



AVEDA INSTITUTE  
LAS VEGAS

## **PRIVACY POLICY**

This Privacy Policy (öPolicyö) describes the information and privacy practices for the Aveda Institute Las Vegas web site (öWeb Siteö). Casal Institute of Nevada, LLC, trading and doing business as Aveda Institute Las Vegas (öInstituteö), provides you this Web Site and the features thereon subject to this Policy. Please read this Policy carefully. By accessing, visiting, browsing or otherwise using this Web Site, you consent to and accept the information and privacy practices described in this Policy. This Policy applies to the online collection of information at this Web Site only. Any changes in this Policy will be communicated only in this page, so please check back from time to time.

### **Effective Date**

This Policy was last updated on March 29, 2011.

### **Personal Information**

For the purposes of this Policy, "Personal Information" means any information, recorded in any form, about an identified individual, or an individual whose identity may be inferred or determined from the information, except that Personal Information does not include business contact information such as your office address, job title, business phone number, email address, fax number or other related business contact information. Also, this Policy does not cover any information, recorded in any form, about more than one individual where the identity of the individuals is not known and cannot be inferred from the information.

### **Agreement to Collect, Use and Disclose Personal Information**

Your provision of Personal Information to the Institute and/or this Web Site means that you agree that we may collect, use and disclose your Personal Information in accordance with this Policy. If you do not agree with these terms, you should not provide any Personal Information to us. Unfortunately, certain services, including registration and inquiry submission processes, can only be offered if you provide Personal Information to us. Consequently, if you choose not to provide us with any required Personal Information, we may not be able to offer you those services.

### **Uses of Personal Information**

The Institute provides general access to this Web Site. Our web servers track general information about visitors such as their domain name and date of visit. Our web servers also collect and aggregate information regarding which pages are being accessed as well

as information volunteered by visitors through online surveys or subscriptions to electronic newsletters. This information is used internally, only in aggregate form, to better serve visitors by helping us to:

- Manage this Web Site;
- Diagnose any technical problems; and/or
- Improve the content of this Web Site.

If you send us an electronic mail message with a question or comment that contains Personal Information, or if you complete a form that e-mails this information to us, that information is collected and used for the purpose of responding to your specific request. The Personal Information collected from you may include your name, address, telephone or cell phone number or e-mail address. We may use this Personal Information to contact you through various means, including phone calls, text and e-mail messages, and postal mail about programs and services that the Institute offers. If you tell us in writing that you do not wish to have your Personal Information used for further contact, we will remove you from our distribution list.

In addition, the Institute may have collected Personal Information from you in the past. We use that historic Personal Information in accordance with this Policy. By using this Web Site, you are consenting to our continued use of such historic Personal Information.

The Institute is the owner of all Personal Information or data that you supply to us through or by using this Web Site.

To summarize, your choices regarding the use of your Personal Information are as follows:

- You may always choose not to provide Personal Information, even though it may be needed to take advantage of the programs and services that the Institute offers or the features of this Web Site. If you choose not to provide us with any required Personal Information, you may not be able to receive such services or use those features of the Web Site.
- You may add or update certain Personal Information that you send to us. When you update your Personal Information, we usually keep a copy of the prior version for our records.
- If you do not want to receive phone calls, text or e-mail messages, and/or postal mail from us or if you have any questions about your Personal Information, please contact us as directed under the Questions section of this Policy.

### **Sharing of Personal Information**

We will collect from individuals or organizations only such information as is required for the purposes of providing services or information to them. The Institute does not sell, trade, barter or exchange for consideration any Personal Information it has obtained.

We may redirect your message to one of our partner organizations which may be better qualified to respond to your request. If we redirect your message, we will not store or otherwise use your Personal Information.

If you provide us with your mailing address or e-mail address to receive additional information from the Institute, we will not share that information with any outside parties. It will be retained for the sole use of the Institute and its partner organizations or affiliated companies.

In the event that the Institute or some of its assets are ever sold or transferred or used as security or to the extent that we engage in business negotiations with our business partners, the Personal Information and other data collected on this Web Site may be disclosed, shared and/or transferred with third-parties as part of any such transaction or negotiation. Also, the Institute may provide such information and data, and/or access to such information and data, to any of its partner organizations or affiliated companies.

### **Security of Personal Information**

The Institute uses reasonable security measures to protect the confidentiality of Personal Information under our control and appropriately limit access to it and to otherwise protect Personal Information from loss, misuse, alteration or destruction. However, even with such measures, no web site is 100% secure. The measures that the Institute uses include the following:

- This Web Site uses encryption technology, such as Secure Sockets Layer (SSL), to protect your personal information during data transport. SSL protects information you submit via this Web Site such as ordering information including your name, address and credit card number.
- The Institute restricts authorized access to your Personal Information to those persons who either you have authorized to have access to such information or have a legitimate purpose to know that information in order to provide products or services.

Please be aware that any email or other transmission you send through the Internet cannot be completely protected against unauthorized interception. As a result, the Institute cannot ensure or warrant the security of any Personal Information you transmit to us by e-mail, and you do so at your own risk.

If there are any features on this Web Site that require the use of a user name and password or other access information, you are responsible for maintaining the confidentiality of your user name, password and/or other access information and for restricting access to your computer. You also agree to accept responsibility for all activities that occur under your user name, password and/or other access information.

## **Cookies**

During the course of an individual's use of the Internet, he or she will learn of the common use of "cookies." Cookies are data files or pieces of information that a website or an e-mail message may save to your browser, which may then be stored on your computer's hard drive to enable the website to recognize your browser. Cookies simulate a continuous connection - they let a website "remember" information about your preferences and session, and allow you to move within areas of a website without reintroducing yourself.

Most Internet browsers are initially set to accept cookies. If you do not wish to accept cookies, you can set your browser to refuse cookies or to alert you when cookies are being sent. The Help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the website of its manufacturer.

This Web Site places cookies on your computer to collect non-personally identifiable information. Although our cookies may contain a unique user ID, they do not collect or store any Personal Information. You may choose to set your web browser to not accept this Web Site's cookies. However, without enabling your cookies, you may not be able to view fully or use the services on this Web Site.

## **Disclosure of Personal Information Without Consent**

Unless permitted by law, no Personal Information is collected about an individual, without first obtaining the consent of the individual to the collection, use and dissemination of that information. Consent may be written, verbal or implied as necessary to further your needs. Personal Information will be collected, to the extent possible, directly from the individual concerned.

There are circumstances where the use and/or disclosure of Personal Information may occur or where the Institute is obliged to disclose information without consent of the individual or organization concerned. Such circumstances may include:

- Where required by law or by order or requirement of a court, administrative agency or any other government tribunal;
- Where the Institute believes, upon reasonable grounds, that it is necessary to protect the rights, privacy, safety or property of an identifiable person or group;
- Where it is necessary to permit the Institute to pursue available remedies or limit any damages that the Institute may sustain; or
- Where the information is public.

When obliged or permitted to disclose information without consent, the Institute will not disclose more information than is required.

### **Updating Personal Information**

The Institute endeavors to ensure that any Personal Information provided and in its possession is as accurate, current and complete as necessary for the purposes for which we use that information. You have the right to request a correction of the Personal Information that we hold about you.

### **Retention and Destruction of Personal Information**

The Institute endeavors to keep Personal Information only as long as it is required for the reasons it was collected. The length of time varies, depending on the product or service and the nature of the information. This period may extend beyond the end of a person's relationship with us but it will be only for so long as it is necessary for us to have sufficient information to respond to any issues that may arise at a later date. When your Personal Information is no longer required for the Institute's purposes, we will employ procedures to destroy, delete, erase or convert it into an anonymous form.

### **Personal Information of Minors**

This Web Site is not intended or designed to attract users under the age of eighteen (18). If you are under the age of 18, you may use this Web Site only with the involvement of a parent or guardian.

The Institute is committed to protecting the privacy of children. We do not knowingly or intentionally collect Personal Information online from persons under the age of 18, and we instruct users under the age of 18 to not send us any information for collection on this Web Site.

### **Users Located Outside Nevada**

This Web Site is designed for users from the United States. Users from other countries are advised not to disclose Personal Information to the Institute unless they consent to having their Personal Information used as set forth in this Policy rather than under the law of the user's home country.

When you disclose Personal Information to the Institute through this Web Site, you are transmitting data to a server located in the State of Nevada, United States of America, and are subject to the laws of Nevada and, where applicable, the United States. By sending any Personal Information to this Web Site, you agree to be bound by not only this Policy but also the laws of Nevada and, where applicable, the United States.

### **California Residents**

If you are a California resident, you have the right to request one Notice of Information-Sharing Disclosure per year which will identify the third parties, if any, with whom the Institute has shared your Personal Information. You may request the Notice of Information-Sharing Disclosure only by writing to the following person via mail, e-mail or facsimile transmission:

**Mail:**

Michelle Bartholomew  
CFO  
Aveda Institute Las Vegas  
Corporate Office  
237 East Front Street  
Youngstown, Ohio 44503

**Fax:** (330) 746-4103

We will respond to your request for a Notice of Information-Sharing Disclosure within thirty (30) days of receipt.

### **Third-Party Sites**

This Web Site contains links to other sites operated by third parties (Third-Party Sites). This Privacy Policy does not apply to Third-Party Sites. The Institute encourages you to read the privacy policies of the Third-Party Sites to learn how they collect, use, share and secure your information.

### **Disputes**

If you choose to access, visit, browse or otherwise use this Web Site, your visit and any dispute over privacy is subject to this Policy and this Web Site's Conditions of Use, including limitations on damages, resolution of disputes, and application of the law of the State of Nevada. If you have any concern about privacy at this Web Site, please contact us with a thorough description, and we will try to resolve it.

### **Site Policies, Modification, And Severability**

Please review our other policies, such as our Conditions of Use, posted on this Web Site. These policies also govern your visit to this Web Site.

We reserve the right to make changes to this Web Site, the Conditions of Use, this Policy, and other site policies at any time. Each time you use this Web Site, you should visit and review the then current Conditions of Use, this Policy and other site policies that apply to your use of this Web Site and any transactions made while on this Web Site.

If there are changes or additions to this Policy, we will post those changes here or in other formats for you to review. If we change our information practices or this Policy in such a way that your personal information may be used or shared in a manner not described in the Policy at the time you provided it, we will give you the opportunity to opt-out of having your information used or shared in that new manner.

If any term, clause or provision of this Policy shall be determined by a court of competent jurisdiction to be void, invalid or unenforceable under applicable law or for any other reason, then only that term, clause or provision as is determined to be void, invalid or unenforceable shall be stricken from this Policy or modified to make it no longer void, invalid or unenforceable. Further, such void, invalid or unenforceable term, clause or provision shall not affect the enforceability of the other terms, clauses or provisions of this Policy, and this Policy shall remain in full force and effect in all other respects.

### **Questions**

If you have any questions concerning this Policy, please contact the following person via mail, e-mail, facsimile transmission or telephone:

**Mail:**

Jeannie Carder Shimek  
General Manager of Operations  
Casal's de Spa & Salon  
4030 Boardman-Canfield Road  
Canfield, OH 44406

**E-mail:** [casalsspa@aol.com](mailto:casalsspa@aol.com)

**Fax:** (330) 533-6677

**Telephone:** (330) 533-6766, ext. 109