



1. General. SHOWoff.com, Inc. ("SHOWoff") is committed to protecting your privacy when you visit SHOWOff.com or use our ShowOff iPhone applications or any of our other services (collectively, "Services") as further outlined in this policy. As a condition of using the Services, you agree to provide SHOWoff with certain contact information, including without limitation your full name, postal address, phone number and email address as well as your computer's unique IP address (if any), and certain information about you that may be available to us from your profile on third party services that you connect to and use through our Service, such as Facebook and Twitter, for example, as well as information about how you use our service. Please note that nowhere within the Services do we knowingly collect contact information or financial information from children under the age of 14. Please review this privacy policy periodically as we may update it from time to time. Each time you use the Services or provide us with information, you are accepting and agreeing to the provisions of this privacy policy. By using the Services you are expressly and affirmatively consenting to our use and disclosure of the information that you provide, and consenting to receive emails, as described in this privacy policy.

2. Changes to Privacy Policy. This policy may be revised over time as new features are added to our Services or as we incorporate suggestions from our users. If we are going to use or disclose your personally identifiable information in a manner materially different from that stated at the time we collected the information, you will have a choice as to whether or not we use or disclose your information in this new manner.

3. How Your Information is Used

Order and Payment Processing, Customer Service, Credit Card Issuers and Quality Assurance: We do not collect or process financial information. Any commercial transactions conducted by you using our services shall be intermediated by third party providers and their financial processing affiliates.

Contacting You for Offers and Promotions: You agree, in consideration for the use of the Services, to allow SHOWoff to use your contact and demographic information to send you marketing and promotional materials. SHOWoff may also send you marketing and promotional materials that promote third party products. SHOWoff will not rent or sell your personal information for use by third parties. The materials SHOWoff may send you may include without limitation newsletters providing you with additional information on how to use the Services and promotional offers for goods and services from SHOWoff or third parties.

Use of Demographic Information: SHOWoff may use your demographic information to perform business analyses or to tailor our Services and communications to your interests. We may share anonymous, aggregated demographic information with advertisers and other third parties so that they can tailor their advertisements and communications to the appropriate audience. Any time that we are not disallowed under

this privacy policy to share your contact information, we may also share your demographic information along with it.

4. Disclosure to Governmental Entities SHOWoff may disclose specific contact information when we determine that such disclosure is necessary to comply with any applicable law or any judicial or governmental order, to cooperate with or seek assistance from law enforcement or to protect the interests or safety of SHOWoff or other users of the Services. Also, your contact information may be passed on to a third party in the event of a merger, acquisition, consolidation, divestiture, or a bankruptcy of SHOWoff or the Services.

5. Use of Cookies and Other Site Tracking Data

Cookies: A "cookie" is a small file that we may save on your computer's hard drive that contains non-personal information. These cookies help to give you faster access to pages you have already visited. They also allow you to customize your pages, and optimize your experience at our sites. We may also use cookies to help us figure out how many people visit our sites, which of our web pages they visit, and how long they stay there. This information helps us figure out which of our web features are highly successful and which sites might need improvement. You can disable cookies on your computer by indicating this in the preferences or options menus in your browser. Most browsers accept cookies automatically, but allow you to disable them. Disabling cookies may prevent you from properly using the Services or accessing the site.

Session IDs: "Session IDs" allow us to identify a particular user across multiple web page requests. This Session ID is maintained within your cookie file, where possible. If cookies are not enabled, or if your internet browser program does not support cookies then we may place the Session ID in the requested web page. This allows you to avoid having to continually re-enter certain information such as account name and password for every web page request. This Session ID expires whenever you close your internet browser.

Web Site Tracking, Reporting: Some of our web pages may also contain the means to allow us to gather only non-personally identifiable traffic statistics and other aggregate information about visitors to our sites. SHOWoff (through itself or third parties) collects and accumulates anonymous data that helps us understand and analyze the experience of people visiting our web sites and, along with other information you provide, customize your future visits and improve our web sites. For example, we may capture data on the type of browser used, operating system software, cookie preferences (whether you have them turned on or off), and search engine keywords (what keywords did a you use to get to our site). We also record number of visits, paths taken, and time spent on sites and pages within SHOWoff 's web sites. None of this information is personally identifiable and we only distribute this information to internal staff at SHOWoff.

IP Address: Each time you visit our sites, we may automatically collect your IP address and the web page from which you came. In order to administer and optimize our sites

for you and to diagnose problems with our sites, we use your IP address to help identify you and to gather demographic information about you.

Banner Ads: The Services may include the use of ad banner partners for the serving or targeting of ads, promotions, and other marketing messages. These ads may be provided, in some cases, by a third party ad service provider. The ad service provider may place or utilize their own unique cookie on your browser, and may use non-personally identifiable information about your visit to our sites, such as the number of times you have viewed the ad. SHOWoff is not responsible for the collection of these cookies and is not responsible for the actions of the ad service providers. SHOWoff does not sponsor, endorse or guarantee any products or services advertised by third parties on its site.

Ad service provider companies may use information (not including your name, address, email address or telephone number) about your visits to this and other web sites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, click here:

http://networkadvertising.org/consumer/opt_out.asp

Direct Linking URLs or Hotlinking: In order to provide more relevant advertising and monitor user bandwidth usage SHOWoff may gather data from the referrer logs that identify where and how frequently images being hosted by SHOWoff are being displayed on third party sites.

6. **Information from Other Sites** SHOWoff may place links to other web sites operated by other parties and from time to time may include information and links to third party web sites in our promotional email. Some of these other web sites contain our brand names and trademarks and other intellectual property that we own; others do not. When you click on these links and visit these other web sites, regardless of whether or not they contain our brand names, trademarks and other intellectual property, you need to be aware that we do not control these other web sites or these other web sites' business practices, and that this privacy policy does not apply to these other web sites. Consequently, the operators of these other web sites may collect different kinds of information about you, and may use and disclose that information in different ways than we would if it were collected on the Site. We encourage you to review their privacy policies and remind you that we will not be responsible for their actions.

7. **Non-US Users** If you are not a resident of the United States, you understand and agree that SHOWoff stores and processes your information on computers located in the United States, and by providing any data to SHOWoff, you consent to the transfer of such information to our servers in the United States.

8. **Security Precautions** SHOWoff has security measures in place to help protect against the loss, misuse and alteration of the information under our control. We use secure socket layer (SSL) technology to help protect the security of commerce transactions. We encrypt your contact information and financial information as it travels

over the Internet and we store your financial information on our servers in encrypted form. Your information may be transferred to and maintained in whole or in part on computer networks that may be located outside of the state, province, country or other governmental jurisdiction in which you reside, and may be stored on equipment or in facilities leased or licensed from third parties. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information and make commercially reasonable efforts to do so, SHOWoff cannot ensure or warrant the security of any information you transmit to us, which you therefore do at your own risk. Once we receive your transmission, however, we make commercially reasonable efforts to ensure its security on our systems. This privacy policy does not apply to any information, including photographs, that you submit for use in publicly available areas. We ask that you do not submit any personal information, including contact information or financial information, for display in public areas, as other people who use the Services will see it. If you submit such information for display in public areas, SHOWoff cannot prevent it from being used in a manner that violates the law, your personal privacy or your safety. By submitting such information for display in public areas, you assume the risks and sole liability arising as a result of such information being displayed.

9. How to Contact Us If you have any questions regarding this privacy policy or information that you have submitted to us you can contact us at:
welcome@showoff.com