



Privacy Policy

Brainfuse is committed to keeping any and all personal information collected of those individuals that visit our website and make use of our online facilities and services accurate, confidential, secure and private. Our privacy policy has been designed and created to ensure those affiliated with of our commitment and realization of our obligation not only to meet but to exceed most existing privacy standards.

Brainfuse has put in effect a strict privacy policy: Brainfuse only gathers information that is relevant to the effective operation of its services. We do not share information with third parties. Information that is gathered from our users and clients is utilized in the following ways:

Institutional Clients: Contact information, financial information, and IP addresses shared with us from entities who directly pay for our services (public libraries, educational institutions, etc.) are referred to herein as "Institutional Clients" are used as follows:

- Contact information is used to communicate with the Institutional Client when necessary.
- Financial information that is collected is used to bill the Institutional Client for products and services.
- We use IP addresses to help diagnose problems with our server, to administer our website, and to gather usage information.

Users: Unique identifiers are collected to verify the identity of individuals using the service (referred to herein as "Users") through our arrangement with an Institutional Client. Most Institutional Clients employ their own authentication systems and, in such cases, Brainfuse does not obtain or process any usernames, passwords, or library card numbers. In cases where Brainfuse performs authentication, only usernames/passwords are used for registration purposes.

Academic Institutions: Certain academic institutions will share student ID's and course data with Brainfuse for purposes of authentication, tutor routing, and data collection. Such information shall be deleted following the end of engagement with the academic institution.

Direct Payment Users: Brainfuse maintains the following policy regarding data from a user who directly pays for our services (referred to herein as a "Direct Payment User". Our site's registration form for a Direct Payment Users requires him/her to give us contact information (such as name or email address), unique identifiers, and financial information (like an account or credit card number). We use such contact information for payment of services or to contact the Direct Payment User.

Data Sharing: Brainfuse will not share any data with a third party without the User's express written consent.

Brainfuse does not use User information, except as provided above.

Security: Brainfuse shall endeavor and shall take every precaution to maintain adequate physical, procedural and technical security with respect to its offices and information storage facilities so as to prevent any loss, misuse, unauthorized access, disclosure or modification of any information under our control.



Ability to Opt-Out: Our site provides Institutional Clients with the opportunity to opt-out of receiving communications from us and our partners by contacting us at the address below.

Changes to Privacy Policy Agreement: reserves the right to update and/or change the terms of our privacy policy, and as such we will post those change to our website homepage at www.brainfuse.com so that our users and/or visitors are always aware of the type of information we collect, how it will be used, and under what circumstances, if any, we may disclose such information. If at any point in time Brainfuse decides to make use of any personally identifiable information on file, in a manner vastly different from that which was stated when this information was initially collected, the user or users shall be promptly notified by email. Users at that time shall have the option as to whether or not to permit the use of their information in this separate manner.

Contacting Us: If you have any questions about this privacy statement, the practices of this site, or your dealings with this website, please feel free to contact us.

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