

## **PRIVACY POLICY**

Phoenix Bridal Show is committed to protecting your privacy. This Statement of Privacy applies to Phoenix Bridal Show Web site and governs data collection and usage at all Phoenix Bridal Show sites and services; it does not apply to other online or off-line sites, products or services. Please read the Phoenix Bridal Show Statement of Privacy. Phoenix Bridal Show is a general audience web site, intended for users of all ages. Personal information of all users is collected, used and disclosed as described in this Statement of Privacy.

### **Collection of your Personal Information**

As an E-commerce Web site, Phoenix Bridal Show collects personal information, such as your e-mail address, name, home or work address or telephone number. Information collected by Bridal Expo is used solely for the purpose of billing, shipping your online purchases, and disseminate special offers, sale events, and bridal related news. Phoenix Bridal Show does not collect any information about your computer hardware and software.

Phoenix Bridal Show encourages you to review the privacy statements of Web sites you choose to link to from Phoenix Bridal Show so that you can understand how those Web sites collect, use and share your information. We are not responsible for the privacy statements or other content on Web sites outside of the Phoenix Bridal Show Web site.

### **Use of your Personal Information**

Phoenix Bridal Show and its operational service partners collect and use your personal information to process product orders and deliver the products requested. Phoenix Bridal Show does share this list with partners of the show including affiliates, our advertisers and us. This allows our attending brides to receive wedding news, wedding discounts, and special offers typically sent through email. Phoenix Bridal Show reserves the right to limit registration to those who will accept e-mails and those who will provide the requested information necessary for processing and mailing your ticket order. If you do not want your personal information shared such as your email address or other information collected you may choose "not to attend" our show or attend our show and then simply "opt" out on any emails that are sent to you by us or our affiliates. By law, our affiliates must include an "opt out" option on any and all electronic emails sent to you that would allow you to easily and permanently be removed from their email campaigns. We do not sell our list to third parties not affiliated with our events.

Phoenix Bridal Show may access and/or disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Bridal Expo or the site; (b) protect and defend the rights or property of Phoenix Bridal Show, including its Web site; or (c) act under exigent circumstances to protect the personal safety of users of Phoenix Bridal Show or the public.

### **Security of your Personal Information**

Phoenix Bridal Show is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, we store the personal information you provide on computer systems with limited access that are located in controlled facilities. When we transmit highly confidential information (such as a credit card number) over the Internet, we protect it through [Authorize.Net Verified Merchant Seal™](#)

### **Changes to this Statement**

Phoenix Bridal Show will occasionally update this Statement of Privacy to reflect company and customer feedback. If there are material changes to this Statement or in how Phoenix Bridal Show will use your personal information, Phoenix Bridal Show will prominently post such changes prior to implementing the change. Phoenix Bridal Show encourages you to periodically review this Statement to be informed of how Phoenix Bridal Show is protecting your information.