

## Privacy Policy

Effective June 1, 2014

I. Precious Moments Family of Companies takes confidentiality of our business information very seriously. While we do collect specific personal information in order to provide our services, we care about protecting the privacy of all information you may share with us and take all available precautions to safeguard your information as it was our own.

### II. Information We Collect

Your information may be collected in a variety of ways, for a variety of purposes. The following are ways your information may be collected and used.

- a. Via direct response: When you participate in offers or promotions, request a print catalog, make a purchase or create a log-in to "My Account", you may directly provide us with information about yourself, your family or your interests, including but not limited to: name, email address, billing or shipping address, telephone or fax number, employer, date of birth or age, gender, demographic information, username or password, credit card or other payment information.
- b. Via social media platforms: If you access or use third-party social networking platforms, such as Facebook, Twitter, Instagram or Pinterest, or participate in promotions hosted with these providers, we may receive personal information, including access to your contacts list, which you shared with these providers. Please review the privacy policies for each of these platforms to understand how you may control your personal information with each provider.
- c. Via cookies, web beacons or similar technologies: Cookies are not required to shop or browse on PreciousMoments.com or PreciousMomentsChapel.org, however, our services including the "My Account" and "My Wishlist" features require the use of active cookies. Through these and similar technologies we may collect information including but not limited to: device type (desktop, tablet, mobile), browser type, operating system, IP address, installed fonts, email and browser habits, to determine site traffic patterns and other web demographics. Check your browser options to set up or modify cookie settings specific to your device.
- d. Via third-party sources: From time to time we may obtain information about you from other sources not directly related to Precious Moments Family of Companies. These companies may provide your: name, email address, user names for social media platforms, postal address, birth date or age, gender, demographic information, household demographic information, interests, hobbies, product preferences, and other publicly observable activities including blogs or online postings.

### III. How We Use Shared Information

- a. Within Precious Moments Family of Companies: All personal information collected is used to provide you with information, materials, services, and products, to customize and optimize your PreciousMoments.com experience and to improve our website and product offerings.
- b. With service providers: In order to ship and track merchandise your name and address are made available to service providers including United Parcel Service (UPS), Federal Express (FedEx) and the United Postal Service (USPS). All information provided to such providers is used for the purpose of shipping and tracking merchandise orders only.
- c. With trusted third-parties: From time to time Precious Moments Family of Companies makes its customer mailing lists available to carefully screened companies offering products and services that may be of interest to our customers.
- d. By law or legal process: Personal information may be disclosed to third-parties to protect our legal rights or those of the users of PreciousMoments.com, to prevent or investigate fraud and/or to comply with the law or in response to legal process or a request for cooperation by a governmental entity, whether or not our cooperation or response is required under law.

### IV. Financial Information Security

Precious Moments Family of Companies is committed to keeping your financial information private, safe and secure. All payment transactions occur in a secure area of our site, protecting your information from loss, misuse or alteration.

At the beginning of the checkout process, a pop-up window may appear notifying of your entrance to the secure area of the website. Other indications may include: the web address (URL) changing from *http* to *https* and/or a key or closed lock icon appearing on the lower right- or left-hand corner of the screen or in the URL bar.

We use Secure Socket Layers (SSL), the industry standard in encryption technology to create a secure connection between our system and yours to transfer information to process your order. Precious Moments Family of Companies also has procedures in place to safeguard information collected and audit our security practices. Despite our best efforts and intentions, we cannot absolutely guarantee the security of any information transmitted online. All information transmitted online is done so at your own risk.

### V. Publicly Viewable Features

- a. User-generated content: Some aspects of our site may contain interactive areas allowing users to upload or post comments, feedback or other content, which may be visible to other users or visitors to the site. Parties should be aware all content, including any personally identifiable information, posted within

these interactive areas can be read and used by others. Use of these features may result in unsolicited messages from other parties or posters. Precious Moments Family of Companies makes no representations and undertakes no obligations as to the security or use of information voluntarily uploaded or posted within these interactive areas of this site.

- b. Exported/shared content: Some aspects of our site allow the user to export or share content with others outside of the site via email or social media. In order to support these features, information provided, including your name, your email address, recipient's name, recipient's email address and your social media user name or log-in identifier may be temporarily saved for marketing, troubleshooting and fraud-prevention purposes. Use of these features may result in unsolicited messages from other parties, not directly affiliated with Precious Moments Family of Companies. Precious Moments Family of Companies makes no representations and undertakes no obligations as to the security or use of information voluntarily shared within these interactive aspects of the site.

VI. Children's Policy

Precious Moments.com is not directed to children. We will not knowingly request or collect information from children under the age of thirteen (13).

VII. International Users

All matters relating to this site are governed by the laws of the United States of America. If you are located outside of the United States and you contact us, or enter your personal information either via a transaction or creation of a user account, please be advised that by submitting such information, you explicitly authorize the transfer of such information to the United States for processing and use within the United States in accordance with this Privacy Policy. By uploading or posting information within any interactive section of this site, you explicitly authorize the transfer of such information to the United States.

VIII. Changes to Privacy Policy

Precious Moments Family of Companies reserves the right to modify or replace, wholly or in part, this Privacy Policy at our sole discretion, at any time, without notice. Unless otherwise stated this Privacy Policy applies to all information collected by or through any site displaying an authorized link to this Privacy Policy.

IX. Consent

Your use of this Site signifies your assent to all the terms of this Privacy Policy and the site's Legal Terms. If you do not agree with all or part of this Privacy Policy or the accompanying Legal Terms,

please discontinue use of this Site and do not transmit to Precious Moments Family of Companies any information, personal or public, for any purpose.

X. Control over your info

a. Opt out: You have the right to review and/or update all personal information you previously submitted to Precious Moments Family of Companies on this Site. To opt out or delete your account, contact Customer Service:

Via Toll-Free Call: 800-445-2220 Monday - Friday 8:00am - 6:00pm CST

Via Post: Precious Moments Family of Companies  
Attn: Customer Service  
4105 Chapel Road,  
Carthage, Missouri 64836 U.S.A.

Contact Us page: Select 'Customer Service' on our Contact Us page  
All of our promotional emails and newsletters contain an "unsubscribe" link which may be clicked through to unsubscribe from future email correspondence from Precious Moments Family of Companies.

b. Do not track & similar mechanisms: Some web browsers may transmit "do not track" signals to websites visited. Check your web browser to adjust settings specific to your device. Despite our best efforts and intentions Precious Moments Family of Companies cannot absolutely guarantee the security settings your browser transmits to our system. In the event Do Not Track standards are implemented on a state or federal level, Precious Moments Family of Companies will revisit its policies and procedures to ensure its absolute compliance.

XI. Unsolicited Submissions

It is the policy and practice of Precious Moments Family of Companies to not knowingly accept or consider unsolicited materials, regardless of their source, including without limitation: ideas, suggestions, notes, articles, proposals, concepts, characters, designs, drawings, plans or other information or materials related to new product, modifications to existing product, marketing or promotions, processes and/or product names, collectively referred to as "Unsolicited Material".

Any similarity between Unsolicited Materials and the creative works, services, products, plans, procedures and/or policies of Precious Moments Family of Companies is purely coincidental. In accordance with this practice, Precious Moments Family of Companies requests you refrain from submitting any Unsolicited Materials. If such materials are submitted, despite our request not to receive Unsolicited Materials, the following terms apply to that submission, regardless of any request or direction of any accompanying letter, memo or note: (1) Precious Moments Family of Companies reserves the right, but not the obligation to accept, review or consider the

submission; (2) Unsolicited Material, its contents and attachments automatically become the property of Precious Moments Family of Companies without any compensation to sender; (3) Precious Moments Family of Companies reserves the right to delete, destroy, use or redistribute the submissions, wholly or in part, for any purpose, in any way; (4) Precious Moments Family of Companies is under no obligation to keep the submission, its contents or attachments confidential.

XII. Contact us

For questions or concerns related to this Privacy Policy, contact Customer Service:

Via Toll-Free Call: 800-445-2220 Monday - Friday 8:00am - 6:00pm CST

Via Post: Precious Moments Family of Companies  
Attn: Customer Service  
4105 Chapel Road,  
Carthage, Missouri 64836 U.S.A.

Contact Us page: Select 'Customer Service' on our Contact Us page