

## **Friscotouch.com Privacy Policy**

### **YOUR PRIVACY RIGHTS**

The friscotouch.com privacy policy explains how we handle your personal information collected from the services provided in our website. The following privacy policy generally applies to the entire friscotouch.com website.

#### **Information Collected**

##### **1. Your Personally Identifiable Information Collected by friscotouch.com**

When you register as a new user with the friscotouch.com Web site (the "Site"), our registration form will require you to give us certain information such as your first and last name, email address, and zip code. Additionally, Friscotouch.com may also collect other information you volunteer to us that identifies you as a specific individual. We refer to this information as Personally Identifiable Information ("PII"). Providing your PII is voluntary, however, this may limit our ability to provide you with a specific service or particular information. We may also collect demographic and other data, which may include PII, generally through surveys and forms which you may or may not choose to participate in. If you place an order for goods on friscotouch.com, you may be required to enter your credit card number and information, as well as your shipping address and/or other contact information.

##### **2. Gift Recipients' Personally Identifiable Information Added by Users**

After registration, a user will be able to create profiles for friends and family or any other gift recipients. In order to save such profiles in an account, the user will be required to enter some PII for the gift recipient such as the gift recipient's name, birth date, gender, and their relationship to the user. This information is stored on the "My Accounts" area of the user's Friscotouch.com account. Users should obtain the consent of other individuals prior to entering their information on the Site. Friscotouch.com respects the privacy of the gift recipients entered into our system and will not share any PII of gift recipients with third parties other than for the purposes enumerated under Use of Gift Recipient's Personally Identifiable Information by Friscotouch.com below.

##### **3. Cookies**

Friscotouch.com wants to optimize your experience by ensuring our Site's ease of use, and that the most relevant information, promotions and offers are displayed to you while using the friscotouch.com Site. A common manner in which to do this is by placing cookies on your computer. Cookies are strings of text and numbers that can identify your computer to us when you visit our site, and which may be correlated with your PII in our log files.

#### 4. IP Address

When you visit our site, we log standard information such as your IP address, which is a number that can be used to identify your location and Internet Service Provider, along with the URL from which you came to our site and the URLs visited on our site. A URL is the full address of a Web site page, which may or may not contain some PII about the person who is viewing it.

When we send messages to you or others, we may provide a URL link to the friscotouch.com site that contains an alphanumeric identifier, which allows us to identify the person to whom we sent the message so that we can personalize our content for that individual.

### **Use of Information**

#### 1. Use Of Your Personally Identifiable Information by friscotouch.com

Friscotouch.com does not sell, share or otherwise provide any PII you give to us without your express consent, unless required by law, court order, or as required to technically operate the service, or to complete a transaction or order. We use the collected PII to contact you in connection with your transactions and other activities on the site to operate the friscotouch.com service. Each communication we send to you, other than communications sent to you to address technical or operational issues regarding the friscotouch.com service, will give you the opportunity to opt-out of receiving further communications from us. In addition, we reserve the right to use your PII to help us provide you with personalized content, advertising, and commercial messages (collectively, "Content").

#### 2. Use of Gift Recipients' Personally Identifiable Information by Friscotouch.com

Friscotouch.com does not use the PII of gift recipients for any purpose unless required by law, court order or as required to technically operate the service, or to complete a transaction or order.

#### 3. Use of Cookies

We use cookies to deliver content specific to your interests. You can always choose not to accept cookies through your browser's preference options, but you may not be able to use some of our services if you do not accept cookies.

#### 4. Use Of IP Addresses

We use your IP Address to help diagnose problems with our server, and to administer our Web site and otherwise provide our service to you. IP addresses may be disclosed if Friscotouch.com believes in good faith that the law or legal process requires it, or to protect the rights or property of Friscotouch.com or others.

#### **When We May Disclose Your Personally Identifiable Information**

As described above, friscotouch.com may disclose your PII or the contact information of your gift recipients if required to do so by law or court order. Your PII may also be disclosed if necessary in order to complete a transaction such as the fulfillment of an order or purchase placed by you. Also, certain technical processing of email messages and their content may be required to: (1) send and receive messages; (2) conform to connecting networks' technical requirements; (3) conform to the limitations of the Service; or (4) conform to other similar requirements.

It is possible that as we continue to develop our Web site and our business, friscotouch.com and/or related assets might be acquired. In such a transaction, customer information may be transferred to the acquiring entity.

#### **Security**

This site has industry standard security measures in place to protect the loss, misuse and integrity of the information under our control. Although friscotouch.com provides good faith efforts to safely store the information collected by the friscotouch.com service in a secure operating environment that is not available to the public, we cannot guarantee complete security.

#### **Other Web Sites; Links**

Friscotouch.com contains links to other Web sites. The friscotouch.com privacy policy does not extend to those Web sites. Should you provide your PII to the other Web sites linked to friscotouch.com, it is recommended you review their individual privacy policies. Friscotouch.com is not responsible for the privacy practices or the content of such Web sites.

#### **Opt-Out/Correct/Delete/Deactivate**

While Friscotouch.com does not give you the opportunity to remove your information from our database, you may edit your registration information from your My Account page as described below. In addition, you may elect not to receive future

communications from Friscotouch.com. If you are a registered user, please send an email to [contact@friscotouch.com](mailto:contact@friscotouch.com) requesting removal from future communications.

Friscotouch.com allows its users the option to change information previously provided. This may be done through the following method:

1. Visit Friscotouch.com and log in;
2. Click on the "My Account" link; and
3. Change the relevant information.

### **Changes to this Policy**

Friscotouch.com reserves the right to amend its privacy policy at its sole discretion. If we make any substantive changes to the policy in the future with regard to how we use your information, we will notify registered users who have agreed to receive communication from friscotouch.com via email. For all users, including those who have not agreed to accept communication from the friscotouch.com, substantive changes will be posted on the site in this location, and the date of the changes will be noted on the Web site for a period of time. Your continued use of the site after the changes are posted constitutes your agreement to the changes in our privacy policy

### **Contacting the Web Site**

We strive to do everything we can to protect the privacy of our users. Please feel free to share any comments and concerns with us. If you have any questions about this privacy statement, the practices of this site, or your dealings with this Web site, you can contact:

[contact@friscotouch.com](mailto:contact@friscotouch.com)