

Now That's Impressive - Privacy & Security Policy

This privacy policy is intended for all users of the **Now That's Impressive** Website.

Now That's Impressive is dedicated to respecting and protecting the privacy of our customers. All information you provide, such as E-mail addresses or any additional personal information on or through any forms found on our site, will be used solely to support your relationship with **Now That's Impressive**. We strive to develop innovative methods to better serve our users. Our services are designed and operate with the protection of your privacy in mind. This Privacy Policy outlines the types of personal information we gather when you use **Now That's Impressive** services, as well as some of the steps we take to safeguard it.

By visiting this Website you agree to be bound by the terms and conditions of this Privacy Policy. If you do not agree please do not use or access our services.

This privacy policy addresses the following areas:

- What personally identifiable information **Now That's Impressive** collects.
- What personally identifiable information third parties collect through the Website?
- What organization collects the information?
- How **Now That's Impressive** uses the information.
- With whom **Now That's Impressive** may share user information.
- What choices are available to users regarding collection, use and distribution of the information?
- What types of security procedures are in place to protect the loss, misuse or alteration of information under the control of Now That's Impressive.
- How users can correct any inaccuracies in the information.
- If users have questions or concerns regarding this statement, they should contact **Now That's Impressive** at customerservice@nowthatsimpressive.com. Any violation of this privacy policy will lead to suspension of user privileges and permanent removal from access to this Website.

Information Collection

Now That's Impressive is the sole owner of the information collected on our site. **Now That's Impressive** collects and monitors information from our users at several different points on our Website.

Registration

In order to use the services offered on our Website, a user must first complete the registration form. During registration a user is required to disclose contact information (such as name and email address). If offered, it is optional for the user to disclose demographic information (such as income level and gender), and unique identifiers (such as a username). We do encourage full disclosure of these details in order for **Now That's Impressive** to provide a more customized experience on our site.

While **Now That's Impressive** exercises all due caution to protect your privacy, **Now That's Impressive** will not be held responsible for parties who attempt to illegally access our Website and intercept or access transmissions or private communications.

Unless described otherwise in this privacy policy, **Now That's Impressive** will not sell any information. All information collected by **Now That's Impressive** will be used solely by **Now That's Impressive** to deliver targeted newsletters and advertisements.

Information Use - "Profiles"

Now That's Impressive stores information collected through cookies, log files and/or third interests in your user profile. A profile is stored information that we keep on individual users detailing specific viewing preferences. Subsequently, this collected information is linked to users' personally identifiable information, which allows for direct and pertinent marketing promotions to you and helps us improve site content for the user. **Now That's Impressive** does not share your profile with other third parties, unless specifically mentioned elsewhere in this policy.

Cookies

A cookie is a piece of data stored on the user's computer tied to information about the user. We may use both session ID cookies and persistent cookies. For the session ID cookie, once users close the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions. Cookies, if used, will be used on **Now That's Impressive** to remember and recall login names, login information, previous purchases, potential purchases, as well as other items to help us better understand users' needs. By setting a cookie on our site, users would not have to log in a password more than once, thereby saving time while on our site. If users reject the cookie, they may still use **Now That's Impressive**. The only drawback to this is that the user will be limited in some areas. Persistent cookies enable us to track and target the interests of our users to enhance the experience on our site. For more details, see the above "Profile" section. We have no control over any third party that may also use cookies to store personal information. However, we do not provide this information to any third party.

Log Files

Like most standard Website servers we may use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, site administer, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information.

Sharing

Legal Disclaimer

Though we exercise all due caution to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such

action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Website. This includes, but is not limited to, any defense to any claim in which **Now That's Impressive** is a defendant, to assist in any investigations by law enforcement agencies, or violations of any **Now That's Impressive** policy.

Aggregate Information (non-personally identifiable)

While **Now That's Impressive** will not rent, sell or share your information in general, there are certain instances when your information may be used. **Now That's Impressive** does share aggregated demographic information and in some cases your e-mail address with others. This is how your information will be shared:

If **Now That's Impressive** merges with another company, this aggregate information will be shared with the merging company. These are the instances in which we will share users' personal information: As agreed to at the various sections under **Now That's Impressive**; **Now That's Impressive** does not rent, sell, or share personal information about you with other people or nonaffiliated companies except under the following circumstances:

- We have your consent.
- We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims;
- We provide such information to trusted businesses or persons for the sole purpose of processing personally identifying information on our behalf. When this is done, it is subject to agreements that oblige those parties to process such information only on our instructions and in compliance with this Privacy Policy and appropriate confidentiality and security measures.
- We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of **Now That's Impressive** terms of use, or as otherwise required by law; We transfer or lease information about you if **Now That's Impressive** is acquired by or merged with another company. In this event, **Now That's Impressive** will notify you before information about you is transferred and becomes subject to a different privacy policy; we do not support any illegal use of your private information and will make every effort to stop such practices in order to protect your privacy.
- Business Transitions: In the event **Now That's Impressive** goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information will, in most instances, be part of the assets transferred. Users will be notified via e-mail, as well as with a prominent notice on our Website for at least 30 days prior to a change of ownership or control of their personal information. If as a result of the business transition, the users' personally identifiable information will be used in a manner different from that stated at the time of collection they will be given choice consistent with our notification of changes section.

Links

This Website may contain links to other sites. Please be aware that we, **Now That's Impressive**, are not responsible for the privacy practices of sites other than our own. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every Website that collects personally identifiable information. This privacy statement applies solely to information collected by this Website. **Now That's Impressive** may have co-branding and/or framing relations with other companies. In this case, you should be familiar with the privacy policies of both companies, since you may be subject to each of them.

Security

Notification of Changes

If we decide to change our privacy policy, changes will be posted to this privacy statement so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. **Now That's Impressive** will use information in accordance with the privacy policy under which the information was collected. If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection, users will be notified via e-mail. Users will then be presented with a choice as to whether or not we become authorized to use their information in this different way. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will notify you of this change via email (who have opted to receive email notifications). In some cases, if we decide post a notice we will also email users (who have opted to receive communications from **Now That's Impressive**), notifying them of the changes in our privacy practices.

Now That's Impressive and its affiliates maintain professional standards and have a high quality of respect for our retailers as well as our guest and affiliates.