



PRIVACY POLICY

At **Black Business Works Inc. (BBW)** we recognize that privacy is important. This Privacy Policy applies to all of the products, services and websites offered by BBW Inc. or its subsidiaries or affiliated companies collectively, **BBW's** "services." **BBW** is committed to safeguarding and protecting the privacy of our members and subscribers. When you join a **BBW**, we ask for your first name, last name, email address and e-Newsletter preferences so that we can regularly disseminate only information, content and resources of direct and specific interest and benefit to you. BBW adheres to the US Safe Harbor Privacy Principles of Notice, Choice, Onward Transfer, Security, Data Integrity, Access and Enforcement. http://www.export.gov/safeharbor/eu/eg_main_018476.asp.

If you have any questions about this Privacy Policy, please feel free to contact us through our website or write to us at

Privacy Matters
c/o Black Business Works Inc.

<http://info@blackbusinessworks.com>

Information we collect and how we use it

We offer a number of services that do not require you to register as a member or provide any personal information to us. In order to provide our full range of services, we may collect the following types of information:

When you sign up as a member with BBW, we ask you for personal information so that we can provide a service. The information we require for you to register as a BBW Member include your name, credit or debit card number, card expiration date, card verification number (CVN), address, phone number, and email address. We may ask for additional optional information including gender, zip code, occupation, education, household income range, race/ethnicity, age range, professional interests and lifestyle interests so that you are not anonymous to us. This allows us to better understand the composition, demographics, location and interests of our members and subscribers so we can better serve and specifically target you with relevant and beneficial features, offerings, services, content, information and resources from **BBW**.

In some situations, your personal address, your business category, a government-issued identification number (for example, social security number or taxpayer identification number for U.S. residents), and certain information about your sales or transaction volume. This information allows us to process payments and protect users from fraud. In some cases, we may also ask you to send us additional information or to answer additional questions to help verify your information.

Under no circumstances, however, will your specific information be sold to or shared with any other third party by BBW without your explicit permission. At any time, you may choose to opt-out or unsubscribe from any of our databases, no questions asked, and your information will be immediately and permanently removed.

Information obtained from third parties - In order to protect you from fraud or other misconduct, we may obtain information about you from third parties to verify the information you provide. For example, we may use card authorization and fraud screening services to verify that your credit or debit card information and address match the information that you provided to us. Also, for members, we may obtain information about you and your business from a credit bureau or a business information service such as Dun & Bradstreet.

Information you provide – When you sign up for BBW membership, we ask you for personal information (such as your name, email address and an account password) and we also request credit card or other payment account information which we maintain in encrypted form on secure servers. We may combine the information you submit under your account with information from other BBW services or third parties in order to provide you with a better experience and to improve the quality of our services. For certain services, we may give you the opportunity to opt out of combining such information.

Choices for personal information

When you sign up for a particular service that requires registration, we ask you to provide personal information. If we use this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use.

Information security

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data.

BBW only processes personal information for the purposes described in this Privacy Policy and/or the supplementary privacy notices for specific services. In addition to the above, such purposes include:

- Providing our services, including the display of customized content and advertising;
- Auditing, research and analysis in order to maintain, protect and improve our services;
- Ensuring the technical functioning of our network;
- Protecting the rights or property of Google or our users; and
- Developing new services.

BBW may amend this policy from time to time. If we make any substantial changes in our policy, we will notify you by posting a prominent announcement on our pages and sending you an e-mail notification. We want you to be aware of what information we collect, and how we handle this information.