

## **Privacy Statement**

Father's Heart Ranch is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the Father's Heart Ranch Web site and governs data collection and usage. By using the Father's Heart Ranch website, you consent to the data practices described in this statement.

### **Collection of your Personal Information**

Father's Heart Ranch collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. Father's Heart Ranch also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by Father's Heart Ranch. This information can include: your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by Father's Heart Ranch for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Father's Heart Ranch Web site.

Father's Heart Ranch encourages you to review the privacy statements of Web sites you choose to link to from Father's Heart Ranch so that you can understand how those Web sites collect, use and share your information. Father's Heart Ranch is not responsible for the privacy statements or other content on Web sites outside of the Father's Heart Ranch and Father's Heart Ranch family of Web sites.

### **Use of your Personal Information**

Father's Heart Ranch collects and uses your personal information to operate the Father's Heart Ranch Web site and deliver the services you have requested. Father's Heart Ranch also uses your personally identifiable information to reply with information you may have requested regarding contributions, specific inquires, or requests to receive materials. Father's Heart Ranch may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Father's Heart Ranch does not sell, rent or lease its customer lists to third parties. In addition, Father's Heart Ranch may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Father's Heart Ranch, and they are required to maintain the confidentiality of your information.

Father's Heart Ranch does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

Father's Heart Ranch Web sites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Father's Heart Ranch or the site; (b) protect and defend the rights or property of Father's Heart Ranch; and, (c) act under exigent circumstances to protect the personal safety of users of Father's Heart Ranch, or the public.

### **Use of Cookies**

The Father's Heart Ranch Web site uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Father's Heart Ranch pages, or register with Father's Heart Ranch site or services, a cookie helps Father's Heart Ranch to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Father's Heart Ranch Web site, the information you previously provided can be retrieved, so you can easily use the Father's Heart Ranch features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Father's Heart Ranch services or Web sites you visit.

## Security of your Personal Information

Father's Heart Ranch secures your personal information from unauthorized access, use or disclosure. Father's Heart Ranch secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

## Changes to this Statement

Father's Heart Ranch will occasionally update this Statement of Privacy to reflect company and customer feedback. Father's Heart Ranch encourages you to periodically review this Statement to be informed of how Father's Heart Ranch is protecting your information.

## Contact Information

Father's Heart Ranch welcomes your comments regarding this Statement of Privacy. If you have other questions or concerns about the privacy policy, please contact Father's Heart Ranch at [fathersheartranch@yahoo.com](mailto:fathersheartranch@yahoo.com) or call us at (760) 251-8858. You may also send a fax to (760) 329-8889. If you chose to write us our address is:

71175 Aurora Rd  
Desert Hot Springs, CA 92241.

We will use all reasonable efforts to promptly determine and remedy the problem.

