

# Lessons On The Lake PRIVACY POLICY

Thank you for visiting Lessons On The Lake Corporation's website (the "Lessons On The Lake Website") which brings you the Lessons On The Lake technology solution. The protection of privacy is important to Lessons On The Lake Corporation, its affiliates and subsidiaries ("Lessons On The Lake"). To better protect privacy, Lessons On The Lake provides this notice explaining Lessons On The Lake's online information practices and the choices a User can make about the way information is collected and used at this site.

## **What information does the Lessons On The Lake Website collect?**

The primary purpose of the Lessons On The Lake Website is to provide Lessons On The Lake's customers, prospective customers, partners, stockholders, the investment community and the public ("Users") information about Lessons On The Lake and its products and services. From time to time, Lessons On The Lake may invite Users to subscribe to an email service, order products, enter contests, and vote in polls or otherwise express an opinion, among other things. The types of personally identifiable information that may be collected at these pages include: name, address, e-mail address, telephone number, fax number, credit card information, and information about User interests in and use of various products, programs, and services. The Lessons On The Lake Website also may collect certain non-personally identifiable information when User visit many of Lessons On The Lake's the Lessons On The Lake Website pages such as the type of browser a User is using (e.g., Netscape, Internet Explorer), the type of operating system a User is using, (e.g., Windows '95 or Mac OS) and the domain name of a User's Internet service provider (e.g., America Online, Earthlink).

## **How does the Lessons On The Lake Website use the information?**

The Lessons On The Lake Website may use the information User provide about a User to fulfill the User's requests for Lessons On The Lake's products, programs, and services, to respond to the User's inquiries about Lessons On The Lake's software products and services, and to offer the User other products, programs or services that Lessons On The Lake believes may be of interest to the User. Lessons On The Lake sometimes uses this information to communicate with the User, such as to notify the User when the User has won one of Lessons On The Lake's contests, to fulfill a request by a User to receive information by email, or to contact a User about Lessons On The Lake's products and services. The Lessons On The Lake Website sometimes uses the non-personally identifiable information that the Lessons On The Lake Website collects to improve the design and content of Lessons On The Lake's site and to enable us to personalize a User's Internet experience. The Lessons On The Lake Website also may use this information in the aggregate to analyze site usage. Under certain circumstances, Lessons On The Lake may disclose personally identifiable information to third parties. Lessons On The Lake may disclose personally identifiable information, for example, in response to legal process in response to a court order or a subpoena. Lessons On The Lake also may disclose such information in response to a law enforcement agency's request. Agents and contractors of Lessons On The Lake who have access to personally identifiable information are required to protect this information in a manner that is consistent with this Privacy Policy by, for example, not using the information for any purpose other than to carry out the services they are performing for Lessons On The Lake. Although Lessons On The Lake takes appropriate measures to safeguard against unauthorized disclosures of information, the Lessons On The Lake Website cannot assure User that personally identifiable information that the Lessons On The Lake Website collects will never be disclosed in a manner that is inconsistent with this Privacy Policy. From time to time the Lessons On The Lake Website may disclose personally identifiable information to companies whose practices are not covered by this privacy notice that want to market products or services to a User. If the Lessons On The Lake Website shares personally identifiable information to such a third party, Lessons On The Lake will provide User with an opportunity to opt out or block such uses. The Lessons On The Lake Website may on occasion combine information the Lessons On The Lake Website receive online with outside records to enhance Lessons On The Lake's ability to market to User those products or services that may be of interest to User. If User prefers to not receive marketing

information from this site, please follow the Opt-Out Procedures set forth below. Finally, Lessons On The Lake will not use or transfer personally identifiable information provided to us in ways unrelated to the ones described above without also providing Users with an opportunity to opt out of these unrelated uses.

### **Collection of Information by Third-Party Sites and Sponsors**

The Lessons On The Lake Website may contain links to other sites whose information practices may be different than Lessons On The Lake's. Visitors should consult the other sites' privacy policies because the Lessons On The Lake Website has no control over information that is submitted to, or collected by, these third parties. The Lessons On The Lake Website may sometimes offer content (e.g., contests, sweepstakes, or promotions) that is sponsored by or co-branded with identified third parties. By virtue of these relationships, the third parties may obtain personally identifiable information that visitors voluntarily submit to participate in the site activity. Lessons On The Lake has no control over these third parties' use of this information.

### **Cookies**

To enhance User experience with Lessons On The Lake's sites, the Lessons On The Lake Website may employ "cookies." Cookies are text files the Lessons On The Lake Website place in User computer's browser to store User preferences. Cookies, by themselves, do not tell us User e-mail address or other personally identifiable information unless User choose to provide this information to us by, for example, registering for a Lessons On The Lake Website promotion. Once a User chooses to furnish the site with personally identifiable information, this information may be linked to the data stored in the cookie. Lessons On The Lake primarily uses cookies to understand site usage and to improve the content of the Lessons On The Lake Website. For example, Lessons On The Lake may use cookies to personalize a User's experience at the Lessons On The Lake Website or save User password in password-protected areas. The Lessons On The Lake Website also may use cookies to offer the User Lessons On The Lake products, promotions, or services.

### **Security**

The Lessons On The Lake Website has security measures in place to help protect against the loss, misuse and alteration of the information under Lessons On The Lake's control. Any time the Lessons On The Lake Website asks for a credit card number, the Lessons On The Lake Website transmits that credit card number in an encrypted format. The Lessons On The Lake Website use industry-standard, SSL (secure socket layer) encryption. Unfortunately, no data transmission over the Internet can be guaranteed to be secure. As a result, while the Lessons On The Lake Website strives to protect User personal information, Lessons On The Lake cannot ensure or warrant the security of any information User transmit to or from Lessons On The Lake's online products or services, and Users do so at their own risk. Once the Lessons On The Lake Website receives a User transmission, Lessons On The Lake will make reasonable efforts to ensure its security on Lessons On The Lake's systems.

### **Children**

The Lessons On The Lake is a general audience site. It is not intended for, nor does Lessons On The Lake direct any of its content to, children under thirteen (13) years of age.

### **Opt-Out Procedures**

Lessons On The Lake gives a User the following options for removing User information from Lessons On The Lake's database in order to stop receiving future communications from Lessons On The Lake. (Please note: Lessons On The Lake is not responsible for removing information from third-party lists or entities with which a User has previously authorized us to share its User information.)

1. You can send email to: [Info@LessonsOnTheLake.com](mailto:Info@LessonsOnTheLake.com)
2. You can send mail to the following postal address:

Lessons On The Lake  
c/o IVENUE Corporation  
807 Williamson Road Suite 202  
Mooresville, NC

### **Correct/Update**

Lessons On The Lake gives a User the following options for informing us of changes to information a User has previously provided:

1. Email to: [Info@LessonsOnTheLake.com](mailto:Info@LessonsOnTheLake.com)
2. 2. Send mail to the following postal address:

Lessons On The Lake  
c/o IVENUE Corporation,  
807 Williamson Road Suite 202  
Mooresville, NC

### **Contacting Lessons On The Lake**

If Users have any questions about this privacy statement, the practices of this site, or other matters relating to the Lessons On The Lake Website, please feel free to contact: [Info@LessonsOnTheLake.com](mailto:Info@LessonsOnTheLake.com)

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Any of the policies or procedures above may be changed at any time without prior notice. Although this Privacy Policy is not a binding contract and does not create any legal rights, it does serve as an expression of Lessons On The Lake's commitment to protecting private personal information.