

Privacy Policy for <http://www.mindysbooks.com>

This online privacy policy applies to mindysbooks.com, which is operated by:

**Academic Innovations  
1386 Rio Virgin Drive  
Washington, UT 84780  
(800) 967-8016.**

## **INFORMATION COLLECTION**

### **I. Personally-identifiable Information**

This site collects personally-identifiable information from you **only if you choose to provide this information to us**. Such information may include name, e-mail address, phone number, etc.

Academic Innovations **does not** provide personally-identifiable information to unaffiliated third parties in its normal course of business.

### **II. Cookies**

“Cookies” are small pieces of information that are stored by your browser on your computer’s hard drive. This site uses third party cookies, however personally-identifiable information is not collected through the use of cookies. Cookies are used to determine whether a visitor is unique or whether the visitor has viewed our site before. Cookies are optional and do not affect the operability of our site.

While most browsers are set to accept cookies by default, you can set yours to refuse cookies or to alert you before accepting them. Your browser manufacturer has information on changing the default setting for your specific browser.

### **III. Non-personal information**

This site also collects non-personal information. For example, as you browse this web site we may collect information about your visit, but not about you personally. Via web server logs, for example, we may monitor statistics such as: the number of people that visit our site, which page(s) are visited on our site, from which domain our visitors come and which browsers people use to visit our site.

### **IV. Retention**

We reserve the right to retain personally-identifiable information collected through this site for the length of our business relationship with you.

## **INFORMATION USE AND CONSUMER CHOICE**

The information collected by this web site is used only for responding to your inquiries and otherwise corresponding with you, for processing transactions you request, maintaining your account (if you have one), and for the administration, review and/or the improvement the content of our web site.

We may contact you in response to your comments or inquiries, as part of the maintenance of your account with us (if you have one), or in order to complete a transaction that you requested. If you decide that you do not want to receive further contact regarding your inquiry from Academic Innovations, you can contact Academic Innovations by phone, fax, or e-mail with a request that we discontinue our contact with you.

## **ONWARD TRANSFER**

We may disclose information you provide to us to third parties, **but only as required to complete a transaction that you requested.** We may also outsource some tasks, including the operation of certain web site functions, that require access to information you supply online. In such cases, however, we require that the companies acting on our behalf abide by our privacy policy and institute safeguards to protect the confidentiality of your information.

## **ACCESS AND CORRECTION**

In an effort to maintain the accuracy of the information collected through this web site, we will provide you with access to the personally-identifiable information you provide through our web site for as long as we maintain that information in a readily accessible format.

If you wish to correct any inaccurate information you have submitted to this site, please call (800) 967-8016 or send an e-mail to [privacy@academicinnovations.com](mailto:privacy@academicinnovations.com).

## **SECURITY**

We recognize the importance of security for all personal contact information collected by our web site. Once we receive personally-identifiable information, we take steps to protect its security on our systems. In the event we transmit sensitive information, such as credit card information, we use industry standard, secure socket layer ("SSL") encryption.

We strictly limit access to personally-identifiable information to those employees who need access in order to carry out their job responsibilities. All employees are prohibited from "browsing" through our files and databases. We train our employees in the application of our need-to-know standard.

## **POLICY CHANGES**

We may revise this online privacy policy from time to time. If we make any material changes, we will notify you by posting a prominent announcement on [mindysbooks.com](http://mindysbooks.com). In some cases where we post the notice we will also e-mail users, who have opted to receive communications from us, notifying them of the changes in our privacy practices. If we propose using your personally identifiable information in a manner different from that stated at the time of collection we will notify you via e-mail. You will have a choice as to whether or not we use your information in the proposed manner.

## **CONTACT INFORMATION**

If you have questions or concerns regarding this privacy statement, please contact us at:

Academic Innovations  
Office of Privacy Compliance  
1386 Rio Virgin Drive  
Washington, UT 84780  
Telephone: 800-967-8016  
Fax: 800-967-4027  
E-mail: [privacy@academicinnovations.com](mailto:privacy@academicinnovations.com)