

# **THREDS GENERAL PRIVACY POLICY**

The information sharing practices described in this privacy policy apply to our current and potential customers and clients, users of our Internet Sites, recipients of surveys or research, or marketing information.

## **OUR COMMITMENT TO PRIVACY**

Thank you for participating in research, contacting and/or requesting information from the Threds. Threds is sensitive to privacy issues concerning your personal information. This policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us during your visits to our Web sites (“ Site ”) or through product registration cards, surveys, call centers, or other customer contacts.

Note that this policy contains several important exceptions, most notably the exception involving use of information to identify and/or pursue persons who are under criminal investigation or who damage, or may damage, our information or other resources. Please read the entire privacy policy to be sure that you understand these exceptions.

You take privacy seriously, and so does Threds. It is our way of sustaining your trust in Threds and in our products and services.

## **YOUR CONSENT**

We may revise this Privacy Policy from time to time. You are responsible for checking this policy when you visit our Site to review the current policy. By using this Site, you agree to our use of the information we collect about you as set forth in this Privacy Policy. Last update: September 10, 2008.

## **WHAT INFORMATION WE COLLECT AND WHY**

Types of Information. You may visit this Site without telling us who you are or revealing any personal information about you. When you visit our Site, contact our sales representatives, or participate in promotions or surveys, you may provide us with two types of information:

Personal information you knowingly choose to disclose that is collected on an individual basis, and

Site use information collected individually and then aggregated on a regular basis as you and others browse our Site.

Personal Information. Personal information includes e-mail address, first and last name, home or other physical address, telephone numbers, and other demographic information. For example, when a customer submits an order, the customer voluntarily provides information about his current product ownership and purchase plans. This information is used for market analyses, targeted direct-mail campaigns, and follow-up mailings. THREDS and any marketing assets responsible for mailings receive this user information.

Site Use Information. Our servers collect the following Web site use information: the domain names, operating system in use (e.g., Macintosh, Windows), browser (e.g., Netscape, Internet Explorer), and the Web site that referred you to us. This information is aggregated to measure the number of visits, average time spent on the Site, pages viewed, time and date of visits, and other similar information. THREDS uses this information to measure the use of our Site and to improve the content of our Site.

Use of Your Personal Information. THREDS does not sell, share, transfer or otherwise disclose personal information to third parties, sister companies (affiliates), partners, and their marketing providers, all of which have comparable levels of privacy protection, except where disclosure is required by law. We may have agreements with marketing providers to provide specific services for you. When you request or use such services, we may share personal information with the marketing providers. In such cases, we will use good faith efforts to restrict the information provided to the information necessary for the provision of such services and limit any other use of the information. Consequently, we may transfer your information to countries throughout the world, wherever we or such third parties conduct business. We may additionally use, store, disclose or otherwise process the personal information you provide for any of the following purposes but, is not limited to:

- to understand the use of our Site and make improvements;
- to respond to specific requests or inquiries from Site visitors or to our customers;
- to obtain parental consent from visitors under 18 years of age, where necessary;
- to provide any necessary notices to our visitors or their parent or guardian;
- to protect the security or integrity of our Site when necessary;
- to send you notices, promotions, and solicitations regarding the Site and products and services;

- to provide product and marketing surveys to determine your present and future needs;
- to aid in providing customer service or warranty assistance;
- to send brochures, catalogs, and other marketing materials.

We, or our hosting provider, may also share aggregated demographic information with our users, our affiliated organizations, and other organizations with which we do, or contemplate doing, business. Such information is aggregated and is not linked to any information that can identify individual users.

This privacy policy addresses some types of information, means of collecting information, and uses of information that may not presently apply to one or more of our Sites. We tell you about these types of information, means of collecting information, and uses of information, because we want to maintain flexibility in offering additional features without having to revisit our terms and conditions or privacy policy every time we revise a Site or offer new functions. No description of any type of information, means of collecting information, or use of information will require us to collect any particular information, make any particular use of any information, or offer any particular functionality through any Site.

**Marketing Surveys, Solicitations, or Contests.** From time to time, we may use personal information provided through product registration to request marketing information from you using surveys, solicitations, or contests. Additional information requested may include contact information (such as e-mail address) and demographic information (such as number of family members and income ranges). Participation in surveys, solicitations, or contests is completely voluntary and you therefore have a choice as to whether to disclose any information. We will use such contact information to notify winners and award prizes, to monitor or improve the use of one or more Sites or advertising, and to provide aggregated information for marketing analyses. We use this information to analyze your present and future needs related to our products and to send you further notices, promotions, solicitations, or brochures and other marketing materials regarding the Site and the products and services of our businesses and those of our affiliates and business partners or authorized dealers. Solicitations may take the form of mailings via U.S. mail or other couriers, or e-mail (if provided). If you do not want to receive these solicitations from us using the personal information provided by you through product registration cards or other sources, you may specify this during registration where and if indicated, you may unsubscribe to e-mail, or you may notify the individuals who handle database information as follows:

**Access, Correct, or Remove Personal Information.** If you want to access, correct, or remove your personal information from our marketing distribution databases please call:

**E-MAIL INFORMATION**

If you choose to correspond with us through e-mail, we may retain the content of your e-mail messages together with your e-mail address and our responses. If you give us your e-mail address, we may send you a welcoming e-mail. If you wish to unsubscribe from e-mail contact, follow the directions in the e-mail or use the contact information at the end of this policy to remove your name from the database.

## COOKIES

**Definition of Cookies.** Similar to other commercial Web sites, a technology called “cookies” may be used to provide you with tailored information. A cookie is a small piece of data that a Web site can send to your browser, which may then be stored on your hard drive, so we can recognize you when you return. A cookie can contain information about you, your computer, your browser, your session, the Web sites you visit, and other information about you or others who use, or have used, the computer or browser you use to access the Internet. The goal is to save you time and provide a more meaningful visit.

**Link with Personal Information.** The cookies we use, if any, are not linked to any personal information while using a Site unless you have given us permission to link personal information to one or more cookies. You give us that permission any time you register on a Site, place an order through a Site, or identify yourself or the computer you are using through a Site. When this permission is given, the cookies we use may link your personal identifiable information with the pages on our Sites that you visit.

**Notification and Rejection of Cookies.** You may be able to set your browser to notify you when you receive a cookie. Most or all browsers permit you to disable or reject cookies. You can do this by setting the preferences in the browser. If you set the browser to reject cookies, you can use the Sites, but you may not be able to use the full functionality of one or more of the Sites or it may take additional time to utilize such functionality. Use the “help” feature of your browser to obtain more information about refusing cookies. As of the time we wrote this privacy policy, there was information about how to disable cookies at the following Web sites. We do not operate either of these Web sites and we make no representation or warranty about the information contained in the Web sites to which these links will take you.

[How to Manage Cookies in Internet Explorer 6](#)  
[Netscape](#)

**Third-Party Use of Cookies.** One or more of the organizations with which we do business, or to which we provide links from a Site, may also use cookies. We have no control over such organizations’ uses of cookies and users should review the privacy policies of such organizations to determine the uses such organizations make of cookies.

## LOG FILES

We, or our hosting provider, may collect traffic information from visitors for statistical analysis and Site improvement. When you access a Site we, or our hosting provider, may collect information about your visit in a log file on a server. Log file information may include, but is not limited to, Internet Protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks. We, or our hosting provider, use this information to analyze trends, administer Sites, track users' movements in the aggregate, and gather demographic information for aggregate use. IP addresses and other log file information are not linked to personal information. We do not try to track users or to identify users individually, except as otherwise stated in this policy, but we or our hosting provider, do review this information to understand overall trends and to determine what kinds of content are popular and useful to users.

## LINKS TO OTHER WEB SITES

When you use a link to go from our Site to another Web site, our Privacy Policy is no longer in effect. We do not operate those Web sites and we cannot control the information that the operators of such Web sites gather or what the operators of such Web sites do with the information. We are not responsible for the privacy practices employed by Web sites linked to, or from our Site, nor for the information or content contained therein.

## SECURITY

Where we collect nonpublic personal information from you we, or one or more of our service providers, use industry-standard encryption and security standards to protect such information. You can tell whether encryption is being used by noting the "locked" or other status indicator on the browser you are using. If the browser you are using does not indicate that the session is secure (e.g., by displaying a lock, a key or another icon), you should assume that the connection is not secure and that third parties could intercept the information shared by you and us during that part of the session.

We also use commercially reasonable efforts to protect user information offline. All sensitive user information is maintained in our offices or at the facilities of our information technology provider(s). We cause access to servers and connections to be limited by key or other access. Only employees or agents who need the information to perform specific functions are granted access to personal information. We use reasonable efforts to assure that our employees and agents are informed of our security and privacy practices.

## SITE AND SERVICE UPDATES

We may also send to you updates and service announcements about one or more of the

Sites. You may not unsubscribe or opt not to receive such announcements, because such announcements contain important information about the services offered through the relevant Site(s).

#### **ACCESS YOUR INFORMATION AND ASK QUESTIONS**

Users who no longer wish to be contacted by THREDS, may opt to not receive such communications or have information shared by contacting us using the information below. It may be impractical for us in some circumstances to prevent a THREDS partner to whom you have supplied your information from continuing to use the information and opting out may not stop them from contacting you. You will need to contact them directly to opt out of any further use of your information.

We will use commercially reasonable efforts to timely make any changes you request. Such compliance may involve batch processing and other processes that take 30 days or longer. If you require an immediate change to your personal information and are unable to make such a change using the available Site resources, please contact us. If you opt not to receive such communications or allow us to share your information and then give your personal information to us again using a Site or under other circumstances that permit us to use your information, we will regard your opt-out as rescinded.

You can contact us with any inquiries or complaints or choose to access, revise or withdraw your consent at any time by contacting:

#### **CHANGES TO THIS PRIVACY POLICY**

If we decide to change this privacy policy, we will post the changes on this Site. Except as stated below, we will use information in accordance with the privacy policy under which the information was collected.

#### **BY USING A SITE, YOU AGREE TO THIS CHANGE PROCEDURE.**

#### **EXCEPTIONS**

Notwithstanding anything else in this privacy policy to the contrary, we may collect personal information and use such information in ways other than those described above if we are required to do so by law or if we deem it advisable in the course of assisting law enforcement activities or protecting our Site(s) or other property.