

### Privacy is important

This privacy policy covers the use of the web site located at <http://www.Kraftwurx.com> and the services provided by Kraftwurx ("KW"), including how KW treats personal information that KW collects and receives. Pursuant to Digital Reality's Terms of Use, you must be 18 years and older to use this site or have permission from a legal guardian. Therefore, this policy makes no provision for individuals under 18 years old. This policy does not apply to the practices of third parties that Kraftwurx does not own or control, or individuals that Kraftwurx does not employ or manage.

### TRUSTe

Kraftwurx is a licensee of the TRUSTe Privacy Program. TRUSTe is an independent, non-profit organization whose mission is to build user's trust and confidence in the Internet by promoting the use of fair information practices. This privacy statement covers the site <http://www.Kraftwurx.com>. Due to Kraftwurx commitment to your privacy, it has agreed to disclose its information practices and have its privacy practices reviewed for compliance by TRUSTe. If you have questions or concerns regarding this statement, you should first contact Kraftwurx legal department at [support@kraftwurx.com](mailto:support@kraftwurx.com). If you do not receive acknowledgment of your inquiry or your inquiry has not been satisfactorily addressed, contact TRUSTe at [http://www.truste.org/consumers/watchdog\\_complaint.php](http://www.truste.org/consumers/watchdog_complaint.php). TRUSTe will serve as a liaison to resolve your concerns.

## **Information Collection and How it is Used**

### General Information:

Kraftwurx will not sell or disclose your name or email address to third parties without your explicit consent, except as specified in this privacy policy.

Kraftwurx collects personal information when you register to use Kraftwurx services or to post content on Kraftwurx. At registration you are asked for your email address and certain other optional information.

If you would like to obtain a Seller account, Kraftwurx will ask for your billing address, phone number, and credit card information.

Kraftwurx automatically receives and records information on our server logs from your browser, including your IP address, cookies, and the pages you request. This data is only used in the aggregate.

Kraftwurx uses information for the following general purposes: products and services provisioning, billing, identification and authentication, services improvement, contact, research, and anonymous reporting. IP addresses are automatically reported by your browser each time you view a web page. Your IP address is stored in Kraftwurx user registration databases when you register with Kraftwurx . IP addresses may be used for various research purposes.

### **Service-related Announcements**

Kraftwurx will send you a welcome/confirmation email when you sign up for Kraftwurx services. Receipt of this email is required for using Kraftwurx services.

Kraftwurx will send you service-related announcements on rare occasions when it is necessary to do so.

You may not opt-out of service-related communications, which are not promotional in nature. If you do not wish to receive them, you have the option to deactivate your account by emailing [support@kraftwurx.com](mailto:support@kraftwurx.com) from the email address you signed up with.

### **Administrative Messages**

Kraftwurx may periodically email you with administrative messages. Kraftwurx will not sell or rent your personal information to third parties for their marketing purposes without your explicit consent. Your information may be combined with information Kraftwurx collects from other companies and used to improve and personalize services, content and advertising. If you don't wish to receive administrative messages or participate in these programs, simply opt-out by emailing [support@kraftwurx.com](mailto:support@kraftwurx.com) .

### **Newsletter Emails**

Kraftwurx offers subscriptions to our email newsletters. To opt-in, Kraftwurx will ask for your email address and the newsletter(s) you wish to receive. This email address will only be used for this feature. You may change your subscription or unsubscribe at anytime by following the instructions contained in the email.

### **Friend Features**

"Invite a Friend" is a feature in which members can send a one-time email message to invite someone to Digital Reality. "Tell a Friend" allows a member to share information about a specific item listed on Kraftwurx by sending a personalized email message.

If you choose to use Kraftwurx "Share", "Invite a Friend" or "Tell a Friend" features, Kraftwurx will ask for the information needed to send the message, such as your friend's email address. Kraftwurx will then automatically send your friend an email, inviting your friend to visit the site. For the "Invite a Friend" feature, Kraftwurx stores the information for the purpose of sending this message, limiting the ability to send invitations to one per recipient-sender combination and tracking the success of this feature (registration referrals). Kraftwurx does not store "Tell a Friend" information on our servers. Your friend may utilize the "unsubscribe" link in the email to opt-out of receiving future "Tell a Friend" emails from Kraftwurx.

### **Choice/Opt-out**

If you no longer wish to receive administrative messages, you may opt-out by emailing [support@kraftwurx.com](mailto:support@kraftwurx.com) . Please note that if you do not wish to receive administrative messages from us, those notices will still govern your use of the Kraftwurx website and service, and you are responsible for reviewing such notices for changes.

### Cookies

A cookie is a small amount of data, which often includes an anonymous unique identifier that is sent to your browser from a web site's computers and stored on your computer's hard drive. You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. If you reject all cookies, you will not be able to use Kraftwurx products or services that require you to "sign in" and you may not be able to take full advantage of the Kraftwurx service. Kraftwurx uses its own cookies for a number of purposes, including to: Access your information when you "sign in"; keep track of preferences you specify while you are using Digital Reality's services; display the most appropriate advertising banners, based on your interests and activity on Digital Reality; estimate and report Digital Reality's total audience size and traffic; conduct research to improve Digital Reality's content and services. Kraftwurx cookies do not collect personal information, and Kraftwurx does not combine information collected through cookies with other personal information to tell us who you are or what your username or email address is.

### Information Sharing and Disclosure

When you post a message, your Kraftwurx ID or alias is visible to other users. If you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return. Kraftwurx may be required to disclose personally identifiable information under special circumstances, such as to comply with subpoenas or when your actions violate the Kraftwurx Terms of Use. Kraftwurx may disclose personally identifiable information to parties in compliance with Digital Reality's Copyright and Intellectual Property Policy, as Kraftwurx in Digital Reality's sole discretion believes necessary or appropriate in connection with an investigation of fraud, intellectual property infringement, piracy, or other unlawful activity. In such events, Kraftwurx may disclose name, street address, city, state, zip code, country, phone number, email address and company name. Kraftwurx may

share aggregated demographic information with business partners.

Kraftwurx is affiliated with a variety of businesses and works closely with them. These businesses may operate stores on the Kraftwurx website or sell items to you from the Kraftwurx website. Kraftwurx may also provide services or sell products jointly with affiliated businesses. Due to the nature of Digital Reality's business model, when an affiliated business is associated with your transaction, you will share customer information that is related to such transaction with that affiliated business.

Kraftwurx employs other companies and people to perform tasks on our behalf and needs to share your information with them to provide products and services to you. Examples include but are not limited to fulfilling orders, handling billing disputes and collections, analyzing data, providing marketing assistance and providing customer service.

Kraftwurx will not rent, sell, or share personal information about you with non-affiliated parties except as specified in this Privacy Policy to provide products or services you have requested or when Kraftwurx has your permission. It may be necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Digital Reality's Terms of Use, as specified in this Privacy Policy or as otherwise required by law. In some cases, Kraftwurx may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that is transferred. Kraftwurx will transfer information about you if Kraftwurx is acquired by or merged with another company. In this event, Kraftwurx will notify you by email or by putting a prominent notice on the Kraftwurx web site before information about you is transferred and becomes subject to a different privacy policy.

As part of the buying and selling process, you may obtain another Kraftwurx user's email address , shipping address and/or other information. Pursuant to Digital Reality's Terms of Use, you have a limited license to use this information. This information should only be used for Digital Reality-related communications or for Digital Reality-facilitated transactions. Kraftwurx has not granted you a license to use the information for unsolicited commercial messages. Without limiting the foregoing, without express consent from the user, you are not licensed to add any Kraftwurx user to your email or physical mail list.

Without limiting the above, in an effort to respect your privacy and Kraftwurx 's ability to keep the community free from bad actors, Kraftwurx will not otherwise disclose your personal information to law enforcement, other government officials, or other third parties without a subpoena, court order, legal process, or substantially similar legal procedure, except when Kraftwurx believes in good faith that the disclosure of information is necessary to protect Kraftwurx 's rights, prevent imminent physical harm or financial loss, or to report suspected illegal activity.

### **Forums / Chat Rooms**

If you use a forum or chat room on this site, you should be aware that any personally identifiable information you submit there can be read, collected, or used by others or could be used to send you unsolicited messages. Kraftwurx is not responsible for the personally identifiable information you choose to submit in these forums.



### Third Parties

Except as otherwise expressly included in this Privacy Policy, this document addresses only the use and disclosure of information Kraftwurx collects from you. If you disclose your information to others, whether they are buyers or sellers on Kraftwurx or throughout the internet, different rules may apply to their use or disclosure of the information you disclose to them. Kraftwurx does not control the privacy policies of third parties, and you are subject to the privacy policies of those third parties where applicable. Kraftwurx is not responsible for the privacy or security practices of other websites on the Internet, even those linked to or from the Kraftwurx site. Kraftwurx encourages you to ask questions before you disclose your personal information to others.

### Editing and Deleting Account Information

You can change your Kraftwurx Account Information (except your username), at any time. Kraftwurx may send you certain communications relating to the Kraftwurx service, such as service-related announcements and administrative messages that are considered part of your Kraftwurx account. You can delete your Kraftwurx account by emailing [Support@Kraftwurx.com](mailto:Support@Kraftwurx.com). Please note that your identification, billing and contact information may remain in Kraftwurx records for some period.

Kraftwurx limits access to personal information about you to employees who Kraftwurx believes reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs. Your Kraftwurx Account Information is password-protected.

If your personally identifiable information changes you may correct or update it by making the change on Your Kraftwurx Page. You may delete or deactivate your account by emailing Customer Support at [Support@Kraftwurx.com](mailto:Support@Kraftwurx.com) or by postal mail at the contact information listed below. Kraftwurx will respond to your request within 10-20 business days.

## Security

The security of your personal information is important to us. Your Kraftwurx account information is protected by a password for your privacy and security. You need to work to protect against unauthorized access to your password and to your computer by signing off once you have finished using a shared computer. When you enter sensitive information (such as credit card number) for registration, Kraftwurx encrypts that information using secure socket layer technology (SSL). Kraftwurx follows generally accepted industry standards to protect the personal information submitted to us, both during transmission and once Kraftwurx receives it. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while Kraftwurx strives to use commercially acceptable means to protect your personal information, Kraftwurx cannot guarantee its absolute security. If you have any questions about security on Kraftwurx Web site, you can email Kraftwurx at [support@kraftwurx.com](mailto:support@kraftwurx.com)

### Changes to this Privacy Policy

If the privacy policy is changed, Kraftwurx will post changes so that you are aware of those changes. Kraftwurx reserves the right to modify this privacy statement at any time, so please review it frequently. If Kraftwurx makes material changes to this policy you will be notified here, by email, or other places Kraftwurx deems appropriate.

### Questions

If you have questions or suggestions you can contact [Support@Kraftwurx.com](mailto:Support@Kraftwurx.com) or by snail-mail:

**Kraftwurx Attention: Customer Care**  
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