

PRIVACY STATEMENT

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with BIX-backpack.com.

What personal information do we collect from the people that visit BIX-backpack.com?

BIX and BIX-backpack.com collects IP address and domain name combination of users who visit BIX-backpack.com and any available aggregate information on pages users access or visit, user-specific information on pages users access or visit and information volunteered by users such as electronic email addresses of users who communicate with Solaris via email.

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number or other details to help you with your experience.

When do we collect information?

We collect information from you when you interact in any way with our site including, but not limited to, browsing the site, registering on our site, place an order, subscribe to a newsletter or enter information on our site.

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, browse the website, or use certain other site features in the following ways:

To personalize user's experience and to allow us to deliver the type of content and product offerings in which you are most interested.

To improve our website in order to better serve you.

To allow us to better service you in responding to your customer service requests.

To administer a contest, promotion, survey or other site feature.

To quickly process your transactions.

To send periodic emails regarding your order or other products and services.

Or any other form of legal marketing or market research applicable.

Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's

systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

Help remember and process the items in the shopping cart.

Understand and save user's preferences for future visits.

Compile aggregate data about site traffic and site interactions in order to offer better site experiences, promotions and tools. We may also use trusted third party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If users disable cookies in their browser:

If you disable cookies off, some features will be disabled. It will turn off some of the features that make your site experience more efficient and some of our services including placing of orders and user preferences will not function properly. However, you can still place orders over the phone.

Third Party Disclosure

Except as otherwise set forth herein, we do not sell, trade, or otherwise transfer your personally identifiable information to third parties.

Notwithstanding the foregoing to the contrary, we may provide your information to our subsidiaries, affiliated companies, and third party service providers and contractors who perform services on our behalf, for the purposes of promoting, marketing, selling, distributing, and supporting Solaris services and products. Solaris requires that these parties agree to use such information solely for this purpose, and uses reasonable efforts to limit their use of such information and to use other appropriate confidentiality and security measures.

Additionally we may disclose or release your information:

- If we believe in good faith that the release or disclosure of such information is necessary (x) to comply with state, federal, and/or international laws, regulations or rules or (y) to respond to a court order, subpoena, search warrant or similar request of a governmental entity;
- To enforce this Privacy Policy or our other legal or proprietary rights;

- If in our good-faith belief the release or disclosure of such information is necessary to protect the safety, rights, or property of Solaris, its employees, or third parties; or
- To a third party in connection with any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

Third party links

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users. <https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We have not enabled Google AdSense on our site but we may do so in the future.

California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. - See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

According to CalOPPA we agree to the following:

Users can visit our site anonymously. Our Privacy Policy link includes the word 'Privacy', and can be easily be found at the bottom footer of every page on the site.

Users will be notified of any privacy policy changes on our Privacy Policy Page

Users are able to change their personal information:

By emailing us

By calling us

By logging in to their account

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission,

the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify the users via email as soon as possible, but not before we have determined the extent of the breach and what customers are involved. We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

Send information, respond to inquiries, and/or other requests or questions.

Process orders and to send information and updates pertaining to orders

We may also send you additional information related to your product and/or service.

Market to our mailing list, partner sites or continue to send emails to our clients after the original transaction has occurred

To be in accordance with CANSPAM we agree to the following:

NOT use false, or misleading subjects or email addresses

Honor opt-out/unsubscribe requests quickly

Allow users to unsubscribe by using the link at the bottom of each email

If at any time you would like to unsubscribe from receiving future emails, you can

Follow the instructions at the bottom of each email and we will promptly remove you from ALL correspondence.

Changes to this Statement

BIX will occasionally update this Statement of Privacy to reflect company and customer feedback. BIX encourages you to periodically review this Statement to be informed of how BIX is protecting your information.

Contacting Us

If there are any questions regarding this privacy policy you may contact us on our [Contact Us](#) page.