

## GIFTING 365, LLC PRIVACY POLICY

**Last Update:** April 12, 2012.

Gifting 365, LLC, along with its subsidiaries, parents and affiliates (“**Company**”, “**Us**” or “**We**”) develops and publishes social games, e-cards and gifts for the Internet and for mobile devices (individually and collectively, the “**Services**”). Company takes the privacy of each and every visitor to and user of our Services and/or website(s) (i.e., <http://www.Gifting365.com> and/or any other Company owned website) (individually and collectively, a “**Website**”) very seriously. The following global privacy policy (the “**Privacy Policy**”) shall serve to outline our policies in connection therewith.

**By visiting Company’s Website and/or using the Services in any manner, including registering, installing or using any application contained therein or service or product otherwise owned or provided by Company, you are accepting the terms of this Privacy Policy in full, including without limitation, Company’s collection, storage, use and disclosure of your personal information as described herein, and you agree to abide by our terms of service which can be reviewed at: <http://www.gifting365.com> (the “Terms of Service”) (such Terms of Service which are incorporated herein by this reference).**

Please note that this policy does not apply to websites maintained by other companies or organizations to which we link. If you access our Services from any third party social networking site (each, an “**SNS**”), you may be required to also read and accept the applicable SNS’ privacy policy and terms of service.

Please note that this Privacy Policy applies only to information submitted and collected online, and does not apply to information that may be collected by the Company offline. Additionally, this policy does not cover information provided online in response to job postings.

IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, THE TERMS OF SERVICE AND/OR ANY OTHER DIRECTIVES OF COMPANY, PLEASE DO NOT USE OUR WEBSITE AND/OR SERVICES. We reserve the right to modify this Privacy Policy at any time, so please review it frequently.

Company complies with the EU Safe Harbor framework as set forth by the Department of Commerce regarding the collection, use, and retention of data from the European Union.

Information Collected. Company collects, stores and uses information to provide a streamlined, safe, legal, efficient and customized user experience. Information is specifically used for some of the following purposes: to create accounts, to communicate with users, to make suggestions, to enable communication among users, to provide technical support, to respond to inquiries, to prevent fraud and other illegal activities, to enforce the Terms of Service, to deliver advertising, to notify users of updates and amendments, to solicit feedback and other input, to provide information about new products and special promotions and to contact

users for any other legitimate reason. The following summarizes the information that Company primarily collects in connection herewith:

A. Personal Information. Personal information is information that identifies you personally and may be used to communicate directly with you. Personal information is collected from you on a voluntary basis, and may be accessed, updated and amended by you at any time by following the instructions on the Website and/or contacting customer service for assistance (support@gifting365.com). You may also opt out of certain features and messages via customer service and/or following the online instructions in connection therewith. We use your personal information primarily to provide you with the Services in the most efficient, user-friendly and customized method as practically possible (including in connection with our ongoing communications directly with you). Personal information may take the form of any of the following:

1. Information provided in connection with online registration activities;
2. Information provided in connection with subscribing to alerts, newsletters and the like;
3. Information provided in connection with posting in or commenting on message boards, forums, news blogs, chat rooms or other online services, as applicable;
4. Information provided in connection with online purchases or licenses; Information provided in connection with requesting technical support and customer service;
5. Information provided as required in connection with downloading any or all of the Services and related products, information or documentation;
6. Information provided in connection with the participation in any polls, surveys, and questionnaires; or
7. Information which may be otherwise collected through your use of our Website, the Services, software, products or other services where personal information is required for use and/or participation.

The specific types of information collected may include, without limitation, any or all of the following: your first and/or last name, user ID (of you and/or your friends), mailing and/or e-mail addresses, address book details, physical location and that of your access device (whether computer or mobile device such as iPads, etc.) and all names associated with it, birthdays, home and/or cell phone numbers, photo(s), credit card information, biographical details, employment history and/or shipping information. Additionally, demographic information may be collected and such information may include, without limitation, your age, date of birth, and/or information regarding your favorite products and services. If demographic information is collected for an activity that also requires personal information, we may combine the demographic information with your personal information for record keeping purposes. Additionally, if you use, purchase or register for any Services through any form of third-party service, or request that we associate a Company account with a third-party

service account, limited user account personal information may be transferred to the Company from such third party as part of the registration process and we may be able to collect information through such activities.

- B. Non-Personal Information. Non-personal information is information that cannot be used to personally identify and/or contact you. Examples are zip code, gender, console ID, survey data, scores and other game play information, purchase information, IP address and hardware configuration.
- C. Public Information Including Message Boards, Blogs, Comments, User Profiles and Chat Rooms: Whenever you give out personal information in public areas, that information can be collected and used by other people. There is no expectation of privacy or confidentiality in connection with any such publicly disseminated information. Company is not responsible for any such public information or content posted by you or on your behalf.

How Information Is Collected. We may collect information about you in any one or more of the following ways:

- A. Direct Provision of Information to Company. Company collects and stores certain information that you provide directly to Company and/or through an SNS or other third party website, if and as applicable (such information which may include, without limitation, your use and interaction with the Services). This information is primarily collected and stored through the use of files on our web servers that record actions taken on our Services, applications and Website, among other customary collection methods.
- B. Communication Services. In addition to your direct provision of information to the Company, Company may also collect information as a result of your communication and shared information with other third parties (i.e., public postings, blog entries, private messages to other users (either directly or indirectly), etc.). We may record and store archives of these communications on our servers for purposes including, without limitation, to protect our users and the Company in general. You acknowledge and consent to such collection and storage of information.
- C. Cookies and Other Automated Information Collection. We may receive and store certain types of information whenever you interact with us. For example, like many web sites, we may use "cookies," and we may obtain certain types of information when your Web browser accesses our Website and/or Services. Cookies are alphanumeric identifiers that transfer to your computer's hard drive through your web browser to enable our systems to recognize your browser and to store items. When you access the Services and/or Website in general, we collect certain information for the purposes of analyzing usage information, enhancing our Services and managing our advertising efforts. We, along with other third party vendors that we may

engage (e.g. Google Analytics) use log files and related tracking technologies to collect and analyze information, including cookies, IP addresses, device type and related identifiers, browser types and related languages, referring and exit pages, and URLs, platform type, the number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, the date and time of activity on our Website and other similar information. We may also associate this information with your user ID number for our internal use. Other technologies which may be employed include: (i) web beacons (allowing Company to determine if a certain page was visited or whether an e-mail was opened, etc.); (ii) tracking pixels (allowing us to advertise more efficiently by excluding certain users from certain messages, identifying sources of a new information or delivering ads on other websites); and (iii) local shared objects also known as flash cookies, which help Company prevent fraud, remember your preferences and speed up the Services. Please note that third parties delivering advertisements in our Services or on our Website may also use cookies or other technologies, those practices are subject to their own policies and you hereby consent to their use.

- D. Other Sources. Company may collect or receive information from other sources including (i) other Company users; and (ii) third party vendors and information providers. This information will be combined with other information we collect.

Sharing of Your Information. Company may share your information (including personal information) with third parties in the following circumstances:

- A. Third Party Vendors and Other Service Providers. Information provided if and as reasonably required for such third party vendors, other service providers and Company to fulfill its obligations and provide the Services and maintain the Website (i.e., data analysis, payment processing, email delivery, customer service, hosting, advertising, marketing, etc.). Any and all such third parties are informed of the confidential nature of the information provided to such parties.
- B. User Interaction. Users of the Services and the Website may interact with one another, and as a result, information may be passed between such parties (i.e., your profile, name, photo, email information, etc.).
- C. Third Party Product and Service Advertising Efforts. Company may share (i) non-personally identifiable aggregated information about you and other users; (ii) anonymous information; and (iii) certain technical information (which may include, without limitation, IP Addresses and mobile device IDs) to develop and deliver targeted advertising in the Services and on the websites of third parties. Company's disclosure of anonymous or aggregated

information is not subject to this Privacy Policy. Company may permit third party advertisers to collect this information via tracking technologies (i.e., cookies and web beacons, etc.) for purposes such as providing its users with targeted advertising and performing web analytics. Company may also display third party advertiser “offer walls” in order to allow third party advertisers to induce users to sign up for an account or produce with any such advertiser. Company is not responsible for the privacy practices or the content of such offer walls or the third party advertisers’ websites, and you hereby consent to their use.

- D. Compliance with Law and Security Concerns. Company may share your personal information with third parties, including as required by law enforcement or other government officials in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose you or us to legal liability. We also may share your personal information with third parties when we have reason to believe that a disclosure is necessary to address potential or actual dispute, injury or interference with our rights, property, operations, users or others who may be harmed or may suffer loss or damage, or when we believe that disclosure is necessary to protect our rights, combat fraud and/or comply with a judicial proceeding, court order, or legal process served on the Company.
- E. Corporate Reorganization. In addition, in the event of a merger, acquisition, reorganization, bankruptcy, or other similar event involving all or a portion of the Company (or in any discussions in connection therewith), the Company's customer information (including personally identifiable information) may be transferred as reasonably required in connection with such discussions.

A Special Note Concerning Children. The Website and the Services are not intended for children under the age of 13. As such, Company does not knowingly collect any personal information from such children. Children under the age of 13 should not use our Websites or Services at any time. In the event that Company learns that it have inadvertently gathered personal information from children under the age of 13, it will take reasonable measures to promptly erase such information from our records. Company encourage parents to instruct their children to never give out their real names, addresses or phone numbers, without permission, when using the Internet.

Information Security. Company understands the importance of keeping your information safe and secure. Company will make commercially reasonable efforts to protect your personal information and ensure the security of our systems, including without limitation, the use of passwords. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. We cannot assume responsibility or liability for unauthorized access to our servers and systems. It is important that you protect and maintain the security of your account and that you immediately notify Company of any known unauthorized

use of your account.

Contact Us. If you have any questions, comments or concerns regarding our Privacy Policy and/or practices, please send an e-mail to the following address: support@gifting365.com. All other inquiries should be directed to the following address: Gifting 365, LLC, PO Box 16762, Fernandina Beach, FL 32035, Attention: Legal Department.