

Privacy Policy

Last modified: July, 2018

Introduction

This Website is operated by ReWoven, Inc. ("ReWoven"). We are posting this Privacy Policy to let you know the ways in which we collect, use, share and protect information you provide to us and collected through this website. Privacy is important to us, and we will only collect, use and share personal information from you in compliance with this Privacy Policy and as permitted or required by applicable law. We also require compliance with this policy for those vendors who assist us in operating the Website.

ReWoven, together with any and all present or future affiliate or related entities, are referred to as "ReWoven," "Website Operator," "Us," or "We" in this document. "You" or similar terms means you, the specific person using this website, as well as any other person or entity on whose behalf you are using this website as well as any other person or entity who has rights through you.

This policy describes the types of information we may collect from you or that you may provide when you visit the website www.hiwillow.com (the "Website," or "site," which terms also include all subsidiary pages and sub-domains).

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website, also be aware this policy permits you to make a number of choices regarding your information. By accessing or using this Website, you agree to this privacy policy and consent to the collection, use and processing of information as described in this policy. This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

This Privacy Policy does not apply to third party websites that may be linked to this Website.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, and telephone number ("**personal information**");
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Website, and usage details such as which pages you visit and how long you visit each page.

We collect this information:

- Directly from you when you provide it to us (for example when you type in and provide us with your email address to request information, initiate a free trial, or purchase a subscription);
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies; and/or
- From third parties, for example, from vendors and others we do business with.

Information You Provide to Us

The information we collect on or through our Website may, now or in the future, include:

- Information that you provide by filling in forms or answering questions on our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete.
- Details of transactions you carry out through our Website.
- Your search queries on the Website.

Now or in the future this Website may permit you to construct certain messages, user-reviews, or provide information to be published or displayed (hereinafter, "**posted**") on public areas of the Website, shared on third party websites and social media, and/or transmitted to other users of the Website or third parties (collectively, "**User Reviews / Contributions**"). Your User Reviews / Contributions are posted on and transmitted to others at your own risk. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Reviews / Contributions. Therefore, we are not responsible for any third party action with a User Contribution. User Reviews / Contributions are by definition not confidential as you are automatically posting User Reviews / Contributions to an area of the Website where the User Contribution may be viewed by other users.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information and we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies) and Cookie Opt-Out.** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. For more information about cookies, visit <http://www.allaboutcookies.org/>
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- **Web Beacons.** Pages of our the Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit ReWoven, for example, to count users who have visited those pages or opened an email and for

other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications on the Website are or may be in the future served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We also may use pixels for tracking from third party websites including social media sites such as Facebook and Instagram.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

How We Use Your Information; Data Processing

We use and process information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To process and provide any subscription, trial or order from you for items offered on this Website.
- To provide you with information or other items that you request from us.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights and protect our interests and those of third parties.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in any interactive features on or related to our Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. If you do not want us to be contacted in this way, please contact us at privacy@hiwillow.com

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect, or you provide, as described in this privacy policy:

- To our subsidiaries and affiliates, if any.
- To contractors, service providers, and other third parties we use to support our business. For example, we use Google Analytics in support of our business and the operation of this website. You may opt-out of Google Analytics by visiting: <https://tools.google.com/dlpage/gaoptout>
Similarly, if you make a purchase through the Website we make use of a third party payment processor to receive payment as well as a third party shipping vendor to send your purchase to you.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, court-ordered transfer or reorganization, or other sale or transfer of some or all of ReWoven’s assets, whether as a going concern or as part of a legal proceeding in which personal information held by ReWoven about our Website users is among the assets transferred.
- To third parties to market their products or services to you if you have not opted out of these disclosures.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including responding to any government or regulatory request.
- To enforce or apply our [Terms of Use](#) (see here: www.hiwillow.com/pages/terms)
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of ReWoven, our customers, or others.

Accessing and Correcting Your Information

To access, correct, update or delete your personal information, click on the [LOGIN](#) link (see here: www.hiwillow.com/account/login) or go to the Manage My Subscription portion of the Website. Alternatively, you may send us an email at help@hiwillow.com or call us at (316) 888-8355 to request access to, correct or delete any personal information that you have provided to us.

Communication Opt Out Choices As required by law, most of the communications we send to you, such as an email or text, will provide an opt-out mechanism within the message, if you do not wish to receive similar communications.

Do Not Track Disclosure

This Website does not monitor for or behave differently if your computer transmits a “do not track” or similar beacon or message.

Opt Out Tools and Choices Some tools permit personalization of content viewed by you (for example, Google has tools that aim to deliver to you advertisements that reflect your interests or past browsing history). We may, now or in the future, make use of some of these tools. If you do not wish to participate in history/behavioral tracking to provide tailored content and advertising you may you may

opt-out by visiting the linked site below (current as of the last-update of this Privacy Policy, but subject to change by the applicable third party).

- Google's Ads Settings <https://www.google.com/settings/u/0/ads/authenticated> or <https://www.google.com/settings/ads/anonymous>
- DoubleClick <https://www.google.com/settings/ads/plugin>
- NAI opt-out. <http://optout.networkadvertising.org/#/>

Additional opt-out mechanisms and tools that may be of interest to you include:

- The Digital Advertising Alliance's opt-out portal. <http://optout.aboutads.info/>
- The Direct Marketing Association's opt-out tool. <https://dmachoice.thedma.org/>

Children Under the Age of 13

Our Website is not intended for anyone under 18 years of age, and purchases are not permitted by anyone under 18 years of age. We recommend anyone under 18 visit this Website only with the permission of a parent or legal guardian. No one under age 13 may provide personal information to or on the Website. We do not request any information regarding our users' age and we do not knowingly collect personal information from children under 13. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have information from or about a child under 13, please contact us at help@hiwillow.com or call us at (316) 888-8355

Your California Privacy Rights

California Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to privacy@hiwillow.com

Servers Located in United States; Users from the European Union (EU)

We are an entity located in the United States, and the servers and other technology supporting the operations of this Website are located in the United States. If you submit any personal information to this Website (for example, if you provide your email in order to sign up for an email newsletter) you understand that you are voluntarily consenting to the transmission of such information to an organization in the United States and your information will be stored and processed in the United States. We agree only to be subject to applicable U.S. laws and not to the laws of any other country or region.

However, we voluntarily have taken a number of actions similar to those described in the European Union's General Data Privacy Rule (GDPR). For example, we process your personal information only for legitimate purposes, such as to provide you with requested information and if necessary to protect our legal rights and operate our business. We permit you to contact us to access, update, correct and delete your information. If you are a European Union resident and believe that you have any additional applicable legal rights related to your use of this Website, please contact us at

privacy@hiwillow.com and we will consult with our legal, technical and administrative staff as to accommodating your request.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We also make use of SSL, Secure Socket Layers, technology to protect information. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission or provision of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

Email: help@hiwillow.com

Phone: (316) 888-8355

Postal:

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