

**Vision Path, Inc. (doing business as ContactsCart)**

**PRIVACY POLICY**

**This Privacy Policy was last updated on February 6, 2019.**

This Privacy Policy describes the ways in which Vision Path, Inc. and its affiliates and subsidiaries (collectively, “we,” “our,” or “us”) collect, use, and disclose information about you through the ContactsCart online store, available at [www.contacts-cart.com](http://www.contacts-cart.com), and any other website that links to this Privacy Policy (collectively, the “Online Store”). This Privacy Policy does not govern the collection of information by websites maintained in connection with other Vision Path, Inc. businesses, including Hubble ([www.hubblecontacts.com](http://www.hubblecontacts.com)). By using the Online Store, you consent to the processing of your information as set forth in this Privacy Policy, as well as the ContactsCart [Terms of Service](#), now and as amended by us from time to time.

**I. What Information Do We Collect?**

**A. Information You Provide.**

We and our service providers collect any information that you provide when you use the Online Store, including when you:

- create an account;
- purchase a product; or
- otherwise contact us with a question, comment, or request, whether through the Online Store, including any associated interactive features, or through our social media channels.

The information that you provide us can include, but is not limited to:

- your name;
- your contact information, such as your email address, phone number, and social media usernames;
- your mailing address, including your street address, city, state, zip/postal code, and country;
- your account user name and password;
- your contact lens prescription and your eye care provider;
- information required to process transactions, such as your payment information and delivery information (if applicable); and
- any information you provide when you contact us.

**B. Information Collected Automatically.**

We and our service providers may automatically collect certain technical and usage information from your computer or mobile device when you use the Online Store or otherwise interact with us, such as your such as your Internet Protocol address, your browser type, your operating system, the pages you view on the Online Store, the pages you view before and/or after you access the Online Store, and the search terms you enter on the Online Store. This information allows us to recognize you and personalize your experience if you return to the Online Store, and to improve the Online Store and the services we

provide. We and our service providers may collect this information using “cookies,” which are small text files that the Online Store saves on your computer using your web browser and accesses when you return, or similar technologies. We and certain of our partners and service providers, such as third-party advertising networks, may also collect this information from the Online Store for targeted advertising and analytics purposes, and they may track your activities over time and across different websites and social media.

## **II. How Do We Use This Information?**

We and our service providers may use the information we collect for a number of purposes, including, but not limited to:

- operating the Online Store, including providing to you the features and services available through the Online Store;
- providing you with the products you purchase and the services or information you request;
- troubleshooting any issues with the Online Store that may arise;
- delivering marketing communications, promotional materials, or advertisements that may be of interest to you;
- providing you with information about the Online Store or required notices;
- customizing your experience when using the Online Store, such as by providing interactive or personalized elements on the Online Store;
- allowing us to improve the Online Store and the services we provide, such as by better tailoring our content to our users’ and your specific needs and preferences;
- generating and analyzing statistics about your use of the Online Store;
- helping our advertisers, sponsors, and partners better understand our users; and
- detecting, preventing, and responding to fraud, intellectual property infringement, violations of our Terms of Service, violations of law, or other misuse of the Online Store.

We also may combine or aggregate any of the information we collect offline or elsewhere with the information we collect through the Online Store for any of these purposes, including delivering targeted advertisements on the Online Store or through other third-party websites or services that are based on your previous online activity on the Online Store and on other third-party websites or mobile applications. In addition, where we maintain information in identified form, we and our service providers may de-identify your information by removing information typically used to identify individuals (e.g., name, phone number, email address) and use that de-identified information for any purpose.

## **III. Under What Circumstances Do We Disclose This Information?**

We may disclose the information we collect from you through the Online Store to our affiliated companies, service providers, and third-party partners, including:

- to service providers who work on our behalf and who have agreed to use the information solely in furtherance of our operations, including, but not limited to, service providers who provide payment processing services; provide order fulfillment services; and who target and deliver marketing communications, promotional materials, or advertisements that may be of interest to you and/or others;

- to partners who may target and deliver marketing communications, promotional materials, or advertisements regarding their own business operations that may be of interest to you and/or others;
- to comply with law, such as pursuant to a subpoena, court order or other legal process, or to comply with government reporting obligations;
- when we believe in good faith that disclosure is necessary (a) to protect our rights, the integrity of the Online Store, or your safety or the safety of others, or (b) to detect, prevent, or respond to fraud, intellectual property infringement, violations of our Terms of Use, violations of law, or other misuse of the Online Store; and
- to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a transaction in which we are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets.

In addition, we may share de-identified reports and de-identified information, including information regarding user demographics and traffic patterns, with third parties.

The Online Store also may contain third-party links. You acknowledge and agree that we are not responsible for the collection and use of your information by such third parties that are not under our control. We encourage you to review the privacy policies of each website you visit.

#### **IV. Where is This Information Processed?**

Information collected through the Online Store will be processed in and subject to the laws of the United States, which, if you are not located in the United States, may not provide the same level of protection for your personal information as your home country, and may be available to the United States government or its agencies pursuant to applicable legal authority in the United States. In addition, we may transfer your information outside the United States to our affiliates, business partners, and service providers located in other countries. By using the Online Store, you consent to such transfer to, and processing in, the United States and these other countries.

#### **IV. How is Your Information Secured?**

We maintain safeguards designed to protect the information collected by the Online Store. However, no information system can be 100% secure, so we cannot guarantee the absolute security of your information. Moreover, we are not responsible for the security of information you transmit to the Online Store over networks that we do not control, including the Internet and wireless networks.

#### **V. Your Choices**

If you do not want the Online Store to collect information through the use of cookies, you can set your web browser to reject cookies from the Online Store. Each browser is different, so you should check your browser's "Help" menu to learn how to change your cookie preferences. If you reject or block cookies from the Online Store, however, the Online Store may not function as intended.

We do not currently respond to web browser "do not track" signals or other mechanisms that provide a method to opt out of the collection of information over time and across websites and online services you may use following your visit to the Online Store. If we do so in the future, we will describe how we

do so in this Privacy Policy. Visit the following website, [www.allaboutdnt.org](http://www.allaboutdnt.org), for more information on this developing area.

#### **VI. Children's Information**

The Online Store is not directed to, nor do we knowingly collect information from, children under the age of 13. If you become aware that your child or any child under your care has provided us with information without your consent, please contact us at the contact information listed below.

#### **VII. Changes to this Privacy Policy**

If we update this Privacy Policy, we will notify you by posting a new Privacy Policy in this section of the Online Store. If we make any revisions that materially change the ways in which we use or share the information previously collected from you through the Online Store, we will give you the opportunity to consent to such changes before applying them to that information. The effective date of this Privacy Policy is February 6, 2019.

#### **VIII. Contact Us**

If you have any questions about this Privacy Policy or our use of your information collected through the Online Store, please contact us at [privacy@contactscart.com](mailto:privacy@contactscart.com).