



Our address and contact information:

Backyard Leisure
3001 N. Rouse Ave
Pittsburg, KS 66762
620-232-2400

Privacy Policy

At BACKYARD LEISURE, we recognize the importance of privacy to visitors of our Web site. This privacy policy explains what type of information is collected from you when you visit our Web site and how that information may be used.

Gathering of Information

BACKYARD LEISURE collects personally-identifying information (such as your name, e-mail address, address, telephone number and/or credit card information) from the BACKYARD LEISURE Web site only if you choose to provide that information to us.

BACKYARD LEISURE may ask visitors to provide certain personal information when they register for the BACKYARD LEISURE when they make a purchase from the BACKYARD LEISURE Online Shop, and when they register for any online contests. BACKYARD LEISURE also may ask visitors to provide personal information in other limited circumstances specified at the time the information is gathered.

Like all other Web servers, BACKYARD LEISURE's Web server automatically creates log files for each visitor who accesses our site. These "access logs" allow us to make our site more useful to our visitors. The access logs do NOT record a visitor's name, address, phone number, credit card numbers, or any other personally-identifying information. Rather, they contain some or all of the following information:

- The Internet Protocol Address (IP Address) of the machine which accessed our Web site.
- The date of the visit.
- The time of the visit.
- The path taken through our Web site.
- The browser being used.
- A list of files downloaded or viewed.
- The amount of time spent listening to RealAudio or Windows Media files.
- Any errors encountered.

Cookies

BACKYARD LEISURE also uses 'cookies' to collect information. A cookie is a string of characters that can be written to a file on the user's hard drive when the user visits a Web site. Only the Web site that set the cookie can read it, and it can only be used as a record keeping device to store information that the site already has. It cannot, for example, be used to read other information from the user's hard drive.

BACKYARD LEISURE uses cookies to track users' activity through the site in order to improve the site's architecture, to offer the user interactive features that would not be possible without them, and to recall specific information to save the user time during subsequent visits to the site. If you wish to prevent certain or all cookies from being set to your hard drive you may disable them in your browser's preferences, although your browser might then be unable to accommodate certain functionalities on BACKYARD LEISURE.com.

Use of Information

Personally-identifying information collected by BACKYARD LEISURE is not provided to outside parties except BACKYARD LEISURE's email list manager), and other third parties when the user specifically consents to such distribution. In these circumstances, the information is provided for the sole purpose of -- and only to the extent necessary for -- delivering the requested communi-



Privacy Policy (continued)

cations from BACKYARD to users who have 'opted in' to the receipt of these communications, or serving other internal BACKYARD LEISURE purposes.

BACKYARD LEISURE also may disclose personal information if required to do so by law or if it believes that such action is necessary to (a) comply with the law or with legal process, (b) protect against misuse or unauthorized use of the BACKYARD LEISURE Web site, or (c) protect the personal safety or property of BACKYARD LEISURE Web site users, the public or BACKYARD LEISURE and its employees.

If you do not want your personally-identifying information to be collected or used for any of these purposes, you can simply 'opt out' according to the process described below.

Security

BACKYARD LEISURE has in place what we believe to be appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. Credit card information provided to the BACKYARD LEISURE Online Shop is protected against unauthorized use by 128-bit encryption and Secure Sockets Layer (SSL) security features, which scramble your personal information so that only your web browser and our Web site's server can decipher it.

Children

Under 13: If you are under 13 years of age, please do not send any information about yourself, including your name, address or e-mail address. If we discover that we have collected any personally-identifying information from a child under the age of 13, we will remove that information from our database as soon as possible.

13-18: Unless otherwise specified, you must be at least 18 years old in order to participate in any online contests. Visitors between the ages of 13 and 18 must obtain permission from their parents or guardians before sending any personally-identifying information.

Corrections to Personal Data; Opting Out

Please Contact Us to a) correct or update any personal information in the BACKYARD LEISURE database that you state is erroneous, b) opt-out of future communications from BACKYARD LEISURE or c) request BACKYARD LEISURE to make reasonable efforts to remove your personal information from the BACKYARD LEISURE Online database. The user understands that it may be impossible to delete personal information entirely because of backups and records of deletions.

Acceptance of Privacy Policy Terms

BACKYARD LEISURE reserves the right to change this policy. Any changes to this policy will be posted to this page as soon as reasonably possible, so please check this page periodically. Use of the BACKYARD LEISURE Web site constitutes consent to any policy then in effect. Please make sure that you read BACKYARD LEISURE's Terms of Use to understand additional terms and conditions which apply to the use of our Web site.

If you have any questions or comments concerning our privacy policy, please Contact Us via e-mail or send a letter to:

ATTN: Webmaster
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