

BGL Privacy Policy

Boston Gem Lab (BGL) provides you educated appraisals and recommendations while maintaining your privacy. BGL use the information that BGL collect to make your online experience as easy and enjoyable as possible and to provide effective customer service. BGL needs this information to process your appraisal and inform you of any delays or problems and occasionally to send you special offers and promotions. BGL takes your personal information very seriously. This Privacy Policy describes how BGL treats the information BGL collects when you become one of our clients. Please read this policy carefully.

Personal Information

BGL collects information when you generate an appraisal, communicate online, in-person or by phone with us, opt-in to receive our emails, participate in sweepstakes, contests, promotions or surveys, or join our social networking sites. BGL may also collect information from you through other marketing material. This information may include, but is not limited to, your contact information (for example, your name, email address, billing and shipping addresses and phone number). If you become one of our clients, you also have the option of providing your product preferences and demographic information. BGL does not collect any personal information that you do not expressly provide.

There are limited circumstances where BGL may share some of your data with others. BGL may disclose your personal information with credit reference agencies, credit card clearing agencies, fraud prevention and detection agencies that BGL use to process the orders you place with us or who assist us in the service BGL provides to you. In these instances, BGL provides them with only the information they need to perform their function.

BGL may disclose specific information about you if required to do so by law, governmental request, process or court order or based on our good faith belief that it is necessary to conform or comply with such law, request or court order or to protect the users of our Websites or the public.

BGL may disclose your personal information to outside research companies who may contact you directly for your opinions on our products and services (in which case BGL provide them with only the information they need to perform their function).

BGL may occasionally make information available to companies whose products BGL believes may interest you, unless you have told us not to. If you do not wish to receive such offers please send us a message via our email on the contact page.

In the event that our business or assets are purchased by another company, BGL may disclose your personal information to a purchaser that agrees to abide by the terms and conditions of this Privacy Policy.

Non-Personal Information

BGL may also request non-personally identifiable information, such as buying preferences and age, also known as demographic and profile data, though this information is optional. BGL may use this data to improve our website and/or tailor your experience at our website, showing you content that BGL thinks you might be interested in, and displaying content according to your preferences. BGL may also share this information with others, such as advertisers interested in advertising on our website, in aggregate, anonymous form, which means that the information will not contain any personally identifiable information about you or any other person.

No Marketing to Children

Our site is not directed or marketed to children under the age of 18. We do not intentionally collect or store information on children. If we learn that a child has emailed us, Boston Gem Lab (BGL) without his or her parent's consent, we immediately, upon parental request, drop all contact with the minor.

Usage Information

In addition to collecting personal and non-personal information, BGL may also collect non-personal, aggregated information about your use of our website. This information is not personally identifiable and will only be used to find out how users use our service and website. For example, this information will tell us how much time users spend on our website, from which other sites users came, and to what other sites users go. The collection of this information allows us to, among other things, prepare for traffic load demands and to efficiently deliver our communications.

Access and Opt-Out

If you are a registered user, a BGL client, you may access and update your registration information and your preferences to receive email or other communications from us by sending us a message via our e-mail. Any user who receives an e-mail may choose not to receive such e-mails in the future by following the instructions in the e-mail and, in addition, if you are a client/member, you may also choose not to receive such invitations by changing your preferences as indicated above. In addition, you may update or change your personal information or preferences by sending us a message via letter or email. BGL will take commercially reasonable steps to implement your opt-out requests promptly, but you may still receive communications from us for up to ten business days as BGL processes your request. While BGL makes efforts to accommodate requests to restrict our use of your information, BGL reserves the right to delete all or any portion of customer information if BGL is not able to reasonably accommodate a requested restriction.

Tracking

Like most sites, BGL makes use of browser cookies. Cookies are small text files placed on your computer's hard disk by our server. They allow us to quickly check your status as a user and facilitate access to your preferences. BGL will never use cookies to retrieve information from a computer that is unrelated to our website or services. By using our website, you consent to our

placement of cookies on your computer. You may occasionally get cookies from our business partners or other third parties. BGL has no access to or control over these cookies.

If you do not wish to have cookies on your system, you can set your browser preferences to refuse them or to alert you when cookies are being sent. In order to disable cookies, please consult your browser's "help" section for instructions. If you choose to decline cookies, you may not be able to fully experience the features of our Websites. BGL collects general statistics to track user trends on our website. These statistics include hits to our server, the types of browsers used to access our website, page views, and navigational patterns. This type of information helps us track where our users are coming from so that BGL can target demographic areas and determine the most effective ways to communicate with our users. In connection with this analysis, BGL may use devices web beacons to help us identify when emails sent to you have been received and read. BGL may also collect IP addresses and other information in order to prevent the introduction of viruses and hackers into the BGLbsite.

Links to Other Websites

As part of our service, BGL may create links allowing you to access third party websites. BGL is not responsible for the content that appears on those websites and does not endorse these sites. Please consult those websites' individual privacy policies in order to determine how they treat user information.

Modification to this Policy

BGL may change this policy at its sole discretion. All changes will be posted on our website. BGL encourages you to check our policy periodically. Your continued use of the website and provision of any personal information after any change in this Privacy Policy will constitute your acceptance of such Privacy Policy change. However, BGL will not use information previously provided to us except in accordance with the then-applicable Privacy Policy that was posted on the website.

Contact Us

If you have any questions about this policy or our website in general, please send us a message via our email.

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