



## The Reading Tub, Inc. Legal and Privacy Notices

The Reading Tub, Inc. is a 501(c)3 public charity. Its mission is children's literacy, and the website is a portal to supporting community projects that get books to readers in need. Any and all questions/comments about this notice or our work should be directed to terry [at] thereadingtub [dot]com.

*Updated: October 2009*

### OUR LEGAL NOTICE

All material published by the Reading Tub® holds a Reading Tub, Inc. copyright. We support the noncommercial exchange of information and have a [Creative Commons Attribution-Noncommercial-Share Alike 3.0 United States License](#).

The book profiles, interviews and other information created and hosted by this website cannot be reproduced and distributed in any form, manner or medium without the express, written consent of the author.

**They are intended for PERSONAL, noncommercial use and reference only. Use of this material for any other purpose requires WRITTEN approval by the Executive Director or a Board Member of the Reading Tub, Inc.**

The Reading Tub® is a registered Trademark of The Reading Tub, Inc. a nonprofit corporation registered in the Commonwealth of Virginia.

### OUR PRIVACY NOTICE

The Reading Tub, Inc. is acutely aware of the importance of protecting personal information. We respect your right to the privacy of the personally identifiable information you provide us via our Web site. Visitor information is an important part of our business. We do not sell it to others.

To that end, unless you agree otherwise, or we state otherwise in this policy or at the time information is collected, any personally identifying information you provide to [www.thereadingtub.com](http://www.thereadingtub.com) will not be revealed to anyone outside of The Reading Tub, Inc.

By describing how we use—and protect—your information, we hope to affirm your confidence in what our site has to offer. By visiting <http://childrens->

[literacy](#) and <http://thereadingtub.com> you are accepting the practices described in this Legal and Privacy Notice.

In making your decision whether to provide personally identifiable information, you should be aware of the general risks of transmitting information over the Internet. Our Website uses encryption; however, while we attempt to prevent unauthorized persons from accessing our files or tampering with our websites we cannot guarantee that these efforts will always be successful.

The following policy is intended to explain how your personal information will be treated. This policy may change from time to time, so please check back periodically.

When an individual visits the readingtub.com Web site or the <http://childrens-literacy.com> blog, our servers collect some basic technical information, including, for example, the visitor's domain name, referral data and browser and platform type. This is a common practice on the Internet.

- We count, track and aggregate the visitor's activity into our analysis of general traffic flows at our Web site and blog.
- We may merge information about visitors and visits into group data, which may then be shared on an aggregated basis with our partners, but we will not disclose your individual identity or personally identifiable information without your permission.
- We may communicate with you by Email, but you will always have the option to cancel your subscription and/or be removed from any mailing list we maintain.
- We purposely do not use send to a friend or referral links on the Web site to minimize any misuse of your personal data, or that of your friends and relatives.

The details you offer in feedback and registration forms is collected and stored to help us personalize and improve the value of our services.

- First Name, Last Name and Email allow us to correspond with you directly through newsletters, and notices on changes or updates to the site.
- Zip codes allow us to get a 'geographic' picture of our customers and assist us in prioritizing library, book review requests, and news-of-interest postings.

## Our Use of Cookies

A cookie is a small amount of data that is sent to your browser from a Web server and stored on your computer's hard drive. Cookies cannot be used to identify individuals, only machines. **We DO NOT use cookies to help deliver advertisements.**

WE DO use them to

- Identify browsers that visit us, and to track usage throughout our Web sites.
- Aid in any shopping areas to make the ordering process more convenient for users.
- Help us identify usage patterns and user interface/ease of use.

Other companies, which place advertising on our site, WILL NOT have the ability to assign their cookies to you in a process that thereadingtub.com does not control.

We reserve the right to use, without personally identifiable information, any questions, comments or other information submitted by users in books, articles, commentaries, research or similar ways.

If you visit a Web site which is linked to our Web site, you should consult that Web site's privacy policy before providing personally identifiable information.

The Reading Tub, Inc. may from time to time conduct voluntary surveys of visitors to the site to obtain aggregate demographic information. Such information may be compiled and shared in the aggregate with partner companies. No personal details, except your email address, will be traceable or associated with specific individuals.

We will only disclose personally identifiable information under the following limited circumstances:

- (a) when required to do so by law, for example, in response to a court order or a subpoena;
- (b) to protect our Web site, our company, or our site visitors;
- (c) when the information is needed by certain agents and contractors of The Reading Tub, Inc., like accountants, lawyers, and Web site hosts or developers in order to perform their work. Note that these agents and contractors may not use the information for any purpose other than to carry out the services that they are performing for The Reading Tub, Inc.;
- (d) to provide you with the transmission of newsletters that you elect to receive;
- (e) in the event that The Reading Tub, Inc., is subsumed in whole or in part by another business entity;
- (f) for such other purposes that WILL BE disclosed at the time the information is given.

If you wish to opt out of your information ever being shared with a third party, other than law enforcement groups with legal authority, please fill in the information on this form, and include "OPT OUT" in your message. [Click here](#) for form.

This Web site is intended primarily as a business-to-consumer information site, and will never knowingly collect personally identifiable information from children under the age of 13.

If you opt not to register with thereadingtub.com, that's okay, too. Please visit us frequently to see what's new on our site.

Final Note/reminder: we will provide personal information as required by law, for example, to comply with a court order or subpoena; or to protect the safety and security of Guests and our site.

Any changes to this policy are at the sole discretion of The Reading Tub, Inc. There may be occasional updates to the policy, so please check the website to see recent changes. Any/all changes are effective immediately upon posting.

The Reading Tub, Inc. uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies," which are text files placed on your computer, to help the Web site analyze how users use the site. The information generated by the cookie about your use of the Web site (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Web site, compiling reports on Web site activity for Web site operators and providing other services relating to Web site activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you will not be able to post messages, links, or comments to the Reading Tub website or the blog.