

PRIVACY POLICY

General Explanation:

Your privacy is important to us. This Policy explains how Kael Corporation, a Colorado corporation d/b/a Denver Tent Company (collectively, “Denver Tent,” “us” or “we”) will collect and use information that we gather about you.

If you choose to visit the Web Site, your visit and any related dispute is subject to this Policy. We may modify this Policy at any time by simply updating this posting and without notice to you.

What information we gather and when we gather it. As specified in this Policy, we collect some personal information (e.g., name, address, telephone number, and e-mail address) (“Personal Information”). We also collect non-personal information such as IP addresses, which generally does not reveal your identity (“Non-Personal Information”). We collect information when you use the Web Site, utilize our services, or provide any personal information through our Web Site.

Uses of Information. We use information that we gather to: (1) verify your authority to access this Web Site, (2) provide you with access to any services that you may chose to utilize, and (3) contact you when reasonably necessary. We may also use any information you have entered into the Web Site as reasonably necessary to administer or provide customer support for the Web Site and our products and services.

Your Personal Information:

How we gather Personal Information. We receive and store any Personal Information you enter on our Web Site or give us in any other way. When you request information or utilize our services, we collect Personal Information. We may also collect Personal Information from you when you contact us through the Web Site. You may contact us at any time if you want to either remove your information from our database, correct the Personal Information we maintain or request that we no longer contact you.

How we use Personal Information. We may use Personal Information in the following ways:

- For the purposes for which you specifically provided it.
- To send you information about your relationship or transactions with us.
- To notify you about our services and special offers.
- To otherwise contact you with information that we believe will be of interest to you.
- To enhance or develop features and services.
- To provide advertisers and other third parties with aggregate information about our subscribers, Web Site user base and usage patterns.

- To allow us to personalize the content and advertising that you and others see on our Web Site.

Protection of your Personal Information. We use commercially reasonable administrative, technical, personnel and physical measures to safeguard Personal Information in our possession against loss, theft and unauthorized use, disclosure or modification.

Non-Personal Information:

How we gather Non-Personal Information. When you visit our Web Site we may collect non-personal information such as IP addresses and Web Site usage information from you. For example, like many web sites, we use "cookies." A cookie is small amount of data that our servers transfer to your browser and that only our servers can read. We use cookies to, among other things, facilitate access to areas of our Web Site; allow you to personalize and store your settings; collect usage information; determine our total audience size and traffic; and help us improve our site by measuring which areas are of greatest interest to users. Most browsers are initially set up to accept cookies, but you can configure your browser to warn you when cookies are sent, or to refuse all cookies. However, some of the features of our Web Site might not operate properly if your cookies are disabled. We may also use tiny graphic images called pixel tags, web beacons or clear gifs in order to recognize users and assess traffic patterns. The information that is collected through the use of these images is not personally identifiable and is used only to track response to our advertising efforts.

Links. Our Web Site may contain links to other sites. We do not provide any Personal Information to these advertisers or third-party web sites. By clicking on these links, you will leave our Web Site and this Policy will no longer apply. These third-party web sites and advertisers, or Internet advertising companies working on their behalf, sometimes use technology to send the advertisements that appear on our Web Site directly to your browser. They may also use cookies, web beacons and other technologies to measure the effectiveness of their ads and to personalize advertising content. We do not have access to or control over any of the technological features that they may use. Once you have left our Web Site via such a link or by clicking on an advertisement, you should check the applicable privacy notice of the third party or advertiser site to determine how they will handle any personal information they collect from you.

Nondisclosure:

We will not sell or rent your Personal Information, nor will we provide to third parties your Personal Information without your consent, except as set forth below (which we may infer has been granted based on circumstances of use of our Web Site and specific product requests) and (1) sharing your Personal Information is required to provide the product or service you have requested, or (2) we need to send your Personal Information to companies which work on its behalf in order to provide you a service (which companies will not have any right to use your Personal Information we share

with them beyond what is necessary to assist us). Denver Tent will disclose your Personal Information to the extent required in the event it must respond to subpoenas, court orders or other legal process, or if we find that your actions on our Web Site violate any terms of use, any usage guidelines for specific products or services, or any terms of any license agreements you agree to.

Protection of Denver Tent. We will release account and other Personal Information when we believe release is appropriate to comply with the law; enforce or apply this Policy and other agreements; or protect the rights, property, or safety of Denver Tent, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and risk reduction. This does not include selling, renting, sharing, or otherwise disclosing Personal Information from customers for commercial purposes in violation of the commitments set forth in this Policy. There may be instances when we may disclose Personal Information without providing you with a choice in order to protect the legal rights of Denver Tent or our shareholders, directors, officers, employees, agents, contractors, affiliates, successors or assigns; to protect the safety and security of visitors to our web sites; to protect against fraud or for risk management purposes; or to comply with the law or legal process. In addition, if Denver Tent sells all or part of its business or makes a sale or transfer of assets or is otherwise involved in a merger or business transfer, we may transfer your Personal Information to a third party as part of that transaction. We retain your information for as long as necessary to permit us to use it for the purposes that we have communicated to you and comply with applicable law or regulations.

Electronic Communications:

When you visit the Web Site or send e-mails to us, you are communicating with us electronically. You consent to receive communications from us electronically. We will communicate with you by e-mail or by posting notices on this site. You agree that all agreements, notices, disclosures and other communications that we provide to you electronically satisfy any legal requirement that such communications be in writing.

Applicable Law:

By visiting www.denvertent.com, you agree that the laws of the state of Colorado, without regard to principles of conflict of laws, will govern this Policy, and any dispute of any sort that might arise between you and Denver Tent.

Disputes:

Any dispute relating in any way to your visit to www.denvertent.com or to products or services sold or distributed by Denver Tent or through www.denvertent.com shall be adjudicated in any state or federal court in the City and County of Denver, Colorado, and you consent to exclusive jurisdiction and venue in such courts.

Site Policies, Modification, and Severability:

We reserve the right to make changes to the Web Site, including but not limited to this Policy, at any time. If any of these notices or conditions shall be deemed invalid, void, or for any reason unenforceable, that notice or condition shall be deemed severable and shall not affect the validity and enforceability of any remaining notices or conditions.