

Last Revised May 2018

The following Privacy Policy summarizes the many ways that Daniel Buck Auctions treats the information you provide while using danielbuckauctions.com ("Website"). It is our goal to bring you information that is tailored to your individual needs and, at the same time, protect your privacy.

Please read this Privacy Policy carefully. You can access the Privacy Policy any time by clicking the link at the bottom of each web page. Use of and/or registration on any aspect of the Website will constitute your agreement to this Privacy Policy. If you cannot agree with the terms and conditions of this Privacy Policy, please do not use the Website. This Privacy Policy does not cover information collected elsewhere, including without limitation offline and on sites linked to/from our Website, as we have no control over what others/other websites collect.

This Privacy Policy may be modified from time to time; the date of the most recent revisions will appear on this page, so check back often. Continued access of the Website by you will constitute your acceptance of any changes or revisions to the Privacy Policy.

I. THE TYPE OF INFORMATION THE WEBSITE COLLECTS

The Website generally collects personally identifying information with your specific knowledge and consent. For instance, when you subscribe to our publication(s)/Newsletter, you are asked to provide information such as your e-mail address, and name. Our servers may also automatically collect information about your computer when you visit the Website, including without limitation the type of browser software you use, the operating system you are running, the website that referred you, and your Internet Protocol ("IP") address. Your IP address is usually associated with the place from which you enter the Internet, like your Internet Service Provider, your company or your university.

II. HOW THE WEBSITE USES INFORMATION PROVIDED BY YOU

Service Provider uses personally identifying information you supply through the Website to provide you with the service you have requested. For example, if you subscribe to any of our publications, being our newsletter, we may use your e-mail address to send you a confirmation notice and your mailing address to send you the publication. Similarly, if we hold a promotion and you enter an online sweepstakes, we will use this information to notify you if you are a winner. We may also use the information to communicate with you about new features, products or services, and/or to improve the services that we offer by tailoring them to your needs.

If you do not wish to receive future commercial communications from us by e-mail, simply follow the unsubscribe instructions contained within the e-mail.

In addition, we reserve the right to use the information we collect about your computer, for any lawful business purpose, including without limitation to help diagnose problems with our servers, to gather broad demographic information, and to otherwise administer our Website.

While your personally identifying information is protected as outlined above, we reserve the right to use aggregated, anonymous data about our users as a group for any business purpose, such as analyzing usage trends. WE WILL NEVER KNOWINGLY SELL NOR PROVIDE YOUR PERSONAL INFORMATION TO ANY THIRD PARTY. Your information and privacy are of the utmost concern to us and we will not share it.

III. COOKIES

You may have read about "cookies," nuggets of information that are placed by a Website in a storage place on your own computer. We may use cookies to track usage patterns on the site.

If you don't want any cookies, your Web browser likely includes an option that allows you to not accept them. As a small business, we do appreciate your use of cookies on our site as it allows us to see how many visitors we have, and this information also tells us where our marketing efforts are doing the best job for us. You can read more about Google Analytics Privacy Policy by Clicking Here: <u>Google Privacy Policy</u>

IV. INFORMATION SECURITY AND NOTIFICATION

Because no data transmission over the Internet is completely secure, and no system of physical or electronic security is impenetrable, your nor our Service Provider cannot guarantee the security of the information you send to us or the security of our servers or databases, and by using the Website you agree to assume all risk regarding the information sent to us or collected by us when you use the Website. In the unlikely event that we believe that the security of your information in our possession or control may have been compromised, we may seek to notify you. If notification is appropriate, we may notify you by e-mail (provided we have your e-mail address).

If you have any concerns or questions about any aspect of this policy, please feel free to Contact Us.

Thank you for visiting our website.

Daniel Buck Auctions