

## Privacy Policy

At Cherry Systems user privacy is important to us. We want you to feel as comfortable as possible visiting cherrystore.com and using Cherry Systems services and products. This Privacy Policy will tell you, as of the "Last Revised" date set forth at the end of this Policy, what information Cherry Systems collects and how we use that information. We urge you to read our Privacy Policy so that you will understand both our commitment to you and your privacy.

**Please remember if you link to a third party site from Cherry Systems Site, any information you reveal on that site is not subject to this Privacy Policy. You should consult the privacy policy of each site you visit.**

## Business Information Collected

Cherry Systems collects the Business Information necessary to enable us to respond to your requests for our products and services and to send you information regarding our products and services from time to time. Since most of the users of our services and products are doing so in their capacity as employees or companies, all Business Information we collect will be in that capacity. For these purposes, we have defined "Business Information" as:

- 1) Any information that identifies or may identify a specific individual or a company **or that allows others to contact a specific individual or a company.**
- 2) Any information related to product registration which may include name of company, product name and other relevant information.

## Disclosure of Your Business Information

Except as set forth in this section, Cherry Systems will not disclose any Business Information to third parties unless we receive your prior permission. In the following limited circumstances we will consider, and may release, Business Information to third parties:

- 1) To comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order.
- 2) To enforce or apply the terms of any of our service or license agreements with customers.
- 3) In special cases, such as protecting the rights, property or safety of Cherry Systems, our customers, our vendors or others.

We may also provide Business Information to our vendors, suppliers and business partners where it is necessary in order to:

- 1) Provide us with products and services related to better operation and maintenance of our Web site.
- 2) Provide you with a product or service requested by you

- 3) Market products or services to you.

Cherry Systems may provide information about you that does not allow you to be identified or contacted by third parties. For example, we might inform third parties regarding the number of users of our site and the activities they conduct while on our site. Depending on the circumstances, we may or may not charge for this information. We may also use this information as part of products or services that we provide to third parties and to improve our products, services and sites.

## Organizational and Personal Information You Knowingly Give Us

Within our Web site, you may be asked to give us personal or organizational information in order to purchase or receive information about a product or service. This information may range from your generic zip code, to your specific phone number, product serial numbers and control codes, account number, credit card number, e-mail address, organization URL, or mailing address.

## Registration

Registration is not required, except for access to our premium content areas or if you are not a Cherry Systems' customer and request automatic or periodic communications from us, such as a newsletter. The registration forms require users to give us accurate contact information (like name and email address) and references that help us better serve you. Your name and email address may be used to send you information about our company, product updates, special offers, and newsletters. To opt out of receiving communications from Cherry Systems, please send a simple e-mail request to [bob@cherrystore.com](mailto:bob@cherrystore.com) or call 661-948-2291.

## Opt-out Policy and Procedure

Our Web sites provide users with the opportunity to opt-out of receiving communications from us. Additionally, visitors who wish to remove their information from our database to not receive future communications or to no longer receive our service can send a simple e-mail request to [bob@cherrystore.com](mailto:bob@cherrystore.com) or call 661-948-2291.

## Correcting/Update Policy

If you would like to correct and/or update your information, please send a simple e-mail request to [bob@cherrystore.com](mailto:bob@cherrystore.com) or call 661-948-2291.

**Last Revised Date: October 1, 2010**

**Effective Date: November 1, 2010**