

# **Style FILE LLC PRIVACY POLICY**

Last Updated: February 26, 2010

## **General Matters**

Style FILE LLC takes your privacy seriously. Please read the following to learn more about our privacy policy.

1. This Policy applies to all Style FILE LLC Web Sites ("Web Sites") and related subscription services ("Services"). This Policy does not apply to other companies' or organizations' Web Sites to which we link. You should carefully review the privacy policies of those Web Sites in order to determine how they treat your personal information.
2. This policy describes what types of information we gather about you, how we use it, under what circumstances we disclose it to third-parties, and your rights to update or correct it.
3. This policy does not apply to the practices of companies or Web Sites that Style FILE LLC does not own or control or to people that Style FILE LLC does not employ or manage.

## **INFORMATION ABOUT YOU**

### **Information Gathered From All Visitors**

#### **Aggregate Data**

We gather certain generic information with respect to customers' use of our Web Sites and Services. Information may include number of unique visitors, the frequency with which they visit, and the areas on the Web Sites that they favour. These statistics are very much like television ratings that tell the networks how many people tuned in to a program. We only use this type of data in the aggregate, on a collective basis, in summary form, rather than on an individual basis. This data helps us determine the extent to which our customers use certain parts of our Web Sites and Services, which, in turn, enables us to make it as appealing as possible. We may also share aggregate data of customers' collective use of our Web Sites and Services with advertisers, sponsors, and other companies with which we do business ("Affiliates" or "Business Partners"). We do this so they, too, can improve functionality and offer services and materials that users want.

#### **Cookies**

We use "cookies" on our Web Sites. Cookies are pieces of information or data sent to your browser from a web server and stored on your computer's hard drive for record-keeping purposes. Cookies tell our computer that you've visited before and can help to make your visit more personal so you don't have to re-enter info on a return visit. Cookies also allow us to count the number of unique and return visitors who use our Web Sites.

Most browsers are initially set up to accept cookies. If you prefer, you can reset your browser to notify you when you've received a cookie or, alternatively, to refuse to accept cookies. It is important to note that you may not be able to use certain features like checking out (and participate in certain offerings) on our Web

Sites if you choose not to accept cookies. Cookies can also enable us to track and target the interests of our users to enhance their experience on our Web Sites.

### **Third Party Advertiser Cookies**

We use third-party advertising companies who use cookies to serve our ads on the Internet. To do so, these companies may use anonymous information about your visits to our Web Sites and other Web Sites. This information can include: date/time of banner ad shown, the banner ad that was shown, their cookie, the IP address. This information can also be used for online preference marketing purposes. Style FILE LLC does not use or have access to this information. If you want to prevent a third-party advertiser from setting and/or reading cookies on your computer, currently you may either visit each ad network's Web Sites individually and opt out or visit the Web Sites of the National Advertising Initiative ("NAI") to opt-out of all network advertising cookies at <http://www.networkadvertising.org/>

### **IP Addresses**

We collect and analyse traffic on our Web Sites by keeping track of the IP addresses of our visitors. An IP address is a unique number assigned to your computer when you are using your browser on the Internet. We log this information so that we can monitor things like the number of visitors visiting the Web Sites; however, we do not link your IP address to any personally identifying information.

### **Subscribing to our Newsletter**

We send email notifications and information to users who have opted in. Those notifications may be, but not limited to, our exclusive Newsletter, information on new features, new content, other products and services. These communications are sent to you directly by Style FILE LLC. In order to receive the emailed information you must have subscribed via one of our Web Sites or other sources such as our mailing/customer list.

It is our intention to always allow you to opt out of any of our lists. When you receive any Newsletter or email and you want to unsubscribe, you can simply follow the "unsubscribe" links at the bottom of each edition.

### **On-Site Advertising**

Style FILE LLC may also use information about you to target advertising while you are visiting our Web Sites or using our Services. We may use cookie files to assure that you will not be served the same ads repeatedly.

### **Disclosure Exceptions**

Notwithstanding the above policies, we reserve the right to disclose your personal information to appropriate third-parties if we are required to do so by law or we believe that such action is necessary:

- To comply with legal process such as a search warrant, subpoena or court order;
- To protect the company's rights and property;
- To investigate reports of users sending material using a false e-mail address or users sending harassing, threatening, or abusive messages;

- To protect Style FILE LLC against misuse or unauthorized use of our Web Sites and/or the Style FILE LLC services; or
- During emergencies, such as when we believe someone's physical safety is at risk.

## **Your Control Over Your Personal Information**

### **Opt-Out/Changing Your Status**

Any time you receive an email from us you can change your status. Every communication Style FILE LLC sends you will contain a clearly worded "Opt-Out" or "Unsubscribe" link allowing you to withdraw your permission for future mailings. This system is automated and must be contacted from the email address you wish to have removed. Permission changes will be honoured as soon as possible after receipt. Please allow five to seven days for processing. Permission changes will however not affect any information which you provided to us and which we previously shared with our Business Partners.

### **Sale of Assets**

In the event that Style FILE LLC and/or its units or subsidiaries are ever sold, acquired, merged, liquidated, reorganized, or otherwise transferred, we reserve the right to transfer our user databases together with any personally identifiable information contained therein, to a third-party acquiring Style FILE LLC 's assets.

### **Changes to the Privacy Policy**

Style FILE LLC will occasionally update this Privacy Policy in response to changing business circumstances and legal developments. When Style FILE LLC posts changes to this Policy, you will see a date depicting the last update of the policy on the top of this page. If there are material changes to this Policy or in how Style FILE LLC uses your personally identifiable information, Style FILE LLC will prominently post such changes prior to implementing the change. Style FILE LLC encourages you to periodically review this Policy to be informed of how we are protecting your information. You may review our policy anytime as it will always be linked to our web sites.

### **Use Common Sense in All Your Online Activities**

Even the best policy can't protect your online privacy and security in all circumstances. Unscrupulous advertisers, hackers, and scam artists are constantly searching the Internet looking for new targets. Your best protection is to understand the limits to privacy on the Internet and use common sense in all of your on-line activities.

### **Contact Information**

If you have questions or concerns regarding this Policy, you should email Style FILE LLC at [info@stylefiledaily.com](mailto:info@stylefiledaily.com).