

## ONLINE PRIVACY POLICY

As your Web Site provider, ("Us" or "We") thank you for accessing this web site (the "Site"). We want to assure you that we respect your privacy because we know that trust is the key to any successful relationship. The following Privacy Policy describes our commitment to protect your personal information.

This Privacy Policy explains how we collect, use and disclose your personal information. This Privacy Policy also explains the steps we have taken to ensure that your personal information is secure. Finally, this Privacy Policy explains your choices regarding the collection, use and disclosure of your personal information.

**THIS PRIVACY POLICY APPLIES ONLY TO THIS SITE. THIS PRIVACY POLICY DOES NOT APPLY TO OUR OFFLINE COLLECTION, USE AND DISCLOSURE OF YOUR PERSONAL INFORMATION.**

**WE ARE NOT RESPONSIBLE FOR THE CONTENT OR PRIVACY PRACTICES ON ANY WEB SITE NOT BELONGING TO OR CONTROLLED BY US TO WHICH THIS SITE LINKS.**

### INFORMATION COLLECTION AND USE

1. Information Collection. We collect information from you at several different points and in different ways on this Site. We will ask you for your permission before we collect any information that personally identifies you or allows us to contact you. Our primary goal in collecting personal information from is to provide you with an efficient, meaningful and customized experience. For example, we can use your personal information to:

- make this Site easier for you to use by not having to enter information more than once.
- help you quickly find information and services.
- help us create content on this Site that is most relevant to you.
- alert you to updated information and services we offer.

(a) Registration. To use this Site you may be required to first complete an online registration form. During registration you will be prompted to provide certain personal information, and possibly credit reference information, including but not limited to your name, address, phone number and e-mail address. In addition, we may also ask you for your country of residence and/or your organization's country of operation so we can comply with applicable privacy laws and regulations.

(b) Ordering. We request certain personal information on our electronic product ordering form. If you order a product from us, you will be prompted to provide certain personal information to us, including without limitation the buyer's name and shipping address, and possibly financial information, including without limitation a credit card number or debit card number, the name on the credit card or debit card and the billing address for the credit card or debit card, and the expiration date and security code on the credit card or debit card. These kinds of personal information are used for billing purposes and to fulfill a customer's orders. If we have a problem processing a customer's order, we use the personal information to contact the customer. We do not save your financial information after your order has been processed.

(c) Cookies and Other Technology. We may collect aggregated site-visitation statistical information through "cookies" and other technology, such as clear GIF technology, which is also known as a "web beacon". Such aggregated statistical information is non-personal and non-business information. This Site employs cookies and web beacons to speed your navigation of the Site, recognize each user and its access privileges, and tracks a user's site usage.

(i) "Cookies" are small pieces of information that are stored by a user's Internet browser on a user's computer's hard drive. Most Internet browsers are initially set to accept cookies. A user can set his or her browser to refuse cookies, but the user will not be able to access or use portions of this Site. THIS SITE'S COOKIES DO NOT HAVE THE CAPABILITY OF INFILTRATING A USER'S HARD DRIVE AND GATHERING A USER'S PERSONAL AND/OR BUSINESS INFORMATION.

(ii) "Web beacons" assist in delivering cookies and help us determine whether a web page on this Site has been viewed and, if so, how many times. For example, any electronic image on this Site, such as an ad banner, can function as a web beacon.

(d) Log Files. The Site server automatically recognizes the Internet URL from which you access this Site. We may also log your Internet protocol ("IP") address for system administration and troubleshooting purposes. (An IP address indicates the location of your computer on the Internet.) We do not link an IP address to any personally identifiable information.

## 2. Information Use and Disclosure.

(a) Internal Use. We may identify you in connection with your use of certain aspects of this Site. We may internally use your personal information to improve our marketing and promotional efforts, to improve the Site's content and/or layout, and to determine general marketplace information about visitors to this Site.

(b) External Use. We do not sell, rent, license or otherwise disclose your specific personal information or financial information to any third parties, but we may be required to disclose such information in response to a valid court order or if we are otherwise required to disclose such information by law, including without limitation, in response to investigations conducted by law enforcement agencies. If we should ever file for bankruptcy or merge with another company, we may sell or otherwise distribute the information you provide to us on this Site to a third party or share your personal information with the company with which we merged. We do not use any outside companies to ship the products we sell, to process customer orders or to process financial transactions.

## **DATA SECURITY**

This Site incorporates various physical, electronic and administrative procedures to safeguard the confidentiality of your personal information, including Secure Sockets Layer ("SSL") for all financial transactions through this Site. Detailed information about SSL is available from Netscape Communications Corporation at <http://wp.netscape.com/eng/ssl3/>. While we use SSL encryption to protect your personal information online, we also take several steps to protect your personal information in our facilities. Access to your personal information is restricted. Only persons who need access to your personal information to perform a specific job are granted access to your personal information. Finally, the servers where we store your personal information are kept in a secure environment.

**WHILE WE HAVE TAKEN EVERY COMMERCIALY REASONABLE PRECAUTION TO SAFEGUARD YOUR PERSONAL INFORMATION, WE CANNOT GUARANTEE COMPLETE SECURITY BECAUSE COMPLETE SECURITY DOES NOT PRESENTLY EXIST ON THE INTERNET.**

## **OPT OUT/CORRECTIONS**

Upon your request, we will (a) remove your personal information from our database (which might cancel your subscription to this Site or a portion of this Site); or (b) correct or update your personal information. You can request that we remove, your personal information by clicking on the appropriate link in any e-mail you receive from us, or you can request that we remove, correct, or update your personal information by mailing your request to our Customer Support department at Four Seasons Sales & Service, Inc., Customer Service, P. O. Box 1308, Paris, TN 38242.

## **UPDATES TO THIS POLICY**

If we decide to change or update this Privacy Policy, we will post changes and updates on this Site so that you will always be aware of what information we collect, use and distribute. We encourage you to review this Privacy Policy from time to time so you will know if the Privacy Policy has been changed or updated. If you have any questions about our Privacy Policy, please contact us at Four Seasons Sales & Service, Inc., Customer Service, P. O. Box 1308, Paris, TN 38242.