

LAST UPDATED: September 20, 2017

1. Information Collected

We (timeshel inc.) collect personal information when you register with any of our family of brands via our websites, mobile sites or mobile applications (collectively, our "Sites and Apps") and when you use any of our products or services. Personal information is any information about you that is personally identifiable, such as your name, address, email address or phone number.

In addition, if you subscribe friends and family to allow them to view your pictures or send as a gift, those email addresses and physical addresses are personal information.

We or our third party service providers may also collect information relating to your devices, including your device model, operating system, browser type, unique device identifier, IP address, mobile phone number, mobile network carrier, location, and event information (such as application installations).

If you order products or pay for services, we will need your shipping address, billing name and address, as well as your credit card number and expiration date.

2. Cookies and Similar Technologies

We use cookies, pixel tags, and/or other similar technologies to collect visitor information.

Cookies, for example, are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser. They make it possible for us recognize your browser when you visit and provide you with information about products that interest you. By doing this, we can personalize your return visits. It is possible to prevent cookies from being used in your browser by turning the feature off, but in order to enjoy the benefits of being a registered user, your browser must be set to accept cookies.

3. Authorized Third Parties

We may use third-party service providers to serve ads on our behalf across the Internet and sometimes on our Sites and Apps. They may collect anonymous information about your visits to our Sites and Apps and your interaction with our products and services. They may also use information about your visits to our Sites and Apps and other sites and mobile applications to target ads for products and services. For instance, they may collect web log data from you (such as IP address and information about your browser or operating system) or place or recognize a

unique cookie on your browser to enable you to receive customized ads. Through this process, demographic or other interest data may be associated with your browser or device in a non-personally identifiable manner. No personally identifiable information is collected in this process. They do not know the name, address, email address, phone number or any personally identifiable information about the user.

The NAI (Network Advertising Initiative) allows for the central opting out of all of its members' cookies from a single opt-out page. If you prefer not to receive relevant advertising on web pages, please click on the following link: <http://www.networkadvertising.org/choices/>. If you delete your cookies, use a different browser or buy a new computer, you will need to renew your opt-out choice.

We also work with third party service providers to monitor certain pages of our Sites and Apps for such purposes as reporting traffic and other advertising statistics. Where authorized by us, these third party providers may use cookies and/or other monitoring technologies to compile anonymous statistics about our visitors. No personally identifiable information is transferred to these third party service providers.

4. Use of Information

We use your information for the following general purposes: to fulfill your requests for products and services, administrative purposes, to improve our services, to customize the advertising and content you see, to contact you, and for internal business purposes. We use third party information you provide to us solely to provide services you specifically request.

We use anonymous information, such as that pertaining to web or mobile pages you have viewed, in order to analyze trends, track user's movements, provide a better user experience and gather broad demographic information for aggregate use. We do not use this data in a manner that would identify you personally. See "Authorized Third Parties."

5. Information Sharing With Third Parties

From time to time we share the personal information we collect with trusted companies who work with or on behalf of us. We may share personal information within our family of brands. We may also combine personal information with publicly available information and information we receive from or cross-reference with our partners. These companies may use your personal information to enhance and personalize your shopping experience with us, to communicate with you about products and events that may be of interest to you and for other promotional purposes. Information sharing allows us to introduce new resources based on your interests and needs. With that in mind, when you purchase an item, your customer

information may be shared with other select companies whose products and services you may find useful and those select companies will handle, store, retain, use, share and access personal information in accordance with their own privacy policies, and we disclaim any and all liability relating thereto.

Every now and then, we will invite customers to take part in surveys, promotions, contests and sweepstakes. The information we collect from these surveys, promotions, contests and sweepstakes may be matched with individual customer accounts and used by our family of brands to improve your overall customer experience, and may be shared with select third parties

6. Opting Out Of Information Sharing

We understand and respect that not all customers may want to allow us to share their information with other select companies. If you do not want us to share your information, please contact us through the Contact Us page of any of our Sites & Apps, and we will remove your name from lists we share with other companies as soon as reasonably practicable. When contacting us, please clearly state your request, including your name, mailing address, email address and phone number.

However, under the following circumstances, we may still be required to share your personal information:

- If we respond to subpoenas, court orders or legal process, or if we need to establish or exercise our legal rights or defend against legal claims.
- If we believe it is necessary to share information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Terms of Use or as otherwise required by law.
- If we believe it is necessary to restrict or inhibit any user from using any of our Sites and Apps, including, without limitation, by means of "hacking" or defacing any portion thereof.
- If all, or a portion of, timeshel inc. is sold to another company, where that company becomes the rightful owner of timeshel's assets and information contained within.

7. Children's Information

Our Sites and Apps are not intended for children, and we will not knowingly collect personally identifiable information from children. If we become aware that a subscriber is under the age of 13, we will remove their personally identifiable information from our files.

8. Access to Your Account Information and Preferences

You have the right and ability to edit your member account information on our Sites and Apps at any time. You can opt in or out of receiving future communications from us about special offers and new product information, you can unsubscribe by following instructions contained in the messages you receive, or you can change your marketing preferences by contacting us through the Contact Us page of any of our brands. We do reserve the right to send you certain communications relating to the services we provide, such as service announcements and administrative messages. We do not offer you the opportunity to opt- out of receiving those communications.

9. Confidentiality and Security

We use a secure server (SSL) to encrypt your personal financial information. We use other physical, electronic and procedural safeguards to protect the security and confidentiality of the information we have collected, and to prevent unauthorized access to or disclosure of your information.

10. Third Party Sites

Our Sites and Apps may contain links to other sites for news and other information. Our Privacy Policy only applies to our Sites and Apps, and we are not responsible for the privacy practices or the content of other sites which are linked to or integrated with our Sites and Apps. You should check the privacy policies of those sites before providing your personal information to them. See our Terms of Use for additional information.

11. Class Action Waiver

ANY DISPUTE RESOLUTION PROCEEDINGS, WHETHER IN ARBITRATION OR COURT, WILL BE CONDUCTED ONLY ON AN INDIVIDUAL BASIS AND NOT IN A CLASS OR REPRESENTATIVE ACTION OR AS A NAMED OR UNNAMED MEMBER IN A CLASS, CONSOLIDATED, REPRESENTATIVE OR PRIVATE ATTORNEY GENERAL LEGAL ACTION. YOUR ACCESS AND CONTINUED USE OF ANY OF OUR SITES AND APPS SIGNIFIES YOUR EXPLICIT CONSENT TO THIS WAIVER.

12. Questions and Suggestions

If you have questions about this Privacy Policy, you can contact us through the Contact Us page of any of our brands.

13. Updates to Privacy Policy

We may modify this Privacy Policy from time to time by posting updates on this page. Please check back periodically to view any updates.