



Website Privacy Policy  
12/20/2010

Irish Boat Shop, Inc. is committed to maintaining the confidence and trust of our website customers and visitors. To this end, we maintain the following privacy policy to protect the personal information that you provide.

It is our policy that personal information, such as your name, postal address, e-mail address and telephone numbers are private and confidential. Your personal information may necessarily be released to third parties to allow you to transact business with us, such as internet providers, credit card processors, or delivery services, but we do not sell, trade, exchange, or otherwise make available any personally identifiable information to any other company or organization unless release is required by law or is pertinent to judicial or governmental investigations or proceedings.

We value your help in making sure your personal information remains correct in our systems. We rely on you to notify us of changes to your name, mailing address, phone/fax numbers, website, or e-mail address. We are happy to review with you at any time any and all personal information that we have stored for you and make updates as necessary.

If you provide us with your e-mail address, we may occasionally send you e-mail offers, informing you about products and services or upcoming events. If you provide us with your postal address, you may receive periodic mailings from us with information on new products and services or upcoming events. These offers may be based on information you provided to us and on your history with us as a customer. If at any point you choose not to receive further offers or communications in this manner, you will always have the opportunity to opt out either within the communication itself or by contacting us directly.

Protecting the privacy of the very young is especially important. Our website has been designed to be used for information purposes by all ages. However, as with any website, parental consent is encouraged. You must be at least 18 years old to submit personal information on our website. We will never maintain information collected on our website from those we actually know are under 18.

We are always interested in improving our website, therefore when visiting [www.irishboatshop.com](http://www.irishboatshop.com), the IP address used to access the site may be logged along with the dates and times of access. This information is purely used to analyze trends, administer the site, track users' movement and gather broad demographic information for internal use. Most importantly, any recorded IP addresses are not linked to personally identifiable information. We reserve the right to use cookie technology to help you move faster and more efficiently through our site.

While accessing our website, there will be links that will let you leave our site. We are not responsible for the contents of any linked site or any link contained in a linked site. The inclusion of any link does not imply endorsement of the site. The use and/or privacy provided by the operator of a linked site as to any information you provide in accessing a linked site is in no way subject to our privacy policy. Each linked site may have its



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own policy that could differ considerably from our policy, or the linked site may not display any privacy policy at all. In any case, even though a linked site is accessed through our site, we cannot be responsible for any use that a linked site may make of your information.

We operate secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary. Any particularly sensitive information is encrypted prior to transmission. While we value and guard your information carefully, we cannot, and do not, represent and warrant that Internet transmissions themselves are entirely secure. We cannot and do not represent and warrant that e-mail transmissions are secure.

Irish Boat Shop, Inc. may collect and use your personal information in any manner consistent with uses in this Privacy Policy or disclosed elsewhere on the website at the point you submit such personal information. Use of our website signifies your consent to this Privacy Policy, including the collection and use of information by Irish Boat Shop, Inc., as described in this statement.

For additional information, we can be contacted at:

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