you would also have the ability to "opt out" at any future date even if you did not do so initially.

### **Programs for Unauthorized Access to Customer Information and Customer Notice**

In the event that Mad Dog's Gamers Paradise becomes aware of an incident of unauthorized access to sensitive customer information, we will conduct a reasonable investigation to determine the likelihood that the information has been or will be misused. Sensitive Customer Information includes a customer's name, address or telephone number, in conjunction with the customer's social security number, driver's license number, account number, credit or debit card number or a personal identification number (PIN) or password that would permit access to the customer's account. Mad Dog's Gamers Paradise does not typically retain this type of information but in the event that information is required, this policy applies. If appropriate, Mad Dog's Gamers Paradise will take appropriate steps to contain and control the incident to prevent further unauthorized access to or use of customer information, such as by monitoring, freezing or closing affected accounts while preserving records. If Mad Dog's Gamers Paradise determines that misuse of its information about a customer has occurred or is reasonably possible, we will notify the

affected customer as soon as possible. Notification may be delayed if an appropriate law enforcement agency determines that notification will interfere with a criminal investigation and prohibits Mad Dog's Gamers Paradise with a written request for delay of such notification.

### **Collection and Use of Technical Information About Internet Connections**

Mad Dog's Gamers Paradise and its web hosting company, acting as our agent, collect and store technical information about your visit to our website. We use this information for statistical purposes to make our site more accessible to visitors. Specifically, we may record the following:

- The name of the domain from which you access the Internet
- The Internet address of the website from which you linked directly to our site, if any;
- The type of web browsing software and operating system you are using to view our site;
- The date and time you access our site;
- The pages you visit on our site;
- The amount of time you spend on the site.

This site also uses a feature of your browser called a "cookie" to assign a User ID. Cookies, by themselves, cannot be used to find out the identity of any user. Your Mad Dog's Gamers Paradise User ID automatically identifies your computer - but not you to our servers when you visit our website. Unless you specifically tell us who you are (for example, by completing an application), if you are just browsing our site, Mad Dog's Gamers Paradise will never know who you are although we assign you a cookie.

### **Electronic Mail (e-mail)**

You should not include confidential information, such as account numbers and balances in any e-mail to us. Mad Dog's Gamers Paradise will not be liable for any errors, omissions, claims, or problems of any kind involving your e-mail.

### **Security**

Mad Dog's Gamers Paradise maintains physical, electronic, and procedural safeguards that comply with federal standards to guard your nonpublic personal information. We continually review our policy and practices, monitor our computer networks, and independently test the strength of our security to help us ensure the safety of customer information.

### **Contacting Mad Dog's Gamers Paradise About Security and Privacy Issues**

If you are concerned about how information about you may have been used in connection with this website, suspicious e-mails or other unsolicited contact, or have questions about this privacy policy, you should contact [mike@maddogparty.com](mailto:mike@maddogparty.com).