

BSA Privacy Policy

For years, BSAOptics.com has developed relationships with our customers based on respect and integrity. We're aware of the trust and confidence you demonstrate when you visit our website and provide us with information. The Privacy Notice below is posted to demonstrate our adherence to the practices you'll find common to the best websites online. We promise that we will treat your information with the same honesty and sensitivity that we have displayed throughout our company's history.

We will never share your email address, phone number or credit card information with any unrelated 3rd party except as necessary to fulfill transactions that you initiate.

If you have any questions or concerns about our Privacy Notice, please e-mail us at info@BSAOptics.com

BSAOptics.com Privacy Notice

By visiting the BSAOptics.com website you agree to accept the practices described in this Privacy Notice.

Changes to this Privacy Notice, Conditions of Use and Notices: This Privacy Notice and our Terms of Use will change over time and the use of information that we gather now is subject to these Notices and Terms as modified. Please check this page periodically as you continue to use our site to see if any changes have been made. This privacy notice was most recently changed on January 19, 2006. If you visit our Web site your visit and any dispute over privacy is subject to this Notice and our Legal Notices, including the application of the laws of the State of Florida and in the Broward County.

Children: BSAOptics.com does not sell products to persons under the age of 18. If you are under the age of 18, you are required seek the approval of your parent or guardian to purchase products from this site.

Personal Information Collected By BSAOptics.com: BSAOptics.com uses information that we collect from our visitors to personalize and improve your visit at www.BSAOptics.com.

We gather the following types of information:

Information you give us: BSAOptics.com collects any information, which you enter on our Web site. This information is normally provided when you search, buy, participate in a contest, sweepstakes or on-line survey, or when you communicate with any of our departments such as customer service, sales or technical services through our Web site, telephone, mail or fax. You also provide information when you establish an account with us. Examples of the type of information you may supply us with include your name, address, telephone number, credit card information, e-mail addresses, and financial information such as your Social Security number. In some instances, we ask you for other

people's names and email addresses for the sole purpose of fulfilling your specific request to email certain specific information as part of our "email a friend" feature.

Automatic Information collected by us: We (or agents on our behalf) collect anonymous information from visits to our sites through the use of "Web Beacons." Web Beacons are simply web page elements which may employ cookie technology that enable us to record anonymous data about visits to or transactions made on our web site. This anonymous information is sometimes known as "clickstream data." We may use this data to analyze trends and statistics to improve your online experience, or customer service. No personal data is collected through the use of Web Beacons on our sites. Through the use of cookies, we may also collect and analyze the IP address used to connect your computer to the Internet; computer and connection information such as your browser type and version; operating system and platform; purchase history; confirmation when you open e-mail that we send you; and the URLs which lead you to and around our Web site including the date and time. Your browser allows you to reject cookies and software is available from third parties which will allow you to visit our Web site without providing this information. You are welcomed at our Web site if you use this software but we will not be able to offer you our personalized services and we will be unable to accept any online orders from you.

Orders: If you place an order we use a secure order form, which requires you to provide contact, billing, and financial information. This information is transmitted to your credit card company to authorize your purchase. At certain times we may offer financing options with or without third party participation. It is required by law for some purchases, we may need information provided by you (such as your address, birth date, social security number, and credit card number) may be used to request a credit report from third parties or may be sent to a third party for processing. You will always be informed of this at the time you select any available financing option. All information obtained from you in the course of transacting orders is used for the purpose of fulfilling your order in a timely manner and for communicating the status of your order with you. Additionally, upon placing an order, you will begin receiving both the BSAOptics.com catalog and the BSAOptics.com email newsletter unless you opt-out.

Email Newsletter Subscription: If you request an email newsletter subscription or enter a BSAOptics.com sponsored sweepstakes, or you place orders we may send email with current promotions, catalogs and surveys etc. At any time you wish not to receive the same you may send us email clicking on the bottom of the email message to unsubscribe and enter UNSUBSCRIBE on the subject button. We will remove your email from our list within 2 - 3 weeks.

Sharing of Information with third-parties:

Independent Contractors: We may employ other companies or individuals to provide certain services to us such as analyzing customer lists and data, providing marketing

assistance, or consulting services. These third parties will have access to the information needed to perform their functions but cannot use that information for any other purpose. Any 3rd parties who use our data will be fully bound by this privacy policy. In no event will the data being used by any unrelated third party include your email address.

Orders: We will never share any telephone number(s), e-mail addresses, or credit card information, which you have given us with any marketing partner(s) or any unrelated 3rd party.

Aggregate Information: We provide aggregate information to some of our business partners. This information does not allow them to identify you individually in any way.

Credit card companies and shippers: When you buy something from us we send your credit card information, name, billing address and the amount of your purchase to your credit card company to verify and authorize the purchase. Your name, telephone number and shipping information must be provided to third party shippers such as UPS, Federal Express and the United States Postal Service to deliver your purchase. There also may be instances in which we drop-ship orders directly to you from one of our manufacturers or suppliers. These drop-shippers are only given your name, postal address, and telephone number for the sole purpose of fulfilling your order.

Third Party Transaction-Level Data: If you visit our site from a third-party site the third-party site may be able to access select information from your individual transaction information. In order to track and credit your transaction the third-party site may give you a unique code, cookie or graphic, which will uniquely identify you. This will only happen if you link directly from a third party site to our Web site. Any transactions made at our Web site while such a code is active will be reported back to the third party site. We will only report non-personal information to these sites such as the date of the transaction, the product(s) purchased and the amount spent. We will not report any information to these third party sites that will allow them to personally identify you and will never share your email address with any 3rd party. The presence of a 3rd party navigation bar atop our site is an indication that the third party site may be able to see your activity on our site.

Link to Third Party Site: Our Web site contains certain links to third party sites, such as our vendors/dealers. BSAOptics.com is not responsible or liable for the privacy practices or content found on these sites. We suggest that you check the Privacy Notice of each site you visit.

Catalog Requests: When you request a catalog from BSAOptics.com we share your name and postal address with a 3rd party fulfillment company for the sole purpose of sending you the requested catalog. This 3rd party does not store the information nor does it use this information for anything other than its intended purpose.

Information about Third Parties: BSAOptics.com maintains relationships with other websites that operate as its affiliates; however, www.BSAOptics.com has no control over

their activities. BSAOptics.com will immediately cease doing business with any affiliate that abuses the terms of the affiliate agreement. This includes, but is not limited to: spam, trademark infringement, predatory means of attracting visitors, or unlawful activities. To report abuse by an affiliate, please contact our Affiliate Manager at email info@bsaoptics.com.

Law Enforcement and Protection of Users: We will release personally identifiable information to third parties and organizations when we believe it is appropriate for us to do so to comply with the law. We will also do so to cooperate with law enforcement investigations, comply with court orders or subpoenas, protect the legal rights of our users, and us or when we believe it is needed for fraud protection and/ or credit risk reduction.

Business Transfer: BSAOptics.com has been in business for years and our intent is to continue operating for many years to come. However, in the unlikely event that BSAOptics.com is sold, has its assets acquired or transferred, whether voluntarily or involuntarily, or merges or becomes affiliated with any other division, individual or entity, any customer information owned or under the control of BSAOptics.com may be one of the transferred assets.

Security: We employ the encryption technology in all areas of the site which require you to provide your personal or account information, including online ordering, order status, catalog request and most contest forms. To make sure you have the latest security features on your browser, you may want to download the most recent version of your favorite browser, which should have full SSL support.

Choice/Opt-Out: Our Web site gives you the opportunity to opt-out of receiving marketing communications from us. If you no longer wish to receive communications from us you may opt-out by emailing us with UNSUBSCRIBE on subject line to info@bsaoptics.com

SSL Data Encryption: Our BSAOptics.com website is registered with site identification authorities to enable your browser to confirm our security identity before any transmission is sent. With this technology, the identity of our site is automatically confirmed behind the scenes prior to the transmission of any customer information requested to complete an online order and ensures that your data reaches your intended target or your browser notifies you (prior to your sending any personal information) that the potential receiving site looks suspicious and should be avoided. Security Guarantee If you are using a security-enabled browser (such as Microsoft Internet Explorer version 2.1 or greater, or Netscape Navigator version 2.0 or greater), the information you send us regarding your purchase is encrypted, making it extremely difficult to read even if it is wrongly intercepted. At BSAOptics.com, we utilize industry-standard Secure Sockets Layer (SSL) technology to allow for the encryption of: potentially sensitive information such as your name and address and other critically sensitive information like your credit card number.