

## Chalk Couture Privacy Policy

We gather and utilize various types of information listed below. By using this website (<http://www.chalkcouture.com>) (the "Site"), users of this Site ("you") signify your acceptance of these Privacy Policies (the "Policy"). Note that this Policy applies only with respect to the information collected by Chalk Couture through your access to, and interaction with the Site, and not any information collected or obtained through other methods or sources.

"Public Information" will include that information available for registered members to view, or demographic information. This includes your demographic information such as gender, name, age, birth date, purchase history information, browsing history information, appearance, zip code and geographical location or any other information deemed necessary by Chalk Couture.

"Private Information" is information that can personally identify you such as your real name, email address or credit card number. When you register to use any Site service, you will be asked for some general identifying information to enable us to provide you with this individualized service. This information may include email addresses, personal information and credit card information. Credit card transactions may be processed by the Site via its third party intermediary/financial institution, or by a professional payment authorization service chosen for security and reliability. In either case, only the purchase price and the credit card information provided by the customer will be supplied, and such information will be maintained in their database for accounting and billing purposes. This information is encrypted via a secure server to ensure that others cannot read it. Once on the secure server your credit card information is sent to a third party intermediary for processing. We are currently using a trusted credit card processing system and an SSL security certificate.

"Automatic Information" is information that we collect that is not personally identifiable such as your IP address, site usage and purchase behavior, browser type, browser activity, and browser settings. We use your IP and/or Mac address to avoid fraudulent registrations, and monitor site usage demographics and dynamics. Information that we may obtain regarding your browser and browser settings may be used to ensure that our site's technical features are available to you. Except as permitted herein, the specific information we collect is not rented, sold, or shared with any third party without your explicit consent and is only ever disclosed in situations where required by law.

**Sharing of Information.** While data from the Site is maintained in a common database, only the Public Information located in your Site profile will be shared. Private Information is never shared, without your explicit consent. Chalk Couture adheres to a consistent set of privacy policies, and therefore follow the same principles outlined in this Policy; provided, however, that the public demographic information contained in your profile may be presented and/or displayed as Chalk Couture reasonably considers as is necessary. Notwithstanding the foregoing, at no time will your Private Information be disclosed or presented, except in accordance with the provisions of this Policy. Furthermore, except as permitted herein, Chalk Couture does not rent, sell, or share personal information about you with any third party, except to the third party intermediary or financial institution that processes your transaction, or where required by law. However, we may use demographic information to tailor the Site and

communications to your interests, and we may share demographic information with advertisers or other third parties on an anonymous and aggregated basis, such that individual Private Information, or behavior traceable to you may not be determined (*i.e.*, without telling the advertisers your identity). Our sharing of demographic information is anonymous (*i.e.*, we do not tell which particular users are members of which demographic groups), subject to the rest of this Policy. Please be advised however, that if/when you respond to an advertisement and give the advertiser your personal information, then the advertiser may be able to identify you as being a member of that demographic group. We also may disclose your personal information, or financial information, to our subsidiary and parent companies, and other affiliated legal entities, and businesses with whom we are under common corporate control. Whenever personal information, or financial information, is disclosed in accordance with this Policy, we may also disclose your demographic information on a non-anonymous basis. Chalk Couture will use its best efforts to ensure that all of our parent, subsidiary and affiliated legal entities and businesses that receive your personal information, financial information, or non-anonymous demographic information from us will comply with the terms of this Policy with respect to their use and disclosure of such information. Please be advised further, that to operate the Site, including processing your transactions and supporting your activities on the Site, there may be a need to share your personal information with our agents, representatives, contractors and service providers, so they can provide us with support services (*e.g.*, authorization of credit card transactions, email origination, receipt or support services, customer relationship management services, order fulfillment and sweepstakes and promotional fulfillment.) By purchasing, or registering or making reservations for, products or services offered or sponsored by third parties on the Site, or electing to receive communications (*e.g.*, emails or magazine subscriptions), or electing to participate in contests, sweepstakes or other programs (*e.g.*, discount or rewards programs), offered or sponsored by third parties on the Site, you hereby consent to our providing your Private Information to those third parties. Those third parties may use your Private Information in accordance with their own privacy policies. You will need to contact those third parties to instruct them directly regarding your preferences for the use of your personal information by them. Additionally, you agree that we may use and disclose all such information so submitted to such third parties in the same manner in which we are entitled to use and disclose any other information you submit to us.

### **Cookies**

In the course of serving advertisements to users in e-mails, third-party advertisers or ad servers may place or recognize a unique cookie on your browser. The use of cookies by such third party advertisers or ad servers is not subject to this Policy, but is subject to their own respective privacy policies, so please be aware of, and agree to such policies, prior to use.

### **Single-Pixel Gifs**

Chalk Couture and its advertisers may use single-pixel gifs (also known as web bugs, web beacons, or tracking pixels) on the Site. The purpose of these single-pixel gifs is to verify and count web page accesses and gather some statistical information. These single-pixel gifs gather usage and demographic information, but do not gather any Private Information.

## **Email**

To enhance your experience as a Site member, we send out message notifications, newsletters and site announcements, and from time to time third party offers from companies that we feel may have something that will benefit you. Our Site provides you with the opportunity to opt-out of receiving different types of communications (except system communications, or communications required for account maintenance), and each email that we send out has a method for opting-out located at the bottom of the message.

## **Opt-Out and CAN-SPAM Act**

When you register on the Site, you will automatically be registered to receive promotional offers and updates, via e-mails, from partners of Chalkcouture.com. While some of these campaigns will only be sent to you if you expressly request them, others may be sent to you unless you elect not to receive them. Accordingly, please review these offers carefully. At any time, you may choose not to receive promotional emails from Chalkcouture.com or partners of Chalkcouture.com by following the "unsubscribe" instructions in the applicable e-mail. Notwithstanding the foregoing, Chalk Couture may continue to contact customer for the purpose of facilitating, completing or confirming any transaction and/or inquiry. Note that unsubscribing from one email list does not automatically unsubscribe you from any other email list that you may be on. Please read any such e-mail carefully to find out which list you are unsubscribing from. The Site, Chalkcouture.com e-mails and the content available in connection therewith, are neither intended for, nor directed to, children under the age of 13. If you believe we might have any information from or about a child under 13, please contact us as described below.

## **Links**

Without limiting the generality of the foregoing, Chalk Couture may have links to other websites on our Site. Some of these other websites contain our brand names and trademarks and other intellectual property that we own; others do not. When you click on these links and visit these other websites, regardless of whether or not they contain our brand names, trademarks and other intellectual property, you need to be aware that we do not control these other websites or these other websites' business practices, and that this Policy does not apply to these other websites.

## **Your California Privacy Rights**

California Civil Code Section 1798.83 permits users of the Site who are California residents to request certain information regarding our disclosure of Private Information to third parties for direct marketing purposes. To make such a request, please contact us as described below.

## **Google® / Facebook® Privacy Policy Update**

Technologies like cookies, pixel tags, device or other identifiers, and local storage are used to deliver, secure, and understand products, services, and ads, on and off of Facebook® and other similar service providers. They also are used to gather information for remarketing to similar

audiences on our Site. Because of this, third-party vendors, including Google®, show our ads on sites across the Internet. This technology allows third-party vendors, including Google®, to use cookies to serve ads based on someone's past visits to our Site. You may opt out of such company's use of cookies by visiting such company's "Ads Settings." You may also opt out of a third-party vendor's use of cookies by visiting the "Network Advertising Initiative" opt-out page online.

### **Changes to our Privacy Policy**

Chalk Couture – chalkcouture.com may, from time to time, amend this Policy, in whole or part, in its sole discretion. Any changes to this Policy will be effective immediately upon the posting of the revised policy on the Site.

### **International Transfers of Private Information**

Unless restricted by law, regulation, contract, or professional standards, Chalk Couture may transfer Private Information about you outside of the United States to other countries for the purposes described in this Policy.

### **Contact us with your questions or suggestions**

If you have any questions or concerns regarding our Policy, please contact our Customer Care Department at (844) 673-6316 or emailing us at: [support@chalkcouture.com](mailto:support@chalkcouture.com).