

Superb Reality ltd. PRIVACY POLICY

This site is owned and operated by Superb Reality Ltd. (SR). Your privacy on the Internet is of importance to us.

Because we gather certain types of information about our users, we elaborate our policy and the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

INFORMATION SR GATHERS AND TRACKS

SR gathers two types of information about users:

- Information that users provide through optional, voluntary and othersubmissions. These shall also be considered as voluntary submissions to receive our electronic newsletters, to participate in our message boards or forums, foe e-mailing and for requests to participation in polls and surveys:
- Information SR gathers through aggregated tracking information derived mainly by tallying page views throughout our sites by 3rd party. This information allows us to better tailor our content to readers' needs and to help our advertisers and sponsors better understand the characteristics of our visitors. Under no circumstances does SR divulge any information about an individual user to another third party.

SR Gathers User Information In The Following Processes:

Optional Information

We offer the following free services, which require some type of voluntary submission of personal information by users:

Electronic newsletters policy (Dispatches)

We will offer a free electronic newsletter to users. SR gathers the email addresses of users who voluntarily subscribe. Users may remove themselves from this mailing list by following the link provided in every newsletter that points users to the subscription management page. Users can also subscribe to the newsletters at the time of registration.

Children

We will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

Usage tracking

SR tracks user traffic patterns throughout our site/s. However, we do not correlate this information with data about individual users. SR does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

SR sometimes tracks and catalogs the search terms that users enter in our Search function.

Cookies

We may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain Personal Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. SR uses cookies to track user traffic patterns (as described above). Our advertising system delivers a one-time cookie to better track ad impressions and click rates.

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site. However, you do need cookies to participate actively in message boards, forums, polling and surveys.

USE OF INFORMATION

SR uses any information of our users to enhance their experience in our sites, to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our users or to communicate information.

As stated above, we use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in polls, surveys, message boards, and forums. We send out newsletters to subscribers on a regular schedule (depending on the newsletter), and occasionally send out special editions when we think subscribers might be particularly interested in something we are doing. SR never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners.

When we use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our users. But we don't track which terms a particular user enters.

SR might create aggregate reports on user demographics and traffic patterns for conclusions, advertisers, sponsors and partners. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

SHARING OF THE INFORMATION

SR uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience's demographics. This is essential to keeping our service free. We will not share information about individual users with any third party, except for above mentioned purposes, to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

REVIEW

Our privacy policy is periodically reviewed and enhanced or modified as necessary and only authorized individuals have access to the information provided by our customers.

YOUR CONSENT

By using this site, you consent to the collection and use of this information by SR. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.