

PRIVACY POLICY STATEMENT

LOCAL LABEL, LLC, a Maryland limited liability company, and its affiliates (collectively "LOCAL LABEL", "we," "us," "our"), the owner and operator of www.locallabel.com have created this privacy statement (also "Privacy Policy") in order to demonstrate our firm commitment to the protection of privacy and to ensure the confidence of users, visitors and customers ("you" or "your") of and to our Web Site ("the Site"). **THE PROVISIONS OF THIS POLICY STATEMENT ARE INTENDED TO SUPPLEMENT THE PROVISIONS OF THE LOCAL LABEL WEBSITE [TERMS OF USE](#). BY AGREEING TO THE WEBSITE [TERMS OF USE](#), YOU HEREBY AGREE TO ABIDE BY THE TERMS OF THIS PRIVACY POLICY.**

Due to the nature of the information we may collect from you, including address and phone numbers, we believe it is important to satisfy strict privacy requirements. The following discloses our information-gathering and dissemination practices for this Web site:

1. Types of Information Collected

The following section describes the information we collect from you and indicates the primary purposes why we collect each type of information from you. Your right to opt-out shall be governed by the Choice/Opt-Out Section below.

a) Traffic Data Collected. We automatically track and collect the following information when you visit our Site, including:

- (i) your Internet Protocol (IP) address to help diagnose problems with our server, and to administer our Web site. Your IP address is or may be used to help identify you, to track activity within our site and to gather broad demographic information;
- (ii) domain server;
- (iii) type of computer; and
- (iv) type of web browser (collectively "Traffic Data").

Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Site. We also use "cookies" to keep track of your session ID. We may also use cookies to deliver content specific to your interests, to ensure that you do not see the same advertisement repeatedly, and to store your password so you do not have to re-enter it each time you visit the Site.

b) Personal Information Collected. In order for you to receive newsletters or purchase products that we offer via the Site, we require you to provide us with information that personally identifies you ("Personal Information"). Personal Information may include:

- (i) Contact information (such as your name, mailing and email addresses); Users' contact information is used to contact the user when necessary. Users may opt-out of receiving future mailings as set forth in the **Choice/Opt-Out** section below.
- (ii) Unique identifiers, such as social security number; Unique identifiers may be collected to verify the user's identity with the credit bureaus.
- (iii) Financial information (such as account or credit card numbers); Financial information that is collected is used to check the user's qualifications for registration and to bill the user for products and services.
- (iv) Demographic information (such as your zip code, age or income level). We use this data to tailor the user's experience at our Web site, showing them content that we think they might be interested in, and displaying the content according to their preferences. As stated in the website Terms of Use, this site is intended only for use by adults 18 years of age or older.

2. Sharing of Personal Information

We share demographic information with advertisers and other third parties only on an aggregate basis. Aggregate basis means that your information will be generalized with the data we collect from all our users. For example, we may share the average age or income level of our users with advertisers. We will not share personally identifiable information, such as contact information, unique identifiers, financial information and demographic information, with advertisers about any particular individual that uses our Web site. If you do not want us to share your contact data with any third parties, select the “opt out” box on our online forms.

3. Confidentiality and Security of Personal Information

(a) Except as otherwise provided in this Privacy Policy, we will keep your personal information private and will not share it with third parties, unless such disclosure is necessary to: (a) comply with a court order or other legal process; (b) protect our rights or property; or (c) enforce our [Terms of Use](#).

(b) This Web site has security measures in place to protect the loss, misuse and alteration of the information under our control. Your personal information is stored on secure servers that are not accessible by third parties. We provide you with the capability to transmit your personal information via secured and encrypted channels if you use a similarly equipped web browser.

(c) The user may request, via email or telephone, additional information about LOCAL LABEL's security practices. The requested security information will be made available to the user via email, fax or postal mail, in our discretion.

4. Data Access & Accuracy

LOCAL LABEL is not responsible for inaccuracies in data provided by third parties, such as credit reporting bureaus. You may review your data by calling LOCAL LABEL at the telephone number provided below. Any inaccuracies in your data may be corrected through a telephone call to us, at the telephone number below.

5. Choice/Opt-Out

You may choose not to provide us with any personal information. In such an event, you can still access and use much of the Site; however you will not be able to access and use those portions of the Site that require your personal information. If you do not wish to receive information and promotional material from us or from some of our partners, you may use the following options for removing your information from our database to not receive future communications or to no longer receive our service.

1. You can send email to QuestionsComments@locallabel.com

6. Lost or Stolen Information

You must promptly notify us if your credit card, user name or password is lost, stolen or used without your permission. In such an event, we will notify the financial/processing institution that collects credit information for this site concerning a missing credit card and request that the information be cancelled or deleted from their records. We will cancel a lost or stolen user name or password and update our records and database accordingly.

7. Other Limits to Your Privacy

This Site contains links to other Web sites. LOCAL LABEL is not responsible for the privacy practices or the content of such Web sites. We may also make chat rooms, forums, message boards, and news groups available to you. Please understand that any information that is disclosed in these areas becomes public information. We have no control over its use and you should exercise caution when deciding to disclose your personal information.

8. Updates and Changes to Privacy Policy

We reserve the right, at any time and without notice, to add to, change, update or modify this Privacy Policy, simply by posting such change, update or modification on the Site. Any such change, update or modification will be effective immediately upon posting on the site. Such changes or modifications in this Privacy Policy may also occur if we experience a "change in control." "Change in control" means any of the following

events:

- We undergo a reorganization, merger, consolidation, acquisition or other restructuring involving all or substantially all of our voting securities and/or assets, by operation of law or otherwise;
- We become insolvent;
- We make a general assignment for the benefit of creditors;
- We suffer or permit an appointment of a receiver for our business or assets;
- We become subject to any proceedings under any bankruptcy or insolvency law, whether domestic or foreign; or
- We are liquidated, voluntarily or otherwise.

9. NOTICE CONCERNING CHILDREN

As stated in the LOCAL LABEL [Terms of Use](#) this website and the services available to its users and visitors are intended for audiences and users who are at least 18 years of age or older. Accordingly, LOCAL LABEL does not seek to collect the information described in this privacy policy (or any other information) from children 13 years of age or under. When a child under age 13 attempts to register with www.locallabel.com, we ask that he or she have a parent or guardian create a LOCAL LABEL family account to obtain parental permission. LOCAL LABEL expressly disclaims responsibility for the acts of children 13 years of age or under who use this site without parental permission, or who use this site by misrepresenting their age and/or by providing false information or posting and attempting to post information to www.locallabel.com without parental permission.

10. Contacting the Web Site

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this Web site, you may contact: QuestionsComments@locallabel.com