



PRIVACY POLICY

Scope

This Privacy Policy describes how MiSell, Inc. handles your personal information for its services on the MiSell.com website. By using MiSell.com you consent to the terms of this Privacy Policy and our Terms of Service. You expressly consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy. This Privacy Policy is effective upon acceptance for new users and is otherwise effective as of March 3, 2009.

Collection

MiSell, Inc. may collect and store the following personal information: (1) name, e-mail address, physical contact information, telephone number and financial information, such as credit card, charge card, debit card or bank account numbers, (2) transactional information based on your activities on the website, (3) shipping, billing and other information you provide to purchase or ship an item, (4) other information from your interaction with our site, including computer and connection information, and (5) additional information MiSell, Inc. may ask you to submit to authenticate yourself.

Marketing

MiSell, Inc. does not sell or rent your personal information to third parties for their marketing purposes without your explicit consent.

Use

The primary purpose in collecting personal information is to provide you with a safe, smooth, efficient and customized experience. You agree that MiSell, Inc. may use your personal information: (1) provide the services of the site and consummate the related business transactions; (2) provide the services and customer support you request; (3) resolve disputes, collect fees and troubleshoot problems; (4) prevent potentially prohibited or illegal activities and to enforce the Terms of Service; (5) customize, measure and improve our services, content and advertising; (6) inform you about our services; and (7) compare information for accuracy and verify it with third parties.

Disclosure of Your Information

MiSell, Inc. may disclose your information to third parties performing services for or on behalf of MiSell, Inc. Such services may include legal, county, marketing, or other business and professional services.

MiSell, Inc. may also share or disclose your personal information when it is legally required to

disclose information about you, such as in response to (1) a subpoena, (2) to prevent fraud, or (3) to comply with a legally permitted inquiry by a government agency or regulator. By registering with MiSell, Inc., you consent to the release of your information such as, but not limited to, your full name, mailing address, telephone number and e-mail address.

Account Information

When you register, you will select a user name and password. You are entirely responsible for maintaining the confidentiality of your user name and password. Furthermore, you are entirely responsible for any and all activity which occurs under your user name and password. You agree to immediately notify MiSell, Inc. of any unauthorized use of your password or any other breach of security known to you. MiSell, Inc. may terminate the subscription of anyone due to the misuse, improper use or unauthorized use of their user name, password or the site. MiSell, Inc. will not be responsible and you will hold MiSell, Inc. harmless for any actual, special, consequential or incidental losses or damages arising from the misuse, improper use or unauthorized use of your user name, password, or the site.

Accessing, Reviewing and Changing Your Personal Information

You can see, review and change most of your personal information by signing on to MiSell.com. You must promptly update your personal information if it changes or is inaccurate. Upon your request, MiSell, Inc. will close your account and remove your personal information from view as soon as reasonably possible, based on your account activity and in accordance with applicable law. MiSell, Inc. does retain personal information from closed accounts to comply with law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigations, enforce the Terms of Service and take other actions otherwise permitted by law.

Security

MiSell, Inc. gives high priority to protecting the privacy of your personal information and the security of your transactions. Although MiSell, Inc. works very hard to protect your privacy, it does not promise, and you should not expect, that your personal information or private communications will always remain private. MiSell, Inc. recommends that you use a secure browser for your on-line sessions. Security breaches may occur whenever you communicate over the internet even with the most secure sites, and use of our site is at your own risk. By using MiSell.com you acknowledge that you are aware of security and privacy limitations, including but not limited to: (1) limitation of security, privacy and authentication measures and features in the system; (2) that data or information on the service may be subject to eavesdropping, sniffing, spoofing, forgery, spamming, impersonating, tampering, breaking passwords, harassment, fraud, electronic trespassing, hacking, nuking, system contamination (including, without limitation, viruses, worms and Trojan horses) causing unauthorized, damaging or harmful access and/or retrieval of information and data on your computer, as well

as other security and privacy hazards; and (3) that data may not reach its destination or may reach an erroneous address or recipient. Further, by using MiSell.com you agree to hold harmless MiSell, Inc. for any actual or consequential loss or damage relating to the aforementioned privacy and security limitations or breach thereof.

Changes to Privacy Policy

MiSell, Inc. may amend this Privacy Policy at any time by posting the amended terms on this site. All amended terms automatically take affect five (5) days after they are posted on the site. No individual notices will be provided concerning changes in the Privacy Policy. Therefore, you should periodically review the Privacy Policy to be aware of any changes.