

# Privacy Policy

Effective Date: October 19, 2007

**Murray's Chickens** values the users of our website (the "**Website**"). Your privacy and trust are very important to us. We recognize that you may be concerned about our collection, use, and disclosure of the personally identifiable information ("**Personal Information**") that we collect when you use the Website and the services offered on the Website **www.Murrayschicken.com**. This **Privacy Policy** describes the information that we collect from you, how we collect this information, and what we do with it after we collect it. By using the Website you are accepting the practices described in this Privacy Policy. If you have any questions or comments regarding this Privacy Policy, please contact us at **info@murrayschicken.com**.

## **Does Murrayschicken.com Ever Change its Privacy Policy?**

We may make changes to the Privacy Policy from time to time. We will notify you of any changes by sending you an email, posting a notice on the home page of the Website, or posting a notice in your account when you first login after we have made changes. If you receive notification of a change in our Privacy Policy, you must review the new Privacy Policy carefully to make sure you understand our practices and procedures. You may not be able to receive notices from us if your cookies are not set to accept and/or are disabled.

## **What Types of Information Does Murrayschicken.com Collect From me?**

### **Personal Information**

We collect Personal Information that you provide to us, such as your name, mailing address, phone number and email address.

## **How and When Does Murrayschicken.com Collect This Information?**

### **Providing Information to Us.**

We collect Personal Information from you when you provide it to us. For example, if you sign up for our newsletter, we may collect your name, mailing address, telephone number, and email address.

## **Analytic and Reporting Technologies.**

Like the operators of most websites, we use analytic and reporting technologies to record Non-Personal Information such as Internet domain and host names, Internet protocol (IP) addresses, browser software, operating system types, clickstream patterns, and the dates and times that the Website are accessed. We also contract with several online partners to help manage, monitor and optimize our Website and to help us measure the effectiveness of our advertising, communications and how visitors use the Website. To do this, we may use web beacons and cookies.

## **How Does Murrayschicken.com Use My Information?**

Personal Information. We use Personal Information primarily for our own internal purposes, such as providing, maintaining, evaluating, and improving the Website, fulfilling requests for information and providing customer support. Similarly, if you sign up to receive a Murray's Chicken newsletter, we will use the email address you provide to send you the newsletters.

## **Non-Personal Information.**

We use Non-Personal Information to track the use of the Website and for other internal purposes, such as providing, maintaining, evaluating, and improving the Website.

When Does Murrayschicken.com Disclose My Information to Third Parties?

## **When Does Murrayschicken.com Disclose My Information to Third Parties?**

### **Disclosure to Unaffiliated Third Parties**

We never sell, or share any of our customer's information

### **Disclosure to Third Party Service Providers and Online Partners.**

We may contract with various third parties who help us provide, maintain and improve the Website

## Continued From Previous Page:

For example we may contract with several online partners to help manage, monitor and optimize our Website and to help us measure the effectiveness of our advertising, communications and how visitors use the Website. We will use commercially reasonable efforts to prevent such third parties from disclosing your Personal Information, except for the purpose of providing the services in question. We cannot guarantee that such third parties will not disclose your Personal Information.

### **Disclosure of Non-Personal Information.**

We will not disclose Non-Personal Information, in aggregate form, to potential strategic partners, advertisers, investors, customers, and others.

### **What About Cookies and Web Beacons?**

A cookie is a small file placed on the hard drive of your computer. Most websites use cookies. We use cookies to track your use of the Website provide you with a more personalized user experience. .

A web beacon is an often-transparent graphic image, usually no larger than a 1x1 pixel that is placed on a web page or in an e-mail that is used to monitor the behavior of the user visiting the Website or receiving the e-mail.

Cookies and web beacons used by Murrayschicken.com are not linked to Personal Information. the use of cookies or web beacons by any other third party, Shopkeeper or advertiser.

### **Does Murrayschicken.com Protect Personal Information?**

Whenever we obtain your Personal Information, we use commercially reasonable efforts to protect it from unauthorized access or disclosure. However, we are not insurers of the security of your Personal Information. Accordingly, we assume no liability for any disclosure of data due to errors in transmission, unauthorized third party access or other acts of third parties, or acts or omissions beyond our reasonable control.

### **How Can I Review and Make Changes to My Personal Information?**

You can obtain a copy of and request that we correct errors in your Personal Information by emailing us at [info@murrayschicken.com](mailto:info@murrayschicken.com).

For your protection, you will be required to provide proof of your identity to obtain a copy of your Personal Information. If your Personal Information changes or if you no longer want to use the Murrayschicken.com Services, you may correct, update or deactivate your Personal Information and/or your account through the account management screen. If you would like to deactivate or terminate your account you can also contact is at [info@murrayschicken.com](mailto:info@murrayschicken.com).

### **Security**

We follow generally accepted industry standards to protect the Personal Information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

### **Does This Privacy Policy Apply on Third Party Websites?**

You may be able to access third party websites directly from the Website. This Privacy Policy does not apply when you access third party websites. We cannot control how third parties may use Personal Information you disclose to them, so you should carefully review the privacy policy of any third party website you visit before using it or disclosing your Personal Information to its provider.

### **How Can I Opt-Out From Receiving Communications From Murrayschicken.com?**

We provide you the opportunity to opt-out of having your Personal Information used for certain purposes. If you no longer wish to receive our newsletters and promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at [info@murrayschicken.com](mailto:info@murrayschicken.com). We also offer you an opportunity to opt-out of certain communications through the account management screen. If you need assistance you may contact us at [info@murrayschicken.com](mailto:info@murrayschicken.com). or via mail sent to PO Box 96, New City, NY 10956. If we disclose your Personal Information to a third party in a manner that is not set forth in this Privacy Policy you will be notified so that you can make an informed choice about sharing your Personal Information with that third party.