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Serob is committed to respecting your privacy and recognizes your need to protect the personal information that you share with us on this web site. The purpose of this privacy policy is to inform you what personal information we may collect from you, how we use such information, and the choices you have regarding our use of, and your ability to review and correct the information. This policy applies only to customers in the United States.

POLICY UPDATES

Serob may update this privacy policy from time to time. Whenever we make a change, we will post the updated policy on this page. That way users can stay informed of our information collection policies. Accordingly, we recommend that you consult this page frequently so that you are aware of our updated policies.

TYPES OF INFORMATION WE COLLECT

We have the ability to collect two types of information from people who visit our site: Personally Identifiable Information and Aggregate Information. Personally Identifiable Information is any information by which you can be identified, such as your name, address, telephone number, email address, credit card information, birth date, gender, occupation, personal interests, etc. Aggregate Information is anonymous data such as your IP address (i.e., a number that is assigned to your computer whenever you are connected to the internet) and user statistics (e.g., 45% of our users are from California). Aggregate data is very much like television ratings that show the television network how many viewers are watching a particular television program.

WHAT WE DO WITH THE INFORMATION

Serob collects Aggregate Information to diagnose technical problems on its site, to help us administer the site, to help us improve the quality of the pages that make up our site, to provide data to advertisers about the volume of use on, and frequency of visitors to the site, to gather broad demographic information and to improve our site to assure that it is as appealing as we can make it for as many people as possible. Sometimes we share this information with our business partners, and sometimes we permit our business partners to collect the information directly from you, for advertising and promotional purposes. In no event, however, is this information matched to your Personally Identifiable Information. Serob is also able to collect Personally Identifiable Information. This can be done only when you voluntarily submit such information on our site. For example, when you sign up for a Serob Guest List, when you subscribe to an email newsletter, when you order our brochure, when you participate in our surveys and when you register for contests, sweepstakes, and other promotional opportunities provided by Serob, you are supplying us with your Personally Identifiable Information. We use such information to display content and products that we think may be of interest to you, to personalize your online experience and to improve the quality of the content that we provide to you on the site. But from time to time we also share such information with our business partners, who might also wish to offer their products or services to you. Whenever we request that you provide us Personally Identifiable Information, we will give you the opportunity to "opt out" of receiving future communications from us or others. By providing such Personally

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If you have provided Personally Identifiable Information but later you object to the use that is being made of that information (for example, you no longer wish to receive promotional or marketing information about products, services, and offerings from Serob or any third parties) you can ask that we stop making use of that information. You can do this by simply sending an email message to us and be sure to indicate "UNSUBSCRIBE" in the subject line. Your request will be processed as soon as possible. Please bear in mind that cancellation of your information will result in you not being able to continue to access the relevant services, offers or content.

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