

# DP ONLINE SALES, LLC PRIVACY POLICY

Updated and made effective July 29, 2014

Your privacy is important to us. To better protect your privacy we provide this privacy policy (the “**Privacy Policy**”) that explains our online information practices about the way your information is collected and used on [www.dponlinesales.com](http://www.dponlinesales.com). The pronouns “you” or “your” refer to any user of Dponlinesales.com. The pronouns “ours” “us” or “we” refer to DP Online Sales, LLC (“**DP**”). The term “Providers” refers to our affiliates, partners and service providers.

## 1. WHY WE COLLECT PERSONAL INFORMATION

We collect and use Personal Information (as defined below) to make Dponlinesales.com more secure and easier to use and to help us create content, products and services that are relevant to you.

## 2. PERSONAL INFORMATION

When you use Dponlinesales.com we may collect information such as your name, your company name, your address including city state and the zip code, your email address, a reply email address, your telephone number, the date and time of your visit, your internet protocol (“**IP**”) address, browser type, browser language, operating system, domain names, access times, referring web sites, links and areas accessed, logs, mobile telephone identifier number, server response times, payment information including credit card number, bank account number, your billing addresses and location address, the kinds of products and services you have inquired about used or purchased from us, search results and search terms, usage, preferences, interests, favorites, page views, online or offline behavior of our users as such may relate to Dponlinesales.com and/or any other information in connection with any of the products and services we provide (collectively “**Personal Information**”). We may compile, analyze and delete Personal Information at any time and without notice. We may also retain Personal Information even after you stop being a user of ours in order to maintain the integrity of our database. If you choose not to provide Personal Information when requested, you may not be able to use Dponlinesales.com.

## 3. RIGHT TO PERSONAL INFORMATION

By providing us with Personal Information, you expressly consent to the use of the Personal Information in accordance with the terms of this Privacy Policy and give us a perpetual, transferable, licensable, sub-licensable, assignable, sellable, royalty-free, worldwide right and license to any Personal Information you are the rightful owner or licensee of. In the event we sell all or a portion of our business and/or assets, we reserve the right to transfer Personal Information to the purchaser as part of that acquisition.

## 4. VERIFICATION

For your protection and to assist us in preventing fraud and unauthorized use, we reserve the right to verify certain Personal Information.

## **5. SAFEGUARDING YOUR INFORMATION; PASSWORDS AND USER NAMES**

We take strong precautions to protect your Personal Information. Your data is stored in password-controlled servers with limited access. When you place orders online that include payment information you will be utilizing a secure server layer (“SSL”) that encrypts the data before it's sent over the Internet.

You should be mindful of disclosing your Personal Information in areas of Dponlinesales.com that may be accessible by others. It is your responsibility to monitor your account. You may not share any passwords or user IDs of Dponlinesales.com. If you suspect that your Personal Information, password or user ID have been compromised you must notify us immediately in writing. Contact information is provided below.

Your use of Dponlinesales.com may also be subject to other third party policies that may differ materially from this Privacy Policy. We are not responsible for such policies and it is your responsibility to make yourself familiar with them.

## **6. DISCLOSURE TO THIRD PARTIES**

We do not share Personal Information with third parties except to the extent necessary to fulfill or verify an order or as may be required to best provide our products and/or services. We will only provide those third parties Personal Information they need to deliver the service and/or product.

We will disclose your personal information, without notice, if such disclosure is necessary to: (i) satisfy any applicable law, regulation, legal process or enforceable governmental request; (ii) enforce applicable terms of use or other contract rights, including investigation of potential violations thereof or protect and defend the rights or interests of DP, (iii) detect, prevent, or otherwise address fraud, security or technical issues (including but not limited to the abuse of our services by spamming, use of our services to attack other systems or to gain unauthorized access to any other system), or (iv) protect against imminent harm to the rights, property or safety of DP, our employees, our users or the public.

## **7. ACCESS TO PERSONAL INFORMATION**

You may review and update your Personal Information at any time by contacting us at the email address below.

## **8. USE OF HTML AND FLASH COOKIES AND BEACONS**

Like most websites and other online venues, Dponlinesales.com may use HTML, cookies, Flash cookies and/or beacons to assist us in making your online experience more individualized and to improve and/or to prevent abuse of our products and/or services.

A cookie is a file that is placed in the memory or storage of your device by a server. Cookies are used for convenience and to save you time when you visit our website or use our services repeatedly. The purpose of a cookie is to tell the server that you have returned to a specific page and/or are using a certain service again in order to personalize your experience. Information gathered through cookies and web server logs may include, but not limited to, the date and time of visits, the pages viewed, time

spent using our service, and the web sites visited just before and just after you used Dponlinesales.com. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and you have the ability to accept or decline Cookies. Most web browsers and Flash players automatically accept cookies, but you can usually modify your browser setting to decline cookies. You may also modify the cookie settings in the Flash player control panel. If you choose to accept cookies from us, you may also choose to be logged into our system automatically. If you choose to decline cookies, you may not be able to fully experience the interactive features of the products and services we offer and may experience technical problems receiving certain information and accessing certain features and services. We may use cookies without any additional notice to you. In some instances, a flash cookie can re-populate a HTML cookie even after the HTML cookie was deleted.

A beacon is a tiny image file used to monitor your journey around a single website or a collection of websites. Beacons are commonly used by websites and advertising networks to monitor traffic. Generally, any electronic image, as part of a web page including banner ads, can act as a web beacon. Beacons may be used in conjunction with cookies to understand how visitors interact with the services, pages and content on a website.

## **9. COMMUNICATION WITH YOU**

We will not use your email address to send any unsolicited materials unless we believe such emails are relevant to products and services that are of interest to you. If you prefer us not to contact you for such purposes, please write to us at the email address below.

## **10. INFORMATION ON MINORS**

You are of the age of majority in the state and country where you reside. If you are under the age of majority, you may NOT use Dponlinesales.com. In the event any information has been mistakenly collected on a minor 13 years or younger, such information will be immediately deleted upon written notice at the email address below.

## **11. PRIVACY POLICY UPDATES AND CHANGES**

We are dedicated to continually improve Dponlinesales.com and because of these improvements we reserve the right to change, modify, add, or remove portions of this Privacy Policy at any time simply by posting the revised Privacy Policy on Dponlinesales.com, and without any other notice to you. The revised Privacy Policy will become effective immediately upon its posting. By visiting Dponlinesales.com, you hereby acknowledge that your visit and/or use now and any dispute that may have arisen over privacy in the past or in the future is subject to the most current Privacy Policy in effect. We encourage you to review our Privacy Policy whenever you use Dponlinesales.com to make sure you always understand how your Personal Information may be used.

## **12. APPLICABILITY**

This Privacy Policy is subject to the terms contained in the Dponlinesales.com User Agreement Website Terms of Use that can also be found on Dponlinesales.com and may be subject to the terms contained in the terms of use of third parties.

### **13. DISCLAIMER**

DP IS NOT RESPONSIBLE FOR ANY PERSONAL INFORMATION THAT MAY BECOME PUBLIC AS A RESULT OF ANY FAILURE OF OUR EQUIPMENT, SOFTWARE OR THE EQUIPMENT OR SOFTWARE OF, INCLUDING BUT NOT LIMITED TO, OUR USERS, PROVIDERS OR THIRD PARTIES OR AS A RESULT OF ANY ACTION OR INACTION INTENTIONAL OR NOT BY OUR PERSONNEL, STAFF, EMPLOYEES, USERS OR THE PERSONNEL, STAFF, EMPLOYEES OR USERS OF OUR PROVIDERS OR THIRD PARTIES.

### **14. MISCELLANEOUS**

This Privacy Policy contains the final and entire agreement between us regarding our privacy policies and supersedes all previous and contemporaneous oral or written agreements. If any part of this Privacy Policy is held invalid or unenforceable, that portion shall be construed in a manner consistent with applicable law to reflect, as nearly as possible, the original intentions of the parties, and the remaining portions shall remain in full force and effect and binding to the benefit of DP. This Privacy Policy shall be construed in accordance with the laws of the State of Kentucky without regard to its conflict of laws rules. Venue for any legal action shall be with the courts located in Bourbon County, Kentucky. No waiver by either party of any breach or default hereunder shall be deemed to be a waiver of any preceding or subsequent breach or default. This Privacy Policy is personal to you and you may not assign your rights or obligations under it to anyone else. The section headings used herein are for convenience only and shall not be given any legal import. DP may freely assign this Agreement without consent or prior notice.