



Privacy Policy

When you provide us with information through betterhearing.com, we respect your privacy. It is important for you to understand what information we collect about you during your visit and what we do with that information. We have a strict policy where we do not rent or sell your information to anyone, for any reason. If you have questions and/or concerns regarding the use of your data, our customer service department can be reached at csgbetterhearing@aol.com.

Your visit to betterhearing.com is subject to this privacy policy and our terms and conditions. Please note that this privacy policy governs only information provided to betterhearing.com and communications from betterhearing.com. It does not govern any other information or communications that may reference CSG Hearing, e.g., communications from other e-retailers or brick and mortar stores. This privacy policy was last updated 10/6/2004.



Collection of Personal Information

We do not collect personally identifiable information about you, except when you provide it to us. For example, if you decide to complete a user registration form or online survey, you may be asked to provide certain information such as your contact information (name, e-mail address, mailing address, and telephone number), age group, gender, etc. If you decide to place an order, we will also need to know your delivery and billing address, credit card number and expiration date.

To protect your personal information, users registering at betterhearing.com must also enter a user name/e-mail address and password. If you would prefer that we not collect any personally identifiable information from you, please do not provide us with any such information. When you submit your personally identifiable information on betterhearing.com, you are giving your consent to the collection, use, and disclosure of your personal information as set forth in this privacy policy.



Opt-In Information and Third Party Involvement

If you opt-in during the registration process or at other times when you submit personally identifiable information, the information you provide may be used by our third-party marketing company to assist us in hosting and storing your data who may from time to time assist in the maintenance and analysis of that data.

Except as otherwise stated herein, we will never provide your personally identifiable information to third parties for their use in marketing their products or services to you without your consent. If you do opt-in and later decide that you would no longer like to receive these communications, see the section "choice/opt out" below.

We may retain other companies and individuals to perform functions consistent with our privacy policy on our behalf. Examples include customer support specialists, web hosting companies, fulfillment companies (e.g., companies that fill product orders or coordinate mailings), data analysis firms, and e-mail service providers.

Such third parties may be provided with access to personally identifiable information needed to perform their functions, but may not use such information for any other purpose. We carefully select our partners by ensuring that they adhere to strict privacy guidelines and will never sell or rent your information. If you prefer not to receive such opt-in communications, please do not opt-in to receive these communications.

If you elect to participate in any promotions, sweepstakes, surveys, questionnaires, or other events during your visit to betterhearing.com, the rules or terms and conditions for those events may indicate that your personally identifiable information will be shared with third parties. Providing such information will happen only with your explicit permission.



Choice / Opt-Out

You may opt-out of receiving future opt-in communications from betterhearing.com when you register or otherwise provide your contact information to our customer service department. You may change your preferences at any time by revising your profile by unchecking the boxes for opt-in communications. You may also click the "unsubscribe" link at the bottom of any e-mail opt-in communication you receive from us and follow the instructions provided therein.



Use of Collected Information

If you have elected to provide us with your contact information, e.g., by registering on betterhearing.com, e-mailing our customer service department, or placing an order, we may provide you with service related announcements concerning betterhearing.com or contact you regarding your customer service requests. For example, all registered users will receive a welcome e-mail to confirm their registration. These types of communications are necessary to serve you, respond to your concerns, and to provide the high level of customer service that betterhearing.com offers its customers.

We may use the information you provide in aggregate (non-personally identifiable) form for internal business purposes, such as generating statistics and developing marketing plans. We may collect, store, or accumulate certain non-personally identifiable information concerning your use of betterhearing.com, such as information regarding which of our pages are most popular. We may share or transfer non-personally identifiable information with or to our affiliates, licensees, and partners.



Compliance with Laws

We may disclose any information, including personally identifiable information, we deem necessary, in our sole discretion, to comply with any applicable law, regulation, legal process, or governmental request. We may also exchange information, including personally identifiable information, with other companies and organizations for credit fraud protection and risk reduction.



Use of Cookies and Log Files

We may place a "cookie" on your computer's hard drive so we can recognize you as a return user and personalize your experience. A cookie is a piece of data that enables us to track and target your preferences. The cookie will be stored on your computer's hard drive until you remove it. We may also use temporary or "session" cookies while you shop for products or services. These cookies will expire after your order is placed. You can have your browser notify you of, or automatically reject, cookies. If you reject our cookies, you may still use betterhearing.com, but you may be limited in the use of some of the features.



Third Party Links

Betterhearing.com may contain links to or from other websites. Please be aware that we are not responsible for the privacy practices of other websites. This privacy policy applies only to the information we collect on betterhearing.com. We encourage you to read the privacy policies of other websites you link to from betterhearing.com or otherwise visit.



Security

We implement various security measures in accordance with industry standards to protect the security of your personal information both online and offline. If you have any questions about security on betterhearing.com, you can e-mail us at csgbetterhearing@aol.com.



Notification of Charges

We may revise this privacy policy from time to time. If we decide to change our privacy policy, we will post the revised policy here. As we may make changes at any time without notifying you, we suggest that you periodically consult this privacy policy. Please note that our rights to use your personally identifiable information will be based on the privacy policy in effect at the time the information is used. Should there be any changes that would affect your opt-in status and how we use personal information, we will notify you to obtain permission.



Updating Your Information

You have the ability to review, change and/or correct the personally identifiable information you provide us by e-mailing us at csgbetterhearing@aol.com. If you are a registered user, you can also review, change or correct your personal information at any time by logging in to your account by clicking the log-in link on betterhearing.com. You may request that we deactivate your account by e-mailing us at csgbetterhearing@aol.com.



Let Us Know How We're Doing

We have taken great measures to ensure that your visit to betterhearing.com is an excellent one and that your privacy is constantly respected. If you have any questions, comments, or concerns about our privacy practices, please contact us by e-mail at csgbetterhearing@aol.com.