

Privacy Policy in Brief

Tienda, Inc and its subsidiaries, LaTienda.com and ... (collectively, "La Tienda" or "We") have formulated this privacy statement in an effort to demonstrate our unwavering commitment to protect your privacy. While there are many pages on our Website that you may peruse freely without sharing any personal data, this privacy policy pertains to the data we collect on those occasions in which you have specifically requested information, desire to register and/or purchase products. This privacy policy explains data collection and use in order for us to provide for your requests. This privacy statement applies to any sub-domain of La Tienda (i.e. www.tienda.com/accounts/login.html). Please read our complete privacy statement. **By using the La Tienda Website, you do hereby represent and warrant that you have read, understand and agree to all terms of this privacy policy.**

Purpose

This privacy policy is intended to:

- Detail the kinds of information, including personal information, that we collect on the Website;
- Describe how the information is used;
- Detail with whom the information is shared;
- List security measures taken on the La Tienda Website;
- Provide you with information as to how to correct or update your personal account information;
- Provide you with contact information for us.

Collection of Non-Identifiable Information

If you do nothing but browse through the La Tienda Website, read pages, or download free information, we may gather and store particular information automatically about your visit. This information does not provide any personal details about you. We automatically collect and store only the following information about your visit:

- 1 The Internet domain (for example, "yourcompany.com" if you use a private Internet access account, or "yourschool.edu" if you connect from a university's domain) and IP address (an IP address is a number that is automatically assigned to your computer whenever you are surfing the Web) from which you access our Website;
- 2 The type of browser and operating system used to access our Website;
- 3 The date and time you access our Website;
- 4 The pages you visit; and
- 5 If you linked to the Website from another website, the address of that website.

This information is utilized to help us discern ways to make our Website more useful to visitors, to track the number of visitors to our Website, for use in advertizing and market research, to diagnose service or technology problems and to assess and maintain security.

How Collected Personal Information Is Used

When you subscribe to our emails, or purchase a product, we will ask for personal information from you in order to provide you with the requested service. The extent of the information gathered can vary from your name and email address (for an email, for

instance), to billing and shipping information (for a product purchase, for instance. La Tienda is the sole owner of the information collected.

Use of Your Personal Information

We use your personal information in order to:

- Deliver products that you request or purchase.
- Alert you to special offers, updated information, and other new services from La Tienda, if you so request.
- Allow you access to limited-entry areas of our Website, as appropriate.

We may use other companies to provide limited services on our behalf, including an outside shipping company to ship orders and a credit card processing company to bill you for goods and services. We will only provide those companies the information they need to deliver the service, and they are prohibited from using that information for any other purpose. La Tienda may disclose your personal information if required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on La Tienda or the Website; (b) protect and defend the rights or property of La Tienda and its family of Websites, or (c) act in urgent circumstances to protect the personal safety of La Tienda employees, users of La Tienda products or services, or members of the public.

Control of Your Personal Information

When you register or otherwise give us personal information, La Tienda will not share that information with third parties without your permission, other than for the limited exceptions already listed. It will only be used for the purposes stated above.

Choice/Opt-out

Our users are given the opportunity to "opt-out" of having their information used for purposes not directly related to our Website at the point where we ask for the information. For example, users who buy a product from us but don't want any marketing material can keep their email address off of our lists. If you no longer wish to receive our email and promotional communications, you may also opt-out of receiving them by following the instructions included in each newsletter or communication. You can also email your request directly to contact@latienda.com

Security of Your Personal Information

We are committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure, and follow generally accepted industry-standard security technologies to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet or method of electronic storage is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. For example, we store the personal information you provide in computer servers with limited access that are located in controlled facilities. As well, when we transmit sensitive information (such as a credit card number) over the Internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Cookies

A cookie is a small piece of data containing a unique identification number that is sent to your browser from a Web server, and is stored on your computer's hard drive. The La Tienda Website uses cookies to collect certain non-personally identifiable information (e.g., IP address, web pages on the Website visited, time, and date) to make sure you don't see the same ad repeatedly. We use cookies for other purposes as set forth below. The La Tienda Website relies on cookies to preserve the La Tienda Website identity you have created while logged on. If you choose to not accept cookies, you cannot participate as a registered, signed-in member.

Contests and/or Surveys

There may be occasions in which you will have the option to take part in contests and/or surveys, and in order for you partake, we may request personal information from you which could include your name, address, and/or zip code. Participation is voluntary, and thus you can opt not to provide these details.

Links to Other Websites

This La Tienda Website may contain links to other websites that are not owned or controlled by LA TIENDA Please be aware that we, La Tienda, are not responsible for the privacy practices of such other websites. We encourage you to be aware when you leave our Website and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies only to information collected by this Website. If you use a blog on this Website, you should be aware that any personally identifiable information you submit there can be read, collected, or used by other users of these forums and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums.

Access to Your Personal Information

We will provide you with the means to ensure that your personal information is correct and current. If you register with La Tienda or subscribe to a newsletter, you can review and edit your personal information.

Changes in This Privacy Statement

La Tienda will occasionally update this privacy statement. When we do, we will also revise the "last updated" date at the bottom of the privacy statement. For material changes to this statement, La Tienda will place a prominent notice on the Website. This policy is subject to and consistent with all applicable and governing statutes and regulations.

Contact Us

La Tienda welcomes your comments regarding this privacy statement. Please contact us by e-mail at contact@latienda.com LAST UPDATED NOVEMBER 2012