

Privacy Policy

World of Brides and Babies

World of Brides and Babies takes your privacy seriously. Please read the following to learn more about our privacy policy.

What This Privacy Policy Covers

- This policy covers how World of Brides and Babies treats personal information that World of Brides and Babies collects and receives, including information related to your past use of World of Brides and Babies products and services. Personal Information about you that is personally identifiable like your name, address, email address, or phone number, and that is not otherwise publicly available.
- This policy does not apply to the practices of companies that World of Brides and Babies does not own or control, or to people that World of Brides and Babies does not employ or manage, or if World of Brides and Babies Inc. is not directly involved with the compilation of the database.

Information, Collection and Use

- World of Brides and Babies collects personal information when you register World of Brides and Babies, when you use World of Brides and Babies products or services, when you visit World of Brides and Babies pages or the pages of certain World of Brides and Babies partners, and when you enter promotions or draws. World of Brides and Babies may share or sell your personal information to other interested companies for a fee. By providing your personal information you are acknowledging and agreeing that it can be sold to others who may be interested in contacting you.
- When you register we ask for information such as your name, address, email address, birthdate, gender, postal code, wedding date, birthdate of children, or expectant date. Once you register with World of Brides and Babies and sign into our services, you are not anonymous to us.
- World of Brides and Babies collects information about your transactions with us and with some of our trusted partners, including information about your use of financial products and services that we offer.
- World of Brides and Babies automatically receives and records information on our server logs from your browser, including your IP address and the page you request.

- World of Brides and Babies uses information for the following general purposes: to customize the advertising and content you see, to fulfill your requests for products and services, to improve the quality of our services, to send you a copy of our newsletter, to contact you about prizes won, to conduct research, and provide anonymous reporting for internal and external clients.

Information Sharing and Disclosure

- World of Brides and Babies may share or, sell personal information about you to non-affiliated companies under the following circumstances:
 - We provide the information to trusted partners who work on behalf of World of Brides and Babies under confidentiality agreements. These companies may use your personal information to help World of Brides and Babies communicate with you about offers from World of Brides and Babies or to contact you directly. However, these companies do not have any independent right to share this information with others.
 - We respond to subpoenas, court orders, and other legal processes to establish and exercise our legal rights or defend against legal claims.
 - We believe it is necessary to share information in order to investigate, prevent, or to take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of World of Brides and Babies terms of use, or as otherwise required by law.
- World of Brides and Babies displays targeted advertisements based on personal information. Advertisers (including ad serving companies) may assume that people who interact with, view, or click on targeted ads meet the targeting criteria – for example, women ages 18-24 from a particular geographic area.
- World of Brides and Babies does not provide any personal information to the advertiser when you interact with or view a targeted ad. However, by interacting with or viewing an ad you are consenting to the possibility that the advertiser will make the assumption that you meet the targeting criteria used to display the ad and may contact you.