

Preamble

Our business model calls for us to sell creative products and moving experiences to our viewers: we have no plans to sell our viewers to other sites.

We view it as a strange thing that websites prosper today by attracting traffic in order to create an audience for third-party advertisers. We understand that the internet lends itself to this kind of business model but we think the model has certain drawbacks that we want to avoid. The first drawback is that the site's content becomes less and less important: all that matters is that the audience arrive in the theater and watch the ads; the movie itself might not interest them at all. This drawback has led many sites to offer free content, or user-generated content, and the good old-fashioned idea of offering original content of consistently high value has been forgotten. The second drawback is related: the user experience is fragmented and superficial because in the mind of the website designers, the ideal viewer is on his way to somewhere else. If he does not click on the third-party link, there is no revenue; so everything is designed to bring him to the site for the purpose of clicking on the third-party links. The third and also related drawback is that the viewers are treated as commodities, and even the attention of the viewer is treated as a commodity: this tends to destroy all respect for the viewer.

Our business model is old-fashioned: We offer something here that you cannot find elsewhere. What we offer is intended to draw you into a special place: if you spend time on our site, we hope your life will begin to change. Our site is a private place, a personal place, and it requires your sustained attention. Our objective is to be worthy of that attention.

POLICIES

1. We maintain the minimum information about you that we need to carry out our own business functions: your name and password (to allow you to log on), your mailing address (where we ship the physical things you purchase here), your email address (where we send files you have purchased for online download, and where we send you notices of our new products), your credit card information (to collect payments), and the history of your transactions with us (which we use to analyze our product offerings and improve them).

2. We do NOT transmit this information, or any part of it, to third parties, other than to the providers of the various services required to make our site function. One example of a necessary service in that category is credit card processing: we have to pass your information to third-party sites for verification; but we are careful to do so with the maximum available security. Another example: some of our videos and eBOOKS are hosted on third-party sites to whom we may transmit your name and password information. We do not know what those third parties to whom we link do with the information, and we cannot take responsibility for their actions. But we can assure our visitors that the information we collect and analyze remains with us and we treat it as private and confidential, and as a business trade secret.

3. In the unlikely event that some governmental agency demands all or part of the information, we will resist the demand in court; and only if a court orders us to do so will we comply with such demands.

4. We will inform you at least ninety (90) days in advance of any change to these policies and will offer you the opportunity to opt out of our site in the event of any such change. If you do opt out, we will then delete all records relating to you from our databases and will send you notice that we have done so.

5. We are currently based in California and abide by the various laws California has passed to regulate the collection and protection of personal information, specifically, Business & Professions Code Sec. 22575 et seqq.

YOUR PRIVACY IS IMPORTANT TO US AND WE HOPE THAT IT IS IMPORTANT TO YOU. UNLESS YOU VALUE YOUR OWN PRIVACY, YOU ARE NOT LIKELY TO VALUE THE THINGS WE OFFER YOU ON OUR WEBSITE!

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