

BOA Privacy Statement

Overview

BOA and Earthtrail are committed to respecting the privacy of our users. We strive to provide a safe, secure user experience. This Privacy Statement sets forth the online data collection and usage policies and practices that apply to the Earthtrail and BOA Networking Web Sites (sometimes referred to herein as the "BOA Sites") and does not apply to information we collect in any other fashion.

Your data will be stored and processed in whole or in part in Australia. The information we gather on the BOA Sites will not be shared within Australia or sold to any national or international marketing companies.

The BOA Sites contain links to other BOA Web sites over which this privacy statement also covers.

Collection and Use of Information by BOA

In some areas of BOA and Earthtrail, we request or may request that you provide personal information, including your name, address, e-mail address, telephone number, contact information and any other information from which your identity is discernible. In other areas, we collect or may collect demographic information that is not unique to you such as your ZIP code, age, preferences, gender, interests and favourites. Sometimes we collect or may collect a combination of the two types of information. Examples of areas on the BOA Sites where we collect personal or combined personal and demographic data are pages where you complete a BOA online contact form or purchase a product through the company.

We also gather or may gather certain information about your use of BOA and Earthtrail, such as what areas you visit and what services you access on our site. Moreover, there is information about your computer hardware and software that is or may be collected by us. This information can include without limitation your IP address, browser type, domain names, access times and referring Web site addresses, but is not linked to your personal information.

We may sometimes afford you the opportunity to provide descriptive, cultural, behavioural, and preferential and/or life style information about yourself, but it is solely up to you whether you furnish such information. If you do provide such information, you are thereby consenting to the use of that information in accordance with the policies and practices described in this Privacy Statement. For example, such information may be used for the purpose of determining your potential interest in receiving e-mail or other communications about particular products or services.

If you choose to use our referral service to tell a friend about the BOA Sites or refer a job posting to a friend, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the BOA Sites or view the job posting. We do not store this information.

Our Use of Your Information

We use the information we gather on BOA or BOA, whether personal, demographic, collective or technical, for the purpose of operating and improving the BOA Sites, fostering a positive user experience, and delivering the products and services that we offer.

If you have provided consent for us to do so, we may also use the information we gather to inform you of other products or services available from us.

We may use your contact information in order to send you e-mail or other communications regarding updates at the BOA Sites, to contact you about your opinion of current products and services or potential new products and services that may be offered. We may also provide additional communications, promotions and information on new BOA opportunities and additional job postings which may be of interest to you. The nature and frequency of these messages will vary depending upon the information we have about you.

In addition, you may receive free informational newsletters from us relating to topics that may be of special interest to you, such as specials and up coming events.

We have areas on the BOA Sites where you can submit feedback. Any feedback you submit in these areas becomes our property, and we can use such feedback (such as success stories) for marketing purposes or to contact you for further information.

Choices Regarding the Disclosure of Personal Information to Others

We do not disclose your personal information to third parties, or your combined personal and demographic information or information about your use of BOA or BOA (such as the areas you visit or the services you access), except as set forth below.

1. We disclose information to third parties if you consent to such disclosure. For example, if you indicate that you would like to receive information about the opportunities, products or services of third parties at the time you complete a BOA online contact form or purchase a product through the company, we supply your contact information to third parties such as employees at BOA, Distributors, others for the purpose of sending you e-mail or otherwise communicating with you. We use data we have about you (such as the preferences you have expressed) to determine whether you might be interested in the opportunities, products or services of a particular third-party.
2. We disclose information to distributors and individuals we employ to perform functions on our behalf. Examples include placing your order through our distributors, analysing data, providing marketing assistance, and providing customer service. These companies and individuals will have access to your personal information as necessary to perform their functions, but they may not share that information with any other third party.
3. We disclose information if legally required to do so, if requested to do so by a governmental entity or if we believe in good faith that such action is necessary to: (a) conform to legal requirements or comply with legal process; (b) protect our rights or property or our affiliated companies; (c) prevent a crime or protect national security; or (d) protect the personal safety of users or the public.
4. We disclose and transfer information to a third party who acquires all or a substantial portion of our business, whether such acquisition is by way of

merger, consolidation or purchase of all or a substantial portion of our assets. In addition, in the event we become the subject of a bankruptcy proceeding, whether voluntary or involuntary, we or our trustee in bankruptcy may sell, license or otherwise dispose of such information in a transaction approved by the bankruptcy court. You will be notified of sale of all or a substantial portion of our business to a third party via email or through a prominent notice posted on the BOA Sites.

If you have a BOA customer account, other users or members of BOA do not have access your profile. They will not have access to your contact information and your contact information is not displayed in any BOA networking profiles.

Use of Cookies

We use "cookies" to help personalize and maximize your online experience and time online. A cookie is a text file that is placed on your hard drive by a Web page server. Cookies are not used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to your computer, and can only be read by a Web server in the domain that issued the cookie to you.

You may have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline all cookies if you prefer. Alternatively, you may be able to modify your browser setting to notify you each time a cookie is tendered and permit you to accept or decline cookies on an individual basis. If you choose to decline cookies, however, that may hinder the performance of and negatively impact your experience on BOA and Earthtrail web sites.

Use of Web Beacons

BOA and Earthtrail Web pages may contain electronic images known as Web beacons (sometimes called single-pixel gifs) that allow us to count users who have visited those pages and to deliver co-branded services. Web beacons are not used to access your personally identifiable information; they are a technique we use to compile aggregated statistics about our Web site usage. Web beacons collect only a limited set of information including a cookie number, time and date of a page view, and a description of the page on which the Web beacon resides.

You may not decline web beacons, however, they can be rendered ineffective by declining all cookies or modifying your browser setting to notify you each time a cookie is tendered and permit you to accept or decline cookies on an individual basis.

Access to and Modification of Your Information

You may review, correct, update or change your BOA account, BOA account information at any time. From your BOA account you may also opt out of receiving newsletters and certain other information from BOA.

To change your BOA account information, simply log into the BOA web site, go to online contact information page and from here you can update your account information, alternatively you can contact BOA by phone.

To change your BOA billing account information, simply telephone BOA and ask for accounts.

If you opted to receive newsletters, commercial e-mails or other communications from BOA or third parties at the time you created a BOA customer account, but subsequently change your mind, you may opt-out by emailing your BOA sales representative as described above. If you previously opted not to receive such communications, you may later opt-in by contacting your BOA sales representative as well.

We retain indefinitely all the information we gather about you in an effort to make your repeat use of BOA or BOA more efficient, practical, and relevant. Of course, you can delete your details from BOA's database, at any time. We will delete your BOA profile and close your BOA account, in which event we will remove all our copies of your details from BOA. Your BOA account information and your BOA profile will be removed except for an archival copy which is not accessible on the Internet.

Security of the Personal Information

We have implemented commercially reasonable technical and organizational measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration or disclosure. However, we cannot guarantee that unauthorized third parties will never be able to defeat those measures or use your personal information for improper purposes.

When you place an order at BOA your credit card information is protected through the use of encryption, such as the Secure Socket Layer ("SSL") protocol. SSL makes it difficult for your credit card information to be intercepted or stolen while being transmitted. We use a service company to process credit card transactions.

Children

The BOA Sites are not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13.

Changes to Privacy Statement

If we decide to materially change our Privacy Statement for BOA and Earthtrail, we will post those changes through a prominent notice on the web site so that you will always know what information we gather, how we might use that information, and to whom we will disclose it.

If at any time, you have questions or concerns about this Privacy Statement or believe that we have not adhered to this Privacy Statement, please feel free to email us at sales@boa.com.au or call us at (02) 6260 1578 and speak to one of our representatives. We will use commercially reasonable efforts to promptly answer your question or resolve your problem. If you do not receive acknowledgment of your inquiry, or if your inquiry is not satisfactorily addressed, you should then contact Matthew Watson through the following web address

Matt@boa.com.au Matthew will serve as a liaison with the BOA Sites to resolve your concerns.

Contact Information

BOA is the name under which BOA PTY LTD, with its principal place of business at Unit 2-5, 6 Sleigh Place Hume, ACT 2620, and certain of its affiliated companies worldwide, do business. BOA, is the legal entity which determines the purposes and means of processing the information gathered at the BOA Sites.

Thank you for using BOA and/or BOA Sites.

Update effective June 11, 2006.