



PRIVACY POLICY

[Last Updated May 15, 2010]

Axelo, Inc. (or "Axelo", "we", "our", or "us") adheres to best privacy practices to ensure that your privacy is respected. All personal information you provide to us is kept confidential.

Our privacy policy discusses the handling of all personal and non-personal information collected. Please read this Privacy Policy carefully before you use any Axelo web properties including AxeloInc.com and Axelobat.com sites. By accessing the site or submitting personal information, you are accepting this Privacy Policy. We reserve the right to make changes to our Privacy Policy and/ or Terms and Conditions at any time. Any changes to the Privacy Policy will be published at this web address. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Axelo Terms of Service.

THE INFORMATION WE COLLECT

Our primary goals in collecting information are to provide and improve our services, features and content, to administer your membership and to enable users to enjoy and easily navigate the Site. We also may use your information in order to better understand how our services are used.

Personally Identifiable Information.

- In the course of using some Axelo services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you and administer your account ("Personal Information"). Personal Information may include, but is not limited to, your name, phone number, credit card or other billing information, email address and home and business postal addresses. We use your Personal Information mainly to provide the Services and administer your inquiries.
- Please be aware that when you register to become a Axelo Member, other users of the Services may be able to see your screen or user name, in addition to any comments or submissions that you post to the Site or submit via the Services. We recommend that you guard your anonymity and sensitive information and that you not use your real name as your screen or user name to the extent that allows others to identify you.
- We also collect the other information that you provide as part of your use of the Services, including via your registration and the administration and personalization of your profile webpage (e.g., without limitation zip code and individual preferences) ("Non-Identifying Information"). Certain Non-Identifying Information would be considered a part of your Personal Information if it were combined with other identifiers (for example, combining your zip code with your street address) in a way that enables you to be identified. But the same pieces of information are considered Non-Identifying Information when they are taken alone or combined only with other non-identifying information (for example, your viewing preferences). We may combine your Personal Information with Non-Identifying Information and aggregate it with information collected from other Axelo Users to attempt to provide you with a better experience, to improve the quality and value of the Services and to analyze and understand how our Services are used.



- We also use your Personal Information to contact you with Axelo newsletters, marketing or promotional materials and other information that may be of interest to you. Axelo Members who agree to the terms and conditions of the Axelo, Inc. Terms of Service Agreement are given the opportunity to opt into receiving such communications from us in the future. If you decide at any time that you no longer wish to receive such communications from us, please follow the unsubscribe instructions provided in any of the communications or update your "user preferences" information. (See "Changing or Deleting Information," below.)

Log Data.

In addition, we may automatically gather general statistical information about our Website and visitors. This includes information such as IP addresses, browsers, pages viewed, number of visitors, goods purchased, etc., in doing so we will not reference you by individual name, e-mail address, home address, or telephone number. This data is used in aggregate to determine how much our customers use sections of our site. We may provide this statistical information to third parties, but when we do so we do not provide personally-identifiable information.

Cookies.

Like many websites, we use "cookies" to collect information. A cookie is a small data file that we transfer to your computer's hard disk for record-keeping purposes. We use cookies for two purposes. First, we utilize persistent cookies to save your registration ID and login password for future logins to the Site. Second, we utilize session ID cookies to enable certain features of the Services, to better understand how you interact with the Services and to monitor aggregate usage by Axelo Users and web traffic routing on the Services. Unlike persistent cookies, session cookies are deleted from your computer when you close your browser. Third party advertisers on the Services may also place or read cookies on your browser. You can instruct your browser, by editing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. If you do not accept cookies, however, you may not be able to use all portions of the Site or all functionality of the Services.

Emailing Via the Axelo Web Sites

As part of the Services, Axelo Members are able to communicate with Axelo Members and non-members through use of their accounts. Where Axelo Members have selected the option of adding one or more email addresses to an online form, the message they create in the corresponding template can be sent from Axelo to those email addresses on their behalf. These email addresses will be stored in the address book the Axelo Member creates and will only be used for the purpose of sending the email communication to the addressee.

Our Policy Toward Children

Axelo does not knowingly collect personally identifiable information from children under 13. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should contact us at Privacy@AxeloInc.com. If we become aware that a child under 13 has provided us with Personal Information, we will delete such information from our files.



THE WAY WE USE INFORMATION

Axelo will not sell, rent, loan, or lease your personal information to others unless we are required by law to do so. We will not share information provided with us in any way that is not outlined in this document without first letting you know and offering you the choice to opt out.

In order for us to serve you better your personal information may be used for the following purposes, including but not limited to:

AxeloBAT.com Online Stores

To process orders we will request personal information such as: name, email address, physical address, and credit card information.

AxeloBAT.com Member Profile

When you register through the Site and submit your Personal Information to create a profile webpage, Axelo Users will see your "Screen Name" and the month and year you first registered with Axelo ("Required Member Identifiers"). You can choose what other Personal Information you provide as part of your profile ("Other Member Information") and in some cases you can choose whether to share that information publicly on the Site by making selections via the "user preferences" section of your profile webpage. Providing Other Member Information is voluntary and should correlate with the degree of interaction you want to have with Axelo Users. We recommend that you guard your anonymity and sensitive information.

Surveys/ Polls/ Contests/ Promotions

Participation in these activities is strictly voluntary and is your choice whether or not to disclose any personal information. Information requested by us may include: name, email address, and demographic information; such as age, for eligibility purposes. Survey information will be used for the purposes of improving the use and satisfaction of our website, products and services.

Mailing List

Axelo may occasionally send you news, show and promotional information via email. Your email address will only be used for this purpose and will not be shared with any third parties, absent a court order. We will follow all local regulations of emails, such as allowing you to unsubscribe from our list if requested. You retain the right to opt out from receiving electronic communications from us at any time.

Aggregate Information and Non-Identifying Information.

We may share aggregated information which does not include Personal Information and we may otherwise disclose Non-Identifying Information and Log Data with third parties for industry analysis, demographic profiling and other purposes. Any such aggregated information will not contain your Personal Information.

Service Providers.



We may employ third party companies and individuals to facilitate our Services, to provide the Services on our behalf, to perform Site-related services (e.g., without limitation, maintenance services, database management, web analytics and improvement of the Site's features), or to assist us in analyzing how our Services are used. These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Compliance with Laws and Law Enforcement.

Axelo cooperates with government and law enforcement officials or private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect the property and rights of Axelo or a third party, to protect the safety of the public or any person, or to prevent or stop any illegal, unethical or legally actionable activity.

SECURITY

We employ reasonable and current security methods to prevent unauthorized access, maintain data accuracy, and ensure correct use of information.

Whenever you voluntarily disclose personal information online – for example on message boards, forums, blogs, reviews or in chat areas – that information can be collected and used by others, including Axelo.

How You Can Opt Out From Receiving Electronic Communications

You may send an email to Unsubscribe@AxeloInc.com or visit the unsubscribe link provided at the bottom of all electronic communications. Please allow 48 hours for your information to be updated in our database. During this 48 hour period you may still receive electronic communications from Axelo. However, you do not need to request to be opted out again. Your original request will be processed.

Changing or Deleting Your Information

All Axelo Members may review, update, correct or delete the Personal Information in their registration profile by contacting us. If you completely delete all such information, then your account may become deactivated. If you would like us to delete your record in our system, you can email support@AxeloInc.com

Third Party Practices

The Privacy Policy of an advertiser or promotional service appearing at our site may differ from ours. We encourage you to read that policy before responding to the offer.

International Transfer

Your information may be transferred to - and maintained on - computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you are located outside the United States and choose to provide information to us, Axelo transfers Personal Information to the United States and processes it there. Your submission of such information represents your agreement to that transfer.



Links to Other Sites

The Services contain links to other websites. If you choose to visit an advertiser by "clicking on" a banner ad or other type of advertisement, or click on another third-party link, you will be directed to that third party's website. The fact that we link to a website or present a banner ad or other type of advertisement is not an endorsement, authorization or representation of our affiliation with that third party, nor is it an endorsement of their privacy or information security policies or practices. We do not exercise control over third party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit personal information from you. This Privacy Policy addresses the use and disclosure of information that we collect from you through our Services. Other sites follow different rules regarding the use or disclosure of the personal information you submit to them. We encourage you to read the privacy policies or statements of the other websites you visit.

CONTACTING US

If you have any questions about this Privacy Policy, please contact us at support@axelolnc.com or at:

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