# Website Privacy Policy & Terms and Conditions of Use

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The Milky Mermaid, LLC seeks to: provide support, education, and advocacy to breastfeeding families throughout all stages of life. We strive to be a one-stop shop for all nursing essentials, offering access to an array of tools parents may need. Our purpose is to empower and support all families to ensure the best possible breastfeeding experience

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### **Privacy**

The Milky Mermaid, LLC is committed to preserving your right to privacy, and does not collect identifying information about you (such as your name, address, telephone number, or email address) unless you voluntarily submit that information to us through our Contact Us page, our newsletter subscription pages, or other means.

Please do not provide any confidential information (including health information) to us via electronic communication. Any information you do submit will not be sold to any third parties. If we publish any information you provide to us on the website, we will only disclose personally identifiable information agreed upon by you.

We use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site.

If you are concerned about the information that you have provided to *The Milky Mermaid, LLC* or would like to review, update, or delete that information, please contact us at 919-210-8846. We will make reasonable efforts to comply with your wishes.

# Contact Us and "Ask an Expert"

The Contact Us page is the primary means of communication with *The Milky Mermaid, LLC* for a website visitor. Website visitors may use the Contact Us page to send questions or content suggestions to us. Any health information submitted through the Contact Us pages is not stored in a way that is personally identifiable. We may, unless you indicate otherwise, store, edit, and excerpt your email for use in Q&As, presentations, analyses, and other similar purposes. In these cases, we will delete any content that would specifically identify you as the writer of the email.

The information provided through the Website is for educational purposes only and should not be considered medical advice. It is not meant to replace the advice of the physician who cares for you or your child. All medical advice and information should be considered to be incomplete without a physical exam, which is not possible without a visit to your doctor.

# **Medical Disclaimer**

The information on this site is not intended or implied to be a substitute for professional medical advice, diagnosis, or treatment. *The Milky Mermaid, LLC* makes no representation and assumes no responsibility for the accuracy of information contained on or available through this website, and such information is subject to change without notice. All information provided on the website is general information provided for educational purposes. You are encouraged to confirm any information obtained from or through this website with other sources, and review all information regarding any medical condition or treatment with your child's physician. Never disregard professional medical advice or delay medical treatment because of something you have read on this website.

#### **Newsletters**

The only personally identifiable information that is actively collected by *The Milky Mermaid, LLC* is email addresses of individuals who opt-in to our newsletter programs. These email addresses are only used for delivering our newsletters. Users may remove their email address from our list by using the unsubscribe link provided at the bottom of each newsletter.

#### **User Submissions**

The Milky Mermaid, LLC welcomes your comments on its site and content. However, you acknowledge that if you send us suggestions, ideas, notes, drawings, concepts, photographs, or other information (collectively, the "Information"), the Information shall be deemed, and shall remain, the property of *The Milky Mermaid, LLC*. By submission of any Information to us, you assign to us, and we shall exclusively own all now known or hereafter existing rights to such Information and shall be entitled to unrestricted use of the Information for any purpose whatsoever, commercial or otherwise, without compensation to you.

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# Miscellaneous

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