

Area51 Fireworks takes very seriously the concept of you sharing your personal information with us. We are not going to share this information with any other company for any other purpose other than servicing you with respect to your dealings with Area51 Fireworks. We have set out in the following paragraphs in our policy to keep your information private.

We may occasionally change or modify our policy, so we invite you to check this policy statement periodically so that you can be fully informed and completely up to date on exactly how Area 51 Fireworks is going to use the personal information that we collect from you and under what circumstances if any, we will disclose it to other people. Your use of our site constitutes your acknowledgment of all the terms and conditions of our privacy policy.

NO NEED TO DISCLOSE INFORMATION.

There is never any need for you to disclose any personal information to navigate our entire website. You can use our website and remain completely anonymous. We invite you to check our entire website, look at our catalog, read any of the information that we publish on our website, all of which is free of charge to you and free from any requirement that you ever disclose information to us under any circumstances.

There are certain areas of our website where it will be necessary for you to disclose information in order for us to service you. For instance, those areas would include signing up for our newsletter, signing up to receive our catalog, joining our mailing list or actually ordering merchandise on-line. When you get to those particular website areas and you are specifically requesting that we provide you with some sort of service, then the information that we collect will be collected specifically and solely for the purposes of responding to your request to us. That information that we would then request from you would include your name, address, phone number, age, e-mail address and, of course, specific credit information if you are actually making a purchase. There may also be another section of the website where we may conduct a customer survey, which is entirely optional, but if you do complete it we will ask for certain other information in response to the questions and we will not share such information with anyone or any entity.

HOW DO WE USE YOUR INFORMATION?

We use the information that you provide to us for purposes of servicing you, responding to you and providing you with the information, services or products that you request. We will send you e-mails and regular mail information about our products if you request. We will provide you with advertising and other promotional material related to the Area 51 Fireworks products as you request. If you order merchandise, we will use the information you supply us with for purposes of processing your credit request and for purposes of shipping the items you purchase to your receiving address if applicable.

Please be reminded that you always have a choice as to whether or not you want to disclose information, and your failure to disclose information will in no way impact in your ability to navigate our entire site. You will provide personal information only at such time as you personally decide to do it.

WHO GETS TO SEE YOUR INFORMATION?

As part and parcel to our privacy policy, we retain the information you provide to us within the Area 51 Fireworks organization for purposes of communicating with you relative to Area 51 Fireworks products, offers, specials, promotions, etc. We will communicate your information to third parties only when it is necessary to provide you with the services you request. For instance, we must provide your credit information to the credit card and banking institutions with whom we deal in order to affect your purchase if you are making one. We communicate your information to the third party vendors with whom we deal in order to fulfill any requests you make of us. For instance, we may communicate your name and address to our mailing service provider, to send catalogs and other personal information to you. We will never sell your information or trade it to third parties for any consideration whatsoever. Whenever we provide your information to third party vendors, we will require them to adhere to our privacy policies.

We do, however, reserve the right to disclose your personal information if we believe, in good faith, that we are required to do so in order to comply with applicable law and law enforcement agencies or in response to a subpoena or other court order. We also have the right to disclose the information in order to protect Area 51 Fireworks or third parties against someone who may be violating internet rules or to protect the safety of people who access our site or members of the general public.

CHILDREN; MINORS

It is the policy of Area 51 Fireworks not to do business or send catalogs or other promotional material to any individual under the age of 18 years. All transactions on Area 51 Fireworks website that require divulging of any personal information also require verification of age 18 or older age status. Area 51 Fireworks will not knowingly accept any information from anyone under the age of 18, nor will Area 51 Fireworks knowingly ship products, catalogs or other promotional material to anyone under the age of 18 years.

LINKS

Area 51 Fireworks does contain links to other websites which we make available to you because we believe that the information available on those websites is helpful or complimentary to the information available on Area 51 Fireworks's website. Area 51 Fireworks has no responsibility whatsoever when you click on any of these links and enter anyone else's website. We encourage you to do so carefully, and we encourage you to read all disclaimers, privacy statements and articles of agreement that may appear on any of these linked websites.

CREDIT CARD SECURITY/TELEPHONE ORDERS

If you have any fears of sharing your credit card information with us via the web, please be advised that we are happy to take your credit card information and your order over the phone if you deem that more secure. You can call our store where a friendly operator will be happy to help you and take your order and credit card information over the telephone.

TERMS OF PRIVACY

By continuing to use the Area 51 Fireworks website, you agree and acknowledge that you have read the terms of this privacy policy and that you acknowledge and agree that the terms of this policy are reasonable. You consent to Area 51 Fireworks using any personal information that you provide to us for the purposes as outlined in this privacy statement and in accordance with the terms and conditions hereof.

LIMITATION OF LIABILITY

Area 51 Fireworks makes no representations or warranties of any kind, whatsoever, regarding this website and/or any and all materials provided hereon. All users agree and accept all information on this website on an "as is" basis with no warranties expressed or implied by Area 51 Fireworks as to the accuracy, completeness or reliability of any such content. Furthermore, Area 51 Fireworks will not be liable in any manner for any damage that anyone may sustain from using this website or any viruses that may infect any user's hardware or software by virtue of your browsing or using this site or downloading any information that may be on this site.