

HEARTFUL.LY, Inc. Website Privacy Policy

EFFECTIVE DATE: [March 1, 2015]

Heartful.ly, Inc. (“Heartful.ly”) recognizes the importance of privacy. In this Privacy Policy (“Policy”), we describe how we collect, use, and disclose information that we obtain about visitors to our website www.heartful.ly (the “Site”) and the services available through our Site (collectively, the “Services”).

By visiting the Site, or using any of our Services, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and our Terms of Use (“Terms”), including its applicable limitations on damages and the resolution of disputes. The [Heartful.ly](#) Terms are incorporated by reference into this Policy.

Information We Collect About You

We may collect information about you directly from you and from third parties, as well as automatically through your use of our Site or Services.

Information We Collect Directly From You. All visitors to our Site may browse the Site without registering for our Services. To register for an account you must provide your first and last name, email address, zip code, and password. We also may collect additional optional information from you, including the first and last name of your co-registrant, wedding date, wedding size, phone number, mailing address, a personal profile image, banner image(s), registry profile image, and a unique registry URL (e.g., <http://heartful.ly/jane-and-john>). We will also collect any other information that you voluntarily provide to us (e.g., if you email us with an inquiry, respond to a survey, or provide us with your credit or debit card information and billing address in order to make a donation through our Services).

Information We Collect Automatically. We may automatically collect information, such as the following, about your use of our Site or Services through cookies, web beacons, and other technologies: domain name; browser type and operating system; web pages you view; links you click; IP address; when and the length of time you visit our Site and or use our Services; and the referring URL, or the webpage that led you to our Site. We may combine this information with other information that we have collected about you, including, where applicable, your user name, name, and other personal information.

Using Your Information

We use your information, including your personal information, for the following purposes:

- To provide our Services to you, to communicate with you about your use of our Services, to respond to your inquiries, to fulfill your orders, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to offer personalized help and instructions, and to otherwise personalize your experiences while using our Site or Services.
- To provide you with news and newsletters, special offers, and promotions; to contact you about products or information we think may interest you, such as progress updates on projects associated with our Site; and for other marketing, advertising and promotional purposes. We also may use the

information that we learn about you to provide ads targeted to you and to assist us in advertising our Services on third-party websites.

- To better understand how users access and use our Site and Services, both on an aggregated and individualized basis, to respond to user desires and preferences, and for other research and analytical purposes.
- To comply with applicable legal obligations.

Disclosing Your Information

We may disclose your information, including personal information, as follows:

- **Heartful.ly Users.** Your name and any other information that you post to our Site, through a registry or otherwise, including, without limitation, comments, photos, biography, registry items, and other text may become available to, and searchable by, all users of the Site and Services.
- **Partner Non-Profits.** If you consent, we may disclose your name and contact information with any non-profit that you choose to support through Heartful.ly.
- **Social Media Platforms.** If you choose to share your purchases or registry on a social media platform (e.g., if you pin a purchase to Pinterest), we will disclose the information you choose to share with that social media platform.
- **Affiliates.** We may disclose the information we collect from you to our affiliates or subsidiaries for research, marketing, and other purposes consistent with this Policy.
- **Service Providers.** We may disclose the information we collect from you to our vendors, service providers, contractors, agents, or others who perform functions on our behalf or in association with the project with which you associate your registry.
- **Business Transfers.** We may disclose your information to another entity if we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding.
- **In Response to Legal Process.** We may disclose your information in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a subpoena.
- **To Protect Us and Others.** We also may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which Company is involved.
- **Aggregate and De-Identified Information.** We may disclose aggregate or de-identified information about users with third parties for marketing, advertising, research, or similar purposes.

Cookies and Other Tracking Mechanisms

We and our service providers use cookies and other tracking mechanisms to track information about your use of our Site or Services. We or our service providers may combine this information with other personal information we collect from you.

Do Not Track. Our Site does not recognize browser “do-not-track” requests, but we do not track your activities once you leave our Site. You may disable certain tracking as discussed in this section (e.g., by disabling cookies).

Cookies. We or our service providers may use cookies to track visitor activity on our Site. A cookie is a text file that a website transfers to your computer's hard drive for record-keeping purposes. We or our service providers may use cookies to track user activities on our Site, such as the pages visited and time spent on our Site. Most browsers allow users to refuse cookies. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site who disable cookies may not be able to browse certain areas of the Site.

Clear GIFs, pixel tags and other technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (also known as web beacons, web bugs or pixel tags) in connection with our Site to, among other things, track the activities of Site visitors, help us manage content, and compile statistics about Site usage. We and our service providers may also use clear GIFs in HTML emails to our customers, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

Third-Party Analytics. We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site and Services. We use these tools to help us improve our Site, Services, performance, and user experiences. These entities may use cookies and other tracking technologies to perform their services.

Third-Party Ad Networks

We may use third parties such as network advertisers to display advertisements on our Sites, to assist us in displaying advertisements on third party websites, and to evaluate the success of our advertising campaigns. Network advertisers are third parties that display advertisements based on your visits to our Site as well as other websites. This enables us and these third parties to target advertisements by displaying ads for products and services in which you might be interested. Third party ad network providers, advertisers, sponsors and/or traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other technologies to measure the effectiveness of their ads and to personalize advertising content to you. These third party cookies and other technologies are governed by each third party's specific privacy policy, not this one. We may provide these third-party advertisers with information about your usage of our Site and our services, as well as aggregate or non-personally identifiable information about visitors to our Site and users of our service.

You may opt-out of many third-party ad networks, including those operated by members of the Network Advertising Initiative ("NAI") and the Digital Advertising Alliance ("DAA"). For more information regarding this practice by NAI members and DAA members, and your choices regarding having this information used by these companies, including how to opt-out of third-party ad networks operated by NAI and DAA members, please visit their respective websites: www.networkadvertising.org/optout_nonppii.asp (NAI) and www.aboutads.info/choices (DAA).

Opting out of one or more NAI member or DAA member networks (many of which will be the same) only means that those members no longer will deliver targeted content or ads to you. It does not mean you will no longer receive any targeted content or ads on our Site or other websites. You may continue to

receive advertisements, for example, based on the particular website that you are viewing. Also, if your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer or change web browsers, your NAI or DAA opt-out may no longer be effective. Additional information is available on NAI's and DAA's websites accessible by the above links.

User Generated Content

We invite you to post content on our Site, including your registry items, comments, pictures, and any other information that you would like to be available on our Site. If you post content to our Site, all of the information that you post will be available to all visitors to our Site. If you post your own content on our Site or Services, your posting may become public and we cannot prevent such information from being used in a manner that may violate this Policy, the law, or your personal privacy.

Third-Party Links

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy but instead is governed by the privacy policies of those third-party websites. We are not responsible for the information practices of such third-party websites.

Security of My Personal Information

We have taken steps to protect the information we collect about you from loss, misuse, unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee 100% security.

You should take steps to protect against unauthorized access to your password and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

Your Choices

You may modify personal information that you have submitted by logging into your account and updating your profile information. Please note that copies of information that you have updated, modified, or deleted may remain viewable in cached and archived pages of the Site for a period of time.

We may send periodic promotional or informational emails to you. You may opt out of such communications by following the opt-out instructions contained in the email. Please note that it may take up to ten (10) business days for us to process opt-out requests. If you opt out of receiving emails about recommendations or other information we think may interest you, we may still send you emails about your account or any Services you have requested or received from us.

Children Under 13

As noted in our Terms of Use, our Services are not intended for children under thirteen (13). If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

Contact Us

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact us at info@heartful.ly.

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site.