MELMARK, INC.

PRIVACY POLICY
Last modified: May 21, 2015

INTRODUCTION

Melmark, Inc. (the "Company" or "We") respects your privacy and is committed to protecting your privacy through this Privacy Policy ("Policy").

This Policy describes our information practices for the websites www.Melmark.org and https://ecomm.melmark.org/, and all associated webpages (our "Website"), and our practices for collecting, using, maintaining, protecting and disclosing that information through the Website.

Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using the Website, you agree to this Policy.

INFORMATION WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

We collect the following types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, date of birth, gender, postal address, e-mail address, telephone number, payment information, such as credit card information, invoice numbers, or any other identifier by which you may be contacted online or offline ("personal information"); and
- That does not personally identify you, such as information about your internet connection, the equipment you use to access our Website, your IP address, or Website usage details.

On the Website we collect this information:

- Directly from you when you provide it to us;
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses and information collected through cookies, web beacons, or other collection technologies; and
- From third parties, for example, our business partners.
INFORMATION YOU PROVIDE TO US.

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on the Website. We may also ask you for information when you enter a contest or promotion sponsored by us, or when you report a problem with our Website.
- Records and copies of your correspondence, if you contact us.
- Your responses to surveys that we might ask you to complete.
- Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide credit card information before placing an order through our Website.

INFORMATION WE COLLECT THROUGH AUTOMATIC DATA COLLECTION TECHNOLOGIES.

As you navigate through and interact with our Website, we may use automatic data collection technologies ("collection technologies") to collect certain information about your equipment, browsing actions, and patterns. We use first and third party collection technologies to gather information when you use the Website. The collection technologies we use may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept certain browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website.

- **Web Beacons.** Pages of the Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or viewed our emails and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We use collection technologies to administer the Website, to monitor traffic and how the Website is used, to respond to problems, to facilitate our e-commerce offerings, for analytics purposes, and to measure the effectiveness of our marketing campaigns. The first and third party collection technologies we use do not collect personal information automatically, but we may tie information collected from collection technologies to personal information about you that we collect from other sources or you provide to us.
**Do Not Track.** Our first party collection technologies do not track users over time and across third party websites. These first party tracking technologies do not respond to browser Do Not Track signals.

**HOW WE USE YOUR INFORMATION COLLECTED FROM OUR WEBSITE.**

The information we collect helps us to improve our Website and to deliver a better and more personalized experience. We use information that we collect about you or that you provide to us, including, but not limited to, any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us or that we believe may be of interest to you.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website, or any products or services we offer or provide through them.
- To allow you to participate in interactive features on our Website.
- To estimate our audience size and usage patterns.
- To recognize you when you use the Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

**DISCLOSURE OF YOUR INFORMATION**

We may disclose aggregated anonymous information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this Policy:

- To our subsidiaries and affiliates.
- To contractors, service providers and other third parties we use to support our business and who are bound by contractual obligations
to keep personal information confidential and use it only for the purposes for which we disclose it to them.

To fulfill the purpose for which you provide it.

For any other purpose disclosed by us when you provide the information or with your consent.

To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of Melmark, Inc.’s assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Melmark, Inc. about our Website users is among the assets transferred.

We may also disclose your personal information:

To comply with any court order, law, or legal process, including to respond to any government or regulatory request.

To enforce or apply our Terms of Use, www.melmark.org/terms-of-use, and other agreements, including for billing and collection purposes.

If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Melmark, Inc., our customers, or others. This may include exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

DATA SECURITY

We have implemented reasonable security measures designed to protect your personal information. The safety and security of your information also depends on you. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk, including through the use of e-mail. Be sure to sign off when finished using a shared computer. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.
**LINKS TO OTHER WEBSITES**

The Website may contain links to other sites and resources provided by third parties. We have no control over the contents of those sites or resources or their information collection practices. You should review these third party websites' privacy policies.

**CHILDREN UNDER THE AGE OF 13**

Our Website is intended for adults who are 18 years of age or older. Our Website is not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on our Website, make any purchases through the Website or provide any information about yourself to us, including your name, address, telephone number, e-mail address or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at webmaster@melmark.org.

**CHANGES TO OUR PRIVACY POLICY**

We may update this Policy at any time, and any changes will be effective immediately upon the posting of the revised Policy. Your continued use of the Website constitutes your consent to these changes. Please check back here regularly for any updates.

**CONTACT INFORMATION**

To ask questions or comment about this Policy and our privacy practices, contact us at: webmaster@melmark.org.