

Privacy Policy

DialogDirect, Inc. Privacy Notice

DialogDirect, Inc. (“Dialog Direct”) respects your right with regards to data privacy and data protection when you communicate (online or offline) with us through our various consumer mobile applications, offline programs and events. We have therefore developed this Privacy Notice to inform you how Dialog Direct (“we,” or “our”) collects, stores, uses, shares, processes, and protects information about our consumers (“you”). It also tells you how you can access and update your personal information and make certain choices about how your information is used. By using our website, applications or by otherwise giving us your information, you are accepting the practices described in this Privacy Notice. If you do not agree to this Privacy Notice, you must not use our websites or applications or give us any of your information. We reserve the right to make changes to this Privacy Notice at any time. Any changes will be posted in this Privacy Notice and material changes will be prominently notified on the respective website or application this Privacy Notice applies to or will be otherwise communicated to you prior to the change becoming effective. We encourage you to regularly review this Privacy Notice to make sure you are aware of any changes and how your information may be used. If you have any requests concerning your information or any questions with regard to this Privacy Notice please Contact Us.

1. What does this Privacy Notice apply to?

This Privacy Notice applies to information that Dialog Direct collects from or about our consumers on any consumer websites or pages owned or controlled by Dialog Direct, including sites or page that we operate either under our own domains/URLs - or that we run on third-party platforms or social networks such as Facebook (collectively, our “Websites”), online or mobile applications, or other pages or platforms operated or controlled by Dialog Direct (our “Applications”), in each case when the Website or Application links to or references this Notice (collectively, our “Sites”). This Notice also applies to information that we may collect from consumers through our call centers, for example if you call us with a question or comment or to sign up for marketing communications over the phone, and to information we may obtain about you from other sources. For example, we may hire a third party data aggregator to provide us additional information about our existing consumers (this is known as "data appending"). We may also receive information from third party co-sponsors who we may occasionally partner with to run special promotions. We may also receive information about consumers when we acquire other companies. Please note we may combine information that we collect via one method (e.g., a website) with information that we collect via another method (e.g., an offline event). We do this to get a more complete view of our consumers, which, in turn, allows us to serve you better and with more customization.

2. What information do we collect?

Depending on how you interact with Dialog Direct, we may collect various types of information (personal and aggregate) from you, as described in this section. "Personal Information" (as used in this Privacy Notice) refers to the types of information that can be used to personally identify you, whereas aggregate or anonymous information does not allow for identification. In some instances (and unless we say otherwise below), we may combine/link one type of information with another type of information (e.g., personal contact information with account login and/or demographic information), and store them together in our records. We strive to limit the amount of information we collect and store to that which is reasonably necessary to provide you the relevant services. We generally store your information for as long as your account is active with us or as needed to provide you the relevant services. We may store your information for a longer period of time to comply with legal or regulatory obligations, resolve disputes, enforce our agreements, or for records management purposes.

Personal contact information

This includes information that would allow us to personally contact you, such as your name, occupation, mailing address, phone number (home, cell, etc.), or email address. We typically collect personal contact information in connection with a variety of activities, including general website registration, online purchases, customer service inquiries, and consumer surveys. If you create an account with us, your personal contact information may be stored under your account profile.

Account login information

This refers to information you create or set up when registering for an account through our Site (such as a unique username, password, and/or security question and answer). Examples may include your login ID/email address, screen name, password, and/or security question and answer. We only collect unique login information for those activities that require an account, such as general website registration. Your login information, especially your password, should be kept confidential and never shared with anyone else. To change your login email address or password, log in to the relevant edit account section of our Site (if available) or Contact Us.

Demographic information

This includes information that describes your demographic or psychographic characteristics, such as your gender, birthdate, data you provide through various online tracking tools, work status or professional credentials, and other related information. We typically collect demographic information in connection with a variety of activities, including general website registration, and consumer surveys. If you create an account with us, you may be allowed to modify certain demographic information stored under your account. To do so, log in to the relevant edit account section of our site (if available) or Contact Us. For more on how we use your information, please refer to Question 3 below.

Technical computer information

This includes information about the computer system or other technological device that you may be using to access one of our websites or applications. We may collect this information through automated technologies such as cookies, pixels, or web beacons. Examples of technical computer information may include your computer's IP address, operating system type, and web browser type. If you access a Dialog Direct Site via a mobile device such as a smartphone, the collected information may also include your phone's unique device ID or other similar mobile device data.

Website usage information, tracking options, and California Do Not Track disclosures

This includes information about how you use and navigate our websites and applications, including which links you click on, which pages or content you view and for how long, and other similar information and statistics about your interactions with a Dialog Direct website and applications (e.g., date and time of visit, which site you came from, etc.). This information is captured using automated tracking technologies such as browser cookies, flash cookies, and web beacons, and may also be collected through the use of third party tracking services (such as Google Analytics) that collect data in aggregate (such as number of visits to a particular page, or the amount of time spent on a web site). We may also use these technologies, such as web beacons, to capture information about how users respond to certain email campaigns (e.g., time the email is opened, where user links to from the email, etc.). You can disable cookies or set your browser to alert you when cookies are being sent to your computer; however, if you do so, you may not be able to register on our Site or use other features that require registration or the collection of information. Also, please note that "flash" cookies are different from "browser" cookies because of the way in which flash cookies capture and store data. Your browsers' cookie management tools will not remove flash cookies. Our Sites may use third party web analytics services. Our service provider may record mouse clicks, mouse movements, scrolling activity as well as text you type in this Site. These Sites do not use the service provider to collect any personal information entered into the Site. The service provider does not track your browsing habits across websites that do not use its services. Dialog Direct uses the information

collected by our service provider to better understand how you operate and navigate the Site. We, or our service providers, may collect information about users over time and across different websites when you use this website or service. We use tracking tools to serve you with interest-based advertising and to better understand your behaviors and browsing activities. We might permit third parties to gather information passively on our websites, including for behavioral advertising purposes. We may use service providers (such as an ad network) to display advertising on our website, manage our advertising on other sites, and provide you targeted advertising based upon your interests. On your mobile device, you may also adjust your privacy and advertising settings to control whether you want to receive more relevant advertising. Please note this does not opt you out of being served advertising. You will continue to receive generic ads. You can control tracking tools. In particular, your browser gives you the ability to delete or reject browser cookies. If you block cookies, certain features on our website may not work. Some browsers have a “Do Not Track” feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, so note that our systems may not recognize Do Not Track headers or signals from some or all browsers. If you block or delete cookies, not all of the tracking that we have described in this Privacy Notice will stop.

Consumer feedback

This includes information that you voluntarily share with us about your experience in using our products and services, including our Sites. Examples may include unsolicited comments and suggestions, testimonials, or other questions or feedback related to our products. We typically collect this information in the form of consumer surveys, consumer panels, contact forms, and email correspondence.

Consumer-generated content

This refers to content that you create and then share with us (and perhaps others) by uploading it to one of our Sites, including one of our Facebook sites. We may collect and publish consumer-generated content in connection with a variety of activities, including contests and other promotions.

Social network information

This refers to information that is part of your profile or account on a third party social network (such as Facebook, Pinterest, and Google+) and that you allow the third party social network to share with us. Examples include your basic account information (e.g., name, email address, gender, birthday, current city, profile picture, user ID, list of friends, pages you like, etc.) and any other additional information or activities that you permit the third party social network to share with third party application developers. To learn more about how your information from a third party social network may be obtained by Dialog Direct (or other third party application developers), please visit the website of the relevant social network. You further acknowledge that we may use your personal information to match information with a social network for advertising purposes (see “Marketing Communications” under Question 3 of this Privacy Notice for more information).

Payment information

This includes information that you use to make a purchase, such as your credit card details (cardholder name, card number, expiration date, etc.) or other forms of payment (if such are made available). This also includes the billing name and address associated with your form of payment. If you create an account with us when making a purchase, your payment information may be stored under your account profile. To review or edit this information, log in to the relevant edit account section of our Site (if one is available) or contact the customer service department listed at the relevant store website.

3. How do we use your information?

The following paragraphs describe the various purposes and features for which we might collect and use your information, and the different types of information that might be collected from you through

the different methods described in Question 1 above. Please note that not all of the uses below will be relevant to every consumer.

Account maintenance

We may use your information to maintain your accounts with us, including administering any consumer loyalty or rewards programs that are associated with your account. This typically involves the use of information that was originally collected to set up your account (e.g., personal contact information, payment information, account login information, demographic information, etc.).

Contact Forms

If you contact us through one of our online contact forms, your information is used to respond to your specific questions or requests, and in some instances, to post the answers to your questions in anonymous form on our Sites for reference by other consumers. The information you provide through one of our contact forms will not be used for any other purpose, unless you specifically authorize us to do so.

Marketing communications

We may collect and use your information to send you marketing communications, such as email communications, SMS text messages, and postal mailings. Please note that if you choose to receive SMS text messages, your plan fees for messaging will apply. We may also send you samples and offers, if they become available. We or third parties may also show you marketing communications on other websites, including on social media sites where you are a member, by matching activities or information collected through our Sites with those collected on third-party sites ("Targeted Advertising"). These marketing communications will keep you up-to-date on the latest news, special offers, and promotions. On occasion, these communications may also introduce you to other Dialog Direct partners and inform you about offers and promotions from other third party companies. Sending you marketing communications mostly requires the collection and use of certain personal contact information and demographic information. In some instances (such as for mobile apps), this could involve the use of your precise geo-location, which may allow us to send you location-based offers and promotions. You can opt-out from receiving marketing-related email communications by following the unsubscribe instructions provided in each such communication. If you have an account with us, you may be given the option to change your communication preferences under the relevant edit-account section of our site (if available) or by contacting us here. You may also visit social media sites where you are a member to explore opt out options they may provide for Targeted Advertising. Please note that even if you opt out from receiving marketing communications from us, you may still receive administrative communications from us, such as order confirmations, notifications about your account activities (e.g., account confirmations, password changes, etc.), and other important announcements. Likewise, if you opt out of Targeted Advertising, you will also still see generic ads on other websites, including on social media sites where you are a member. Also, please note that if you participated in a promotion that involved a third party company, and, as part of that promotion, you agreed to receive future marketing communications directly from that third party, you will need to contact the third party (not Dialog Direct) to opt-out from such communications. This process may be outlined in the third party's privacy policy.

Site improvement and personalization

We may collect and use your information to improve and personalize your experience on our Site. This is typically done through automated tracking technologies (such as cookies, see Question 8) that collect and remember certain account login information, technical information, and/or previous site usage information. For example, we might remember your login ID/email address or screen name so you can quickly login the next time you visit our Site or so you can easily retrieve the items you previously placed in your shopping cart.

Order fulfillment

We may collect and use your information to process and ship your online orders, and to inform you about the status of your orders. This could involve the collection and use of certain personal contact information, payment information, account login information, and/or other information related to your purchase (such as products ordered). This could also involve the ongoing storage of your payment information to allow for easier checkout on future purchases.

Other general purposes (e.g., website security, internal research)

We may collect and use your information for other general business purposes, such as to maintain the day-to-day operation and security of our websites and applications and to conduct internal marketing and demographic studies. These activities mostly require the collection and use of certain demographic information, technical computer information, website usage information, and consumer feedback.

4. How do we protect your information?

We use a variety of standard methods (described below) to help keep your information confidential and secure. Please note, however, that these protections do not apply to information you choose to share in public areas such as our community features or other social areas.

Protected operating environments

We store your information in operating environments that are protected from the public (e.g., behind industry standard firewalls) and that we only allow authorized Dialog Direct employees, affiliates and agents/contractors to access on a need-to-know basis. We use a variety of methods to protect personal information; however, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security.

Encryption for payment information

We use industry-standard encryption to provide greater protection for sensitive financial information, such as credit card information, sent to us over the web. For example, encryption is used when you make payments through our online stores.

Prior authentication for account access

We require our registered consumers to verify their identity (e.g., login ID/email address, password) before they can access or make changes to their account information. This helps prevent unauthorized access to your account.

Measures we expect you to take

It is important for you to also play a role in keeping your information safe and secure. When signing up for an online account, please be sure to choose an account password that is hard for others to guess and never reveal your password to anyone else. If you use a shared or public computer, never choose to have your login ID/email address or password remembered and make sure to log out of your account every time you leave the computer. You should also make use of any privacy settings or controls we may provide you in our website community areas.

5. What happens if you refuse to provide your personal information?

If you choose not to submit any personal information when requested, you may not be able to participate in certain activities and personalized features and may limit the services and special offers we can provide you. For example, if you refuse to share your email address, you will not be able to register on our Websites or use our Applications. If you refuse to provide your credit card number, you will not be able to purchase products at a Dialog Direct online store. However, to simply browse our Website and learn more about our products, you do not need to give us any personal information.

6. Who do we disclose your information to and why?

Dialog Direct will not share your personal information with any third party that intends to use it for direct marketing purposes unless you have given us permission to do so or we have given you the opportunity to opt out of sharing at the point of collection. We may share your personal information with our affiliated companies and may also share with third parties in the following circumstances:

Service Providers, Agents and Contractors

We may use third parties like outside companies, agents, or contractors ("vendors") to provide support for the internal operations of our Site or to assist us with administering our Site or Applications or the various functions, programs and promotions available to you. In the course of doing so, these vendors may be allowed to collect information (including personal information) from you or to process your information on our behalf. These vendors are given access to the information they need in order to perform the specific tasks they've been hired to do, and are restricted from using your personal information for any other purpose.

YOUR CALIFORNIA PRIVACY RIGHTS

If you are a California resident, you may have the right to request and receive certain information about our disclosure of your personal information to third parties for their own marketing use, and your choices with respect to such disclosures. Because we do not share your personal information with third parties for their own marketing use unless you are first given the opportunity to opt-in or out (as set forth above), we are exempt from having to meet this requirement. If you still wish to learn more about our compliance with this requirement, you may Contact Us.

Legal and Business transfers

We may disclose your personal information if we are required to do so by law, or if in our good faith judgment, such action is reasonably necessary to comply with legal processes, to respond to any claims, or to protect the safety or rights of Dialog Direct, its customers, or the public. Sharing your information for these reasons is not a regular event, but could arise from time to time. We strive to limit the types and amount of information we share for legal-related purposes to that which is reasonably necessary. In the event of a merger or acquisition of all or part of Dialog Direct by another company, or in the event Dialog Direct were to sell or dispose of all or a part of the business, the acquirer may have access to the information previously maintained by Dialog Direct, which could include your personal information. Similarly, any information in our possession, including your personal information, may be transferred to a third party entity as part of a corporate reorganization, insolvency proceeding, or other similar event.

Aggregate Information

From time to time, we may share information in anonymous and aggregate form with third party companies for the purpose of assessing overall trends about our consumers and conducting demographic and research studies. This information does not contain any of your personal information and is only shared in a bundled format. The information shared for these purposes may include non-identifiable information captured through the use of cookies or other similar tracking technologies, as explained in Question 8 below.

7. How can you access, modify or make other choices regarding the use of your information?

The following outlines the choices you may have with respect to opting-out from Dialog Direct communications, or accessing and updating the information we've stored about you:

- You always have the option not to give us any of your personal information. However, if you choose this option, you will be limited in the services and programs we can provide you, as mentioned in Question 5 above.
- If you do not want to receive newsletters, announcements, or other communications and/or services from a Dialog Direct website, please do not opt-in for those communications or services at the time

of registration. If you have opted-in and, at a later time, wish to opt-out, please visit the appropriate "your account" or "your profile" section(s) on our website or application and amend your preferences.

- In e-mail marketing messages sent to you, we provide you the opportunity to discontinue receiving future marketing message (i.e., unsubscribe). Simply follow the unsubscribe process or directions provided in the email. Please read our Marketing communications section for limitations on certain administrative communications, order confirmations, and account notifications.
- You can review or update any personal information that we may have collected about you for our general website and application registration. To do this, please visit the appropriate "your account" or "your profile" section(s) on our website or application (if available).
- In addition, if you participated in a promotion or program that involved a third party and, as part of that promotion, you agreed to receive future communications directly from that third party, you will need to contact the third party directly to opt-out from such communications. This process may be outlined in the third party's privacy policy.

Please note that regardless of your opt-out selections, we may continue sending you administrative or operational communications, such as important email confirmations (e.g., in response to an online registration or offline order) or to inform you about important product announcements (e.g., recalls) or updates to our Site (e.g., updates to our legal terms or privacy notice, site maintenance, etc.).

8. Tracking Technology - How and why do we use them?

Dialog Direct may use tracking technologies ("Cookies," "Log Files," "Web Beacons," etc.) to gather certain information such as browser type and operating system, referring page, path through site, domain of ISP etc. for the purpose of improving the use and functionality of our websites and other purposes described below. Tracking technologies help us tailor our websites to your personal needs.

Cookies

We may use cookies to improve the use and functionality of our Sites. A "cookie" is a small file or record-keeping device that websites often store on a user's computer. Storage of cookies on your system provides an easy and convenient way for us to personalize or enhance your experience on our Websites and to make your next visit more enjoyable. For example, cookies may remember the content you previously viewed on our Site or the email address and password you provided when registering during an earlier visit to our Site. Using cookies, therefore, may allow us to serve you content tailored to your interests and save you the time of having to re-register or re-enter information when you re-visit our Site. We may also use cookies to lockout underage users from certain activities. We do not use cookies to collect personal information such as your name; however, we may link information contained in a cookie to personal information collected from you by other means (e.g., general website registration).

IP Addresses

We may keep track of Internet Protocol (IP) addresses to (among other things): (i) troubleshoot technical concerns, (ii) maintain website safety and security, (iii) restrict access to our websites to certain users, and, (iv) better understand how our websites are utilized. An IP address is a number that is used by computers on the network to identify your computer every time you log on to the Internet.

Log Files

We (or a third party on our behalf) may collect information in the form of log files that record website activity and gather statistics about web users' browsing habits. These entries are generated anonymously, and help us gather (among other things) (i) a user's browser type and operating system, (ii) information about a user's session (such as the URL they came from, the date and time they visited our website, and which pages they've viewed on our website and for how long), and, (iii) other similar navigational or click-stream data. We also use information captured in log file for our internal marketing and demographic studies, so we can constantly improve and customize the online

services we provide you. Log files are used internally only, and are not associated with any particular user.

Web Beacons

We may also use web beacons (or clear GIFs) on our Website or include them in an email message we send you. Web beacons (also known as "web bugs") are small strings of code that provide a method of delivering a graphic image on a web page or in an email message for the purpose of transferring data back to us. The information collected via web beacons may include some of the information described in the Log Files section above, as well as information about how a user responds to an email campaign from Dialog Direct (e.g., the time the email is opened, where does the user link to from the email, etc.). We may use web beacon information for a variety of purposes, including but not limited to, site traffic reporting, unique visitor counts, advertising and email auditing and reporting, and personalization.

9. Do we collect personal information from children?

Dialog Direct does not knowingly solicit or collect personal information from children under the age of 13 through our Sites. Our Sites are intended for adult consumers. If we learn at any time that we have inadvertently collected personal information from a child under 13, we will promptly delete the information from our records.

10. Do we link to other third party sites?

Our Sites may provide links to, or features from, other third party sites (such as independent e-commerce sites and third party social networks). If you link to or use such third party sites or features, you do so at your own risk. We do not control and are not responsible for the content or practices of any third party site, application, or feature.

11. Other important information

This section provides additional information that is important for you to know about this Privacy Notice or our practices.

Special Note to Non-U.S. and Canada Visitors

Our Sites are intended for residents of the United States and Canada only, and we may take certain measures (such as IP Address blocking) to limit access to these resources by only such users. For this reason, this Privacy Notice is only intended to meet the laws and requirements of the United States, which may not necessarily be consistent with the laws and regulations of your home country. Any information you provide us through our Sites will be treated in accordance with this Privacy Notice.

This Privacy Notice applies to consumers only

This Privacy Notice applies only to our collection and use of information from consumers, using the methods described under Section 1 of this Notice. It does not apply to our business customers (e.g., retailers, distributors, etc.). It also does not apply to information we might collect and use for employment-related purposes (e.g., resumes, job applications, etc.) or business-to-business related purposes (e.g., media inquiries, investor relations, etc.).

12. How can you contact us?

If you have any questions or concerns regarding this Privacy Notice, please contact us at:

DialogDirect, Inc.
13700 Oakland Ave.
Highland Park, MI 48203
Attn: Legal Department