

Privacy Policy

Jefferson Financial knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. By visiting goldnewsletter.com and neworleansconference.com you are accepting the practices described in this Privacy Notice.

What Personal Information About Customers Does Jefferson Financial gather?

The information we learn from customers helps us personalize and continually improve your shopping experience at goldnewsletter.com and neworleansconference.com. Here are the types of information we gather:

Information You Give Us:

We receive and store any information you enter on our website or give us in any other way. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you and communicating with you.

Automatic Information:

We receive and store certain types of information whenever you interact with us. For example, like many Websites, we use "cookies," and we obtain certain types of information when your Web browser accesses goldnewsletter.com and neworleansconference.com. A number of companies offer utilities designed to help you visit Websites anonymously. Although we will not be able to provide you with a personalized experience at goldnewsletter.com and neworleansconference.com if we cannot recognize you, we want you to be aware that these tools exist.

E-mail Communications:

We compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers. If you do not want to receive e-mail or other mail from us, you can easily unsubscribe by clicking the unsubscribe button that is included on each e-mail we send.

What About Cookies?

Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser. The Help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. However, cookies allow you to take full advantage of some of goldnewsletter.com and neworleansconference.com most interesting features, and we recommend that you leave them turned on.

Does Jefferson Financial Share the Information It Receives?

Information about our customers is an important part of our business, and we are not in the business of selling it to others. We share customer information only as described below and with subsidiaries of Goldnewsletter.com and neworleansconference.com, Inc., who have controls that either are subject to this Privacy Notice or follow practices at least as protective as those described in this Privacy Notice.

Agents:

We may employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), and processing credit card payments. They have access to personal information needed to perform their functions, but may not use it for other purposes.

Business Transfers:

As we continue to develop our business, we might sell or buy subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that Jefferson Financial, Inc., or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.

How Secure Is Information About Me?

We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing. It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.

Which Information Can I Access?

[Goldnewsletter.com](http://goldnewsletter.com) and neworleansconference.com give you access to a broad range of information about your account and your interactions, for the limited purpose of viewing and, in certain cases, updating that information.

What Choices Do I Have?

As discussed above, you can always choose not to provide information, even though it might be needed to make a purchase or to take advantage of such goldnewsletter.com and neworleansconference.com features.

Children

[Goldnewsletter.com](http://goldnewsletter.com) and neworleansconference.com do not sell products for purchase by children. If we sell any children's products, they will be only for purchase by adults. If you are under 18, you may use goldnewsletter.com and neworleansconference.com websites only with the involvement of a parent or guardian.

Conditions of Use, Notices, and Revisions

If you choose to visit goldnewsletter.com and neworleansconference.com's website, your visit and any dispute over privacy is subject to this Notice and our Conditions of Use, including limitations on damages, arbitration of disputes, and application of the law of the State of Louisiana. If you have any concern about privacy at goldnewsletter.com and neworleansconference.com please contact us with a thorough description and we will try to resolve it.

Our business changes constantly, and our Privacy Notice and the Conditions of Use may change also. We may e-mail periodic reminders of our notices and conditions, unless you have instructed us not to, but you should check our websites frequently to see recent changes. Unless stated otherwise, our current Privacy Notice applies to all information that we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of effected customers.

Information You Give Us

You provide most such information when you search, buy, participate in a contest or questionnaire, or communicate with customer service. For example, you provide information when you search for a product; place an order through goldnewsletter.com and neworleansconference.com; provide information in Your Account (and you might have more than one if you have used more than one e-mail address when shopping with us); communicate with us by phone, e-mail, or otherwise; complete a questionnaire or a contest entry form. As a result of those actions, you might supply us with such information as your name, address, and phone numbers; credit card information; people to whom purchases have been shipped, including addresses and phone number; e-mail addresses of other people; and financial information.

Automatic Information

Examples of the information we collect and analyze include the Internet Protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection

information such as browser type and version, operating system, and platform; purchase history, which we sometimes aggregate with similar information from other customers to create new features; the full Uniform Resource Locator (URL) clickstream to, through, and from our website, including date and time; cookie number; products you viewed or searched for; and the phone number you used to call our toll free number. During some visits we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

Information from Other Sources

Examples of information we receive from other sources include updated delivery and address information from our carriers or other third parties, which we use to correct our records and deliver your next purchase or communication more easily.

Information You Can Access

Examples of information you may be able to access at goldnewsletter.com and neworleansconference.com either now or in the future include up-to-date information regarding recent orders; personally identifiable information (including name, e-mail and password); payment settings, e-mail notification settings; recommendations (including recent product view history and prior order history).

Liability

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