

64th Street Specialties Company

Online Privacy Statement

[Last Updated – December 2015]

64th Street Specialties Company is committed to protecting your privacy. This *Online Privacy Statement* applies to data collected by **64th Street Specialties** through its websites and services, as well as its offline product support services. It does not apply to those **64th Street Specialties** sites, services and products that do not display or link to this statement or that have their own privacy statements.

Collection of Your Personal Information

In order to access some **64th Street Specialties** services, you may be asked to sign in with a *user name* and *password*, which we refer to as your credentials. By signing in on one **64th Street Specialties** site or service, you may be automatically signed into other **64th Street Specialties** sites and services. If you access our services via a mobile phone, you may also use your telephone number and a PIN as an alternative credential to your username and password. As part of creating your credentials, you may also be requested to provide questions and secret answers, which we use to help verify your identity and assist in resetting your password, as well as an alternate email address. Some services may require added security, and in these cases, you may be asked to create an additional security key. Finally, a unique ID number will be assigned to your credentials which will be used to identify your credentials and associated information.

In some instances, we may ask you to provide personal information, such as your e-mail address, name, home or work address or telephone number. We may also collect demographic information, such as your ZIP code, age, gender, preferences, interests and favorites. If you choose to make a purchase or sign up for a paid subscription service, you may be asked for additional information, such as your credit card number and billing address that is used to create a billing account.

We may collect information about your visit, including the pages you view, the links you click and other actions taken in connection with **64th Street Specialties** sites and services. We also collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type and language, access times and referring website addresses.

When you receive newsletters or promotional e-mail from **64th Street Specialties**, we may use web beacons (described below), customized links or similar technologies to determine whether the e-mail has been opened and which links you click in order to provide you more focused e-mail communications or other information.

In order to offer you a more consistent and personalized experience in your interactions with **64th Street Specialties**, information collected through one **64th Street Specialties** service may be combined with information obtained through other **64th Street Specialties** services. We may also supplement the information we collect with information obtained from other companies. For example, we may use services from other companies that enable us to derive a general geographic area based on your IP address in order to customize certain services to your geographic area.

Use of Your Personal Information

64th Street Specialties collects and uses your personal information to operate and improve its sites and deliver the services or carry out the transactions you have requested. These uses may include providing you with more effective customer service; making the sites or services easier to use by eliminating the need for you to repeatedly enter the same information; performing research and analysis aimed at improving our products, services and technologies; and displaying content and advertising that are customized to your interests and preferences.

We also use your personal information to communicate with you. We may send certain mandatory service communications such as welcome letters, billing reminders, information on technical service issues, and security announcements. Some **64th Street Specialties** services may send periodic member letters that are considered part of the service. We may also occasionally send you product surveys or promotional mailings to inform you of other products or services available from **64th Street Specialties** and its affiliates.

Sharing of Your Personal Information

Except as described in this statement, we will not disclose your personal information outside of **64th Street Specialties** and its controlled subsidiaries and affiliates without your consent. Some **64th Street Specialties** sites allow you to choose to share your personal information with select **64th Street Specialties** partners so that they can contact you about their products, services or offers. Other sites do not share your contact information with third parties for marketing purposes, but instead

may give you a choice as to whether you wish to receive communications from **64th Street Specialties** on behalf of external business partners about a partner's particular offering (without transferring your personal information to the third party). See the Communication Preferences section below for more information.

Some **64th Street Specialties** services may be co-branded and offered in conjunction with another company. If you register for or use such services, both **64th Street Specialties** and the other company may receive information collected in conjunction with the co-branded services.

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing customer support, hosting websites, processing transactions, or performing statistical analysis of our services. Those companies will be permitted to obtain only the personal information they need to deliver the service. They are required to maintain the confidentiality of the information and are prohibited from using it for any other purpose.

We may access and/or disclose your personal information if we believe such action is necessary to:

- Comply with the law or legal process served on **64th Street Specialties**.
- Protect and defend the rights or property of **64th Street Specialties** (including the enforcement of our agreements).
- Act in urgent circumstances to protect the personal safety of users of **64th Street Specialties** services or members of the public.

Accessing Your Personal Information

You may have the ability to view or edit your personal information online. In order to help prevent your personal information from being viewed by others, you will be required to sign in with your credentials (user name and password). The appropriate method(s) for accessing your personal information will depend on which sites or services you have used.

Communication Preferences

You can stop the delivery of future promotional e-mail from **64th Street Specialties** sites and services by following the specific instructions in the e-mail you receive. You may also have the option of proactively making choices about the communications you receive from particular **64th Street Specialties** sites or

services. These communication choices do not apply to mandatory service communications that are considered part of certain **64th Street Specialties** services, which you may receive periodically unless you cancel the service.

Security of Your Personal Information

64th Street Specialties is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, your personal information is stored on computer systems with limited access, which are located in controlled facilities. When highly confidential information (such as a credit card number or password) is transmitted over the Internet, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol. If a password is used to help protect your accounts and personal information, it is your responsibility to keep your password confidential. Do not share this information with anyone. If you are sharing a computer with anyone you should always choose to log out before leaving a site or service to protect access to your information from subsequent users.

Collection and Use of Children's Personal Information

Some **64th Street Specialties** sites and services may be intended for general audiences and do not knowingly collect any personal information regarding age. When an **64th Street Specialties** site does collect age information, and users identify themselves as under 18, the site will block such users from providing personal information and prevent access. We encourage you to talk with your children about communicating with strangers and disclosing personal information online. You and your child can visit our online safety resources for additional information about using the Internet safely.

Use of Cookies

64th Street Specialties websites may use *cookies* to enable you to sign in to our services and to help personalize your online experience. A cookie is a small text file that is placed on your hard disk by a webpage server. Cookies contain information that can later be read by a web server in the domain that issued the cookie to you. Cookies cannot be used to run programs or deliver viruses to your computer.

64th Street Specialties websites may use cookies to store your preferences and other information on your computer in order to save you time by eliminating the need

to repeatedly enter the same information and to display your personalized content and appropriate advertising on your later visits to these sites.

When you sign in to a site using your credentials, we may store your unique ID number, and the time you signed in, in an encrypted cookie on your hard disk. This cookie allows you to move from page to page at the site without having to sign in again on each page. When you sign out, these cookies will be deleted from your computer. Cookies may also be used to improve the sign in experience. For example, your user name may be stored in a cookie that will remain on your computer after you sign out. This cookie allows your user name to be pre-populated, so that you will only need to type your password the next time you sign in. If you are using a public computer or do not otherwise want this information to be stored, you can select the appropriate radio button on the sign-in page, and this cookie will not be used.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to sign in or use other interactive features of **64th Street Specialties** sites and services that depend on cookies.

Use of Web Beacons

64th Street Specialties webpages may contain electronic images known as web beacons that may be used to assist in delivering cookies on our sites and allow us to count users who have visited those pages and to deliver co-branded services. We may include web beacons in promotional e-mail messages or our newsletters in order to determine whether messages have been opened and acted upon.

64th Street Specialties may also employ web beacons from third parties in order to help us compile aggregated statistics and determine the effectiveness of our promotional campaigns. We prohibit web beacons on our sites from being used by third parties to collect or access your personal information.

Finally, we may work with other companies that advertise on **64th Street Specialties** sites to place web beacons on their sites in order to allow us to develop statistics on how often clicking on an advertisement on a **64th Street Specialties** site results in a purchase or other action on the advertiser's site.

Use of Third Party Ad Networks

The majority of the online banner advertisements you see on **64th Street Specialties** webpages are displayed by **64th Street Specialties**. However, we allow other companies, called third-party ad servers or ad networks, to display advertisements on **64th Street Specialties** webpages. Some of these ad networks may place a persistent cookie on your computer in order to recognize your computer each time they send you an online advertisement. In this way, ad networks may compile information about where you, or others who are using your computer, saw their advertisements and determine which ads are clicked on. This information allows an ad network to deliver targeted advertisements that they believe will be of most interest to you. **64th Street Specialties** does not have access to the cookies that may be placed by the third-party ad servers or ad networks.

Controlling "Spam" or Unsolicited E-mail

64th Street Specialties is concerned about controlling unsolicited commercial e-mail, or *spam*. **64th Street Specialties** has a strict Anti-Spam Policy prohibiting the use of any user account to send spam. **64th Street Specialties** will not sell, lease or rent its e-mail subscriber lists to third parties. While **64th Street Specialties** continues to actively review and implement new technology, such as expanded filtering features, there is no currently available technology that will totally prevent the sending and receiving of unsolicited e-mail. Using tools such as the Inbox Protector [MS-OE] and being cautious about the sharing of your e-mail address while online will help reduce the amount of unsolicited e-mail you receive.

Changes to This Privacy Statement

We will occasionally update this privacy statement to reflect changes in our services and customer feedback. When we post changes to this *Statement*, we will revise the *last updated* date at the top of this statement. If there are material changes to this statement or in how **64th Street Specialties** will use your personal information, we will notify you either by prominently posting a notice of such changes prior to implementing the change or by directly sending you a notification. We encourage you to periodically review this statement to be informed of how **64th Street Specialties** is protecting your information.

Contacting Us

64th Street Specialties welcomes your comments regarding this privacy statement. If you have questions about this statement or believe that we have not adhered to it, you may contact us by sending an email to: Info@64thStreetSpecialties.com [please put "Privacy Statement" in the subject line].

You may also contact us by telephone at: (800) 292-4082; or you may also contact us in writing at the following address:

64th Street Specialties

Attn: Privacy

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