

# PRIVACY POLICY

**EFFECTIVE DATE: August 22, 2016**

PerfectLO.com LLC, on behalf of itself and its affiliates, (together, "PerfectLO" or "we" or "us") is the operator of this Site (as defined in PerfectLO's Terms and Conditions (the "Terms")). We know privacy is important to you; it is also vital to our business. This Privacy Policy describes the types of "Personal Information" (information that is identifiable to a particular person) that PerfectLO collects (directly or through service providers) in connection with all PerfectLO Sites, and how that Personal Information is used, shared and protected. By using this Site, you are agreeing to accept and comply PerfectLO's Privacy Policy as set forth below.

**Types of "Personal Information" we collect.** In addition to the types of information described above, we may also collect Personal Information about you when you directly submit it to us. PerfectLO may provide you the opportunity to do such things as subscribe to email alerts regarding PerfectLO events, products, services or company news, to request company information, or to request product or service information through an email contact form. You may opt-out of receiving these solicitations at any time by contacting us [Info@PerfectLO.com](mailto:Info@PerfectLO.com). Such information may include your name, your company's name, your personal or company email address or other contact information. It is up to you whether to provide this information. Such information will be used and disclosed as reasonably necessary to meet your needs and respond to your requests, such as disclosing it to our email service provider to send you emails or to one of our affiliated entities to provide you with product information. Parties with whom we share Personal Information are bound to contracts requiring them to use and disclose the information only for the permitted purposes and to use reasonable security measures to protect Personal Information from unauthorized access and use. PerfectLO may also use and disclose Personal Information to comply with application U.S. and/or International laws, regulations, court orders and lawful instructions from government agencies, to protect the personal safety of Site users or the public, to prevent and defend claims, to resolve disputes, to troubleshoot problems, to enforce the Terms, and to protect our rights and property. If you register for a service offered through the Site, PerfectLO may collect additional Personal Information and use it for additional purposes reasonably related to that service.

**Cookies & Related Issues.** When you visit the Site, we may receive certain standard information that your browser sends to every website you visit, such as the originating IP address, browser type and language, access times and referring website addresses, and other such information. This data may be used, among other reasons, to improve the operation and security of the Site by assisting in "authenticating" who you are when you access this Site, particularly if you register for access to part of the Site and are issued or create a username and password. We may receive additional technical data about the device used to access the Site ("Device Data") (such as device ID, device model, operating system version, application types and versions, browser type, language, and plug-ins, originating IP address, and time zone and geographic information). Device Data may be used as part of our security controls to uniquely identify the device and authenticate the user when accessing the Site. Device Data may be shared (along with information about any fraudulent transactions using the device) with one or more third-party service providers. These providers will compare and add the Device Data and fraud data to a database of similar device and fraud information in order to identify and block access to the Site by devices associated with fraudulent or abusive activity.

1. We may receive additional information about your visit to the Site, including the pages you view, the links you click and other actions you take in connection with the Site and any products and services offered through it. This data may be used, among other reasons, to improve the operation of the Site and/or provide you marketing information.
2. We may use third parties to provide advertisements that may be of interest to you, based on that's your activity while visiting our website and/or third-party websites.
3. Like most websites, the Site also uses "cookies," which are small data files placed on your computer or other device by the Web server when you visit the Site. Most such cookies are "session" cookies that are

only used while you are on the Site, but a few are "persistent" cookies that stay on your hard drive and are read by the Web server when you return to the Site. The Site uses cookies to recognize your device and to store your preferences and other information on your device. This saves you time by eliminating the need to repeatedly enter the same information and will display your personalized content on your later visits to the Site. Cookies cannot and will not be used to deliver or run programs on your device. Most Web browsers automatically accept cookies, but you can modify your browser setting to decline cookies.

PerfectLO shall request your permission prior to installing a cookie on your device that is directly owned or developed by PerfectLO. You choose to decline a PerfectLO owned cookie, however you may not be able to sign in or use other interactive features of the Site that depend on cookies.

4. You may encounter our cookies or pixel tags on websites that we do not control. For example, if you view a Web page created by a third party or use an application developed by a third party, they may place a cookie or pixel tag on your computer or device.
5. **Widgets:** Our Web site includes Social Media Features, and Widgets, such as the Like this button, or interactive mini-programs. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.
6. **Tracking:** We do not track our Site users over time and across third party websites to provide targeted advertising, therefore this Site does not respond to Web browser "do not track" signals or other similar mechanisms.

**Links & Frames.** Links to other sites may be provided on any of PerfectLO's Site for your convenience. By providing these links, PerfectLO is not endorsing, sponsoring or recommending such sites or the materials disseminated by or services provided by them, and are not responsible for the materials, services or other situations at or related to or from any other site, and make no representations concerning the content of sites listed in any part of this Site. Consequently, PerfectLO cannot be held responsible for the accuracy, relevancy, copyright compliance, legality or decency of material contained in sites listed in any search results or otherwise linked to this Site. For example, if you "click" on a banner advertisement or a search result, your "click" may take you off this Site. This may include links from advertisers, sponsors, and content partners that may use PerfectLO's logo(s) as part of a co-branding agreement. These other sites may send their own cookies to users, collect data, solicit personal information, or contain information that you may find inappropriate or offensive. In addition, advertisers may send cookies to users that PerfectLO does not control. PerfectLO reserves the right to disable links from any third-party sites to this Site.

**Interactive Features.** This Site may include opportunities for you to access, view and provide content for this Site, such as blogs, comment sections, discussion forums and other similar interactive features ("Interactive Features"). If you have any questions specifically regarding the Interactive Features (or the related portions of this Site), please contact PerfectLO at [info@PerfectLO.com](mailto:info@PerfectLO.com). You alone are responsible for your use of any Interactive Features and you use them at your own risk. Any content questions, comments, suggestions, information, ideas, concepts, photographs, graphics or other materials, whether oral, written or electronic (collectively, "Content") which you submit through an Interactive Feature must pertain to the designated topic or theme of the applicable Interactive Feature. You may not use this Site or any Interactive Features in any way that (as determined by PerfectLO) impairs, restricts or inhibits anyone else from enjoying or using this Site or the Interactive Features.

**Amendments.** PerfectLO may amend this Policy at any time by posting a revised version on this Site, which will be effective at the time it is posted for all Personal Information collected thereafter unless a delayed effective date is

expressly stated in the revision. By using this Site after such additions or modifications are posted, you are agreeing to accept and comply with the Policy as modified.

**Supplemental Privacy Policies.** Some areas, features and services on the Site may be offered on the condition that you view and agree to privacy terms and disclosures specific to those areas, features and services. Those specific privacy terms and disclosures will be deemed to supplement the terms and disclosures in this Privacy Policy and, if inconsistent, to supersede them.

**Third-Party Content.** PerfectLO receives some of the Materials on this Site from third parties, including other users. All statements, opinions, advice, criticisms, offers or other information stated or expressed by any such third parties reflect solely the opinion and belief of the respective third party making such statement, and not that of PerfectLO or any of its affiliates. PerfectLO makes no endorsement, guarantee or other statement, express or implied, about such third-party Materials, including that any such third-party Materials are accurate, complete, timely, corroborated or otherwise useful or appropriate for any use or circumstance. You must independently evaluate any such third-party Materials yourself if you intend to rely in any way on the information contained in or provided in connection with such third-party Materials, and you alone must engage any appropriate professionals necessary or prudent in making that evaluation (which PerfectLO recommends you do).

**Third-Party Site Links.** PerfectLO Sites may provide links to other sites operated by third parties over whom PerfectLO has no control and whose privacy policies may differ from ours. These links are provided for your convenience. If you browse on or submit Personal Information to any of those sites, information about you may be collected by them and will be governed by their privacy policies.

**Eligibility.** This Site is not offered to any person under the age of 13. If you are over the age of 13 but under the age of 18, you must either: (i) be an emancipated minor, or (ii) have obtained the legal consent of your parent or legal guardian to use this Site and enter into these Terms. Please do not submit such information to us, and as a parent or legal guardian, please do not allow your children to submit personal information without your permission.

**Copyright Notice.** Materials may be made available to you via this Site that comes from third parties not within PerfectLO's control such as, but not limited to a message board. In connection with the Digital Millennium Copyright Act (DMCA), while PerfectLO fully respects the copyright interest of all of PerfectLO's users and all such third parties, PerfectLO has no obligation to, and does not, scan Materials or any content uploaded, provided, posted or otherwise used in connection with this Site for the inclusion of illegal, infringing, improper, unauthorized or impermissible content. However, as a matter of policy, PerfectLO does not allow Materials it knows are infringing another person or entity's copyright to remain on this Site. Our agent for notice of claims of copyright or other intellectual property infringement can be reached as follow,

**By mail:**

PerfectLO.com, LLC.  
3612 Lafayette Rd  
Portsmouth, NH 03801  
800-277-1687

**Regional Information & Product/Services Marketing.** Information PerfectLO publishes on this Site may contain references or cross references to PerfectLO products and services that are not announced or available in your country or region of the world. Such references do not imply that PerfectLO intends to announce such products or services in your country. Please consult your local PerfectLO business contact for information regarding the products and services which may be available to you.

**Contacting Us.** If you have questions about this Privacy Policy, please contact us at [Info@PerfectLO.com](mailto:Info@PerfectLO.com)