

Butterfly Memorial Garden Microsite PRIVACY POLICY

INTRODUCTION

The Company that provides the Butterfly Memorial Garden Microsite Service is EternalWings LLC. The Company, along with our Subscribing Organizations, will attempt to protect any data that is collected concerning you when you use or register on the microsite located at www.memorial.garden/subscriber_name note that this Privacy Policy applies to the information collected through the microsite. It also describes your choices regarding the use, access and correction of your personal information. By using the microsite Service you agree to the use of the data that is collected in accordance with this Privacy Policy, as may be amended.

By using the Service you understand and agree that the Company and Subscribing Organization are providing a platform for you to post content, including text, photographs, obituary content, or other materials ("User Content"), to the microsite and to share User Content publicly. This means that other users of the Service ("Users") may search for, see, use, or share any of your User Content that you publish through the Service, consistent with the terms and conditions of this Privacy Policy and our Terms of use ([LINK TO](#))

INFORMATION WE COLLECT

Basic Account Information: Your name, username, password and e-mail address

Additional Information: Contact emails you enter or upload through your address book or third-party application.

Honoree Information: Any information (such as birth and death dates, location or place of residence, "affectionately known" as names), a photo when you register for a Butterfly Memorial family garden.

User Content and Behavior: Any content that you create or provide when you use the Services including information about your interactions with that content as well as your interactions with content created by other users.

Communications between you and the Company and Subscribing Organization. For example, you may receive Service-related emails (e.g., account verification, changes/updates to features of the Service, technical and security notices). Note that you may not opt out of Service-related e-mails.

Analytics information:

Third-party analytics tools are used to help measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, including the web pages you visit, add-ons, and other information that assists us in improving the Service. This analytics information is collected and used so that it cannot reasonably be used to identify any particular individual User.

Cookies and similar technologies:

When you visit the Service, cookies may be utilized and similar technologies like pixels, web beacons, and local storage to collect information about how you use the Service and provide features to you. A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our microsite. Unless you have adjusted your browser setting so that it will refuse cookies, the Service system will issue cookies when you direct your browser to our microsite. Certain features of our microsite may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from and on our microsite. Flash cookies are not managed by the same browser settings as are used for browser cookies. Pages of the microsite and related e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit the Company and/or Subscribing Organization, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain microsite content and verifying system and server integrity). The Company and/or Subscribing Organization may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by the third party or others.

Log file information:

Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page or app. It can also be provided when the content of the webpage or app is downloaded to your browser or device. When you use the Service, servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. Similar information may be collected from emails sent to Users, which then help track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service.

Device identifiers:

When you use a mobile device like a tablet or phone to access our Service, the Company and/or Subscribing Organization may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." Device identifiers are

small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by the Company. A device identifier may deliver information to us or to a third party partner about how you browse and use the Service and may help others or us provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

HOW WE USE YOUR INFORMATION

In addition to some of the specific uses of information described in this Privacy Policy, information received may be used to: a) Help you efficiently access your information after you log in; b) Provide personalized content and information to you and others; c) Provide, improve, test and monitor the effectiveness of our Service; d) Develop, test and new products and features; e) Monitor metrics such as total number of visitors, traffic and demographic patterns; f) Diagnose or fix technology problems; g) Send you updates or reminders related to your User Content or others' User Content. Your information will not be rented or sold to third parties outside the Company without your consent, except as noted in this Policy.

Butterfly Memorial Garden microsite, provided by EternalWings LLC, is designed to foster community support and participation around our users' grieving processes. As a result, the information you create is defaulted to being public and accessible to the widest possible audience. If a person invited to your garden shares it on social media, the social media audience will see the headline and image for that garden post.

Parties with whom your information may be shared:

Your information as well as information from tools like cookies, log files, and device identifiers and location data, may be shared with third-party organizations that help provide the Service to you ("Service Providers"). The Service Providers will be given access to your information as is reasonably necessary to provide the Service under reasonable confidentiality terms. Parts of the data may be removed that can identify, sharing anonymized data with other parties. Your information may be combined with other information in a way that it is no longer associated with you and shared as aggregate information.

Parties with whom you may choose to share your User Content:

Any information or content that you voluntarily disclose for posting to the Service, such as User Content, becomes available to the public. Once you have shared User Content or made it public, that User Content may be re-shared by others. If you remove information that you posted to the Service, copies may remain viewable in cached and archived pages of the Service, or if other Users, syndication partner or third parties using our application program interface have copied or saved that information.

Responding to legal requests and preventing harm:

Your information may be accessed, preserved and shared in response to a legal request (like a search warrant, court order or subpoena) if a good faith belief exists and/or if the law requires this action. This may include responding to legal requests from jurisdictions outside of the United States where a good faith belief exists and a response is required by law in that jurisdiction, and/or affects users in that jurisdiction, and/or is consistent with internationally recognized standards. Your information may also be accessed, preserved and shared when a good faith belief deems it necessary to: detect, prevent and address fraud and other illegal activity; to protect the Company and/or Subscribing Organization, you and others, including as part of investigations; and to prevent death or imminent bodily harm. Information received about you may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm.

THIRD PARTY LINKS

Occasionally, at our discretion, we may include or offer third party products or services on our microsite. Be sure to read the privacy policies, supplemental notices, and settings of all websites or platforms that you visit so you can understand their privacy practices and your options. These third party sites have separate and independent privacy policies. We have no responsibility or liability for the content and activities of these linked sites.

ABOUT YOUR INFORMATION

How long we keep your User Content:

Following termination or deactivation of your account, the Company and its Subscribing Organizations may retain information (including your profile information) and User Content.

HOW YOUR INFORMATION IS PROTECTED

The Company uses third party vendors and hosting partners to provide the necessary protection hardware, software, networking, storage, and related technology required to run the Butterfly Memorial Garden Service. A combination of processes, technology and physical security controls are used to help protect User information from unauthorized access, use, or disclosure. However, no security controls are 100% effective, and therefore cannot be completely ensured or warranted regarding the security of your User information.

CHILDREN'S PRIVACY

The Company does not knowingly solicit any information from anyone under the age of 13 or knowingly allow such persons to register for the Service. In the event that collected personal information has been collected from a child under age 13 without parental consent, that information will be deleted as quickly as possible. If you believe that any information has been submitted from or about a child under 13, please contact the Company and/or Subscribing Organization.

SOCIAL MEDIA WIDGETS

The microsite Service includes Social Media features, such as the Facebook and Twitter share button, and Widgets that run components of the microsite. These Features may collect your internet protocol address, which page you are visiting on our website, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our website. Your interactions with these Features are governed by the privacy policy of the company providing it.

OTHER WEB SITES AND SERVICES

The Company and/or Subscribing Organization are not responsible for the practices employed by any websites or services linked to or from the Service, including the information or content contained within them. Please remember that when you use a link to go from the Service to another website or service, this Privacy Policy does not apply to those third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link on our website, are subject to that third party's own rules and policies. In addition, you agree that the Company and the Subscribing Organization are not responsible and do not have control over any third-parties that you authorize to access your User Content. If you are using a third-party website or service and you allow them to access your User Content you do so at your own risk.

APPLICABLE LAW

We control and operate the www.memorial.garden/subscriber_name microsite from the United States. The federal laws of the United States, and the state and local laws of the state of Kentucky shall govern this Policy. If you are a resident of another state, you may be subject to jurisdiction of such state's courts.

The microsite does not conform to all state provisional laws. Individuals who choose to access the website do so at their own initiative and are responsible for complying with all local laws, rules and regulations.

HOW TO CONTACT US ABOUT A DECEASED USER

In the event of the death of a User, please contact us. We will usually conduct our communication via email; should we require any other information, we will contact you at the email address you have provided in your request.

HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Service, contact us.

CHANGES TO OUR PRIVACY POLICY

The Company may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you additional forms of notice of modifications or updates as appropriate under the circumstances. Your continued use of the Service after any modification to this Privacy Policy will constitute your acceptance of such modification.

QUESTIONS/CONTACT INFORMATION

Any questions or comments about this Privacy Policy should be addressed to bflymgarden@gmail.com - 502.709.8180

Eternal Wings LLC
USA

The effective date of this Privacy Policy is 05/01/2017