

## **Cotton Babies Privacy Policy**

Cotton Babies, Inc. (“Cotton Babies”) is committed to protecting your privacy. This Privacy Policy describes Cotton Babies’ practices in connection with the information that we collect through our websites or mobile applications owned and controlled by Cotton Babies as well as offline where notice is legally required. By providing personal information to Cotton Babies, you agree to this Privacy Policy.

### **Collection of Your Personal Information**

At some Cotton Babies sites, we ask you to provide personal information, such as your e-mail address, name, home or work address, or telephone number. We may also collect demographic information, such as your ZIP code, age, gender, preferences, interests, and favorites. If you choose to make a purchase, we will ask for additional information, such as your credit card number and billing address, which is used to process your order. In order to access some Cotton Babies services, you will be asked to sign in with an e-mail address and password. By signing in on one Cotton Babies’ site or service, you may be automatically signed into other Cotton Babies’ sites and services.

We may collect information about your interaction with Cotton Babies sites and services. For example, we may use Web site analytics tools on our site to retrieve information from your browser, including the site you came from, the search engine(s) and the keywords you used to find our site, the pages you view within our site, your browser add-ons, and your browser’s width and height. We may also use technologies, such as cookies, to collect information about the pages you view, the links you click, and other actions you take on our sites and services. Additionally, we collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type and language, access times, and referring Web site addresses. We also may deliver advertisements and utilize Web site analytics tools (see the Display of Advertising section below).

When you receive newsletters or promotional e-mail from Cotton Babies, we may use customized links, or similar technologies to determine whether the e-mail has been opened and which links you click in order to provide you more focused e-mail communications or other information.

In order to offer you a more consistent and personalized experience in your interactions with Cotton Babies, information collected through one Cotton Babies service may be combined with information obtained through other Cotton Babies services. We may also supplement the information we collect with information obtained from other companies. For example, we may use services from other companies that enable us to derive a general geographic area based on your IP address in order to customize certain services to your geographic area.

### **Use of Your Personal Information**

Cotton Babies collects and uses your personal information to operate and improve its sites and services. These uses may include providing you with more effective customer service; making the sites or services easier to use by eliminating the need for you to repeatedly enter the same information; performing research and analysis aimed at improving our products, services, and technologies; and displaying content and advertising that are customized to your interests and preferences. For more information about the use of information for advertising, see the Display of Advertising section below.

We also use your personal information to communicate with you. We may send certain mandatory service communications such as welcome letters, order-related communications, information on technical service issues, and security announcements. Some Cotton Babies services may send periodic correspondence that are considered part of the service. Additionally, with your permission, we may send you information about other Cotton Babies products and services.

## **Sharing of Your Personal Information**

Except as described in this policy, we will not disclose your personal information outside of Cotton Babies and its controlled subsidiaries and affiliates without your consent. See the Communication Preferences section below for more information.

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing customer support, hosting websites, processing transactions, or performing statistical analysis of our services. Those service providers will be permitted to obtain only the personal information they need to deliver the service. They are required to maintain the confidentiality of the information and are prohibited from using it for any other purpose. However, for credit card processing, our fraud detection vendors may use aggregate data to help improve their service. This helps them more accurately detect fraudulent uses of credit cards. We may access or disclose information about you, including the content of your communications, in order to: (a) comply with the law or respond to lawful requests or legal process; (b) protect the rights or property of Cotton Babies or our customers, including the enforcement of our agreements or policies governing your use of the services; or (c) act on a good faith belief that such access or disclosure is necessary to protect the personal safety of Cotton Babies employees, customers, or the public. We may also disclose personal information as part of a corporate transaction such as a merger or sale of assets.

## **Accessing Your Personal Information**

You might have the ability to view or edit your personal information online. In order to help prevent your personal information from being viewed by others, you will be required to sign in with your credentials (e-mail address and password). The appropriate method(s) for accessing your personal information will depend on which sites or services you have used.

- **Cottonbabies.com** - You can access and update your profile on cottonbabies.com by visiting the [Cottonbabies.com Profile Center](#).
- **Cotton Babies Billing and Account Services** - If you have a Cotton Babies Billing account, you can add to or update your information at the [Cotton Babies Billing Web site](#) by clicking on the “Personal Information” or “Billing Information” links.

Some Cotton Babies sites or services may collect personal information that is not accessible via the links above. However, in such cases, you may be able to access that information through alternative means of access described by the service. Or you can write us by using our [Web form](#), and we will contact you within 30 days regarding your request.

## **Communication Preferences**

You can stop the delivery of future promotional materials from Cotton Babies sites and services by following the specific instructions in the materials you receive or by contacting us via e-mail at [contactus@cottonbabies.com](mailto:contactus@cottonbabies.com).

This choice does not apply to the display of online advertising. Nor does it apply to the receipt of mandatory service communications that are considered part of certain Cotton Babies services, which you may receive periodically unless you cancel the service.

## **Display of Advertising**

Many of the Web sites and online services we offer, as well as those of our partners, are supported by advertising. Through the Cotton Babies Advertising Platform, we may display ads on our own sites and the sites of our advertising partners.

When we display online advertisements to you, we will place one or more persistent cookies on your computer in order to recognize your computer each time we display an ad to you. The cookies we use for advertising have an expiry date of no more than 2 years. Because we may serve advertisements on many different Web sites, we are able to compile information over time about where you, or others who are using your computer, saw and/or clicked on the advertisements we display. We use this information to make predictions about your characteristics, interests, or preferences and to display targeted advertisements that we believe may be of interest to you. We may also associate this information with your subsequent visit, purchase, or other activity on participating advertisers' Web sites in order to determine the effectiveness of the advertisements.

While we may use some of the information we collect in order to personalize the ads we show you, we designed our systems to select ads based only on data that does not personally and directly identify you. For example, we may select the ads we display according to certain general interest categories or segments that we have inferred based on (a) demographic or interest data, including any you may have provided when creating an account (e.g. age, zip or postal code, gender), demographic or interest data acquired from other companies, and a general geographic location derived from your IP address, and (b) the pages you view and links you click when using Cotton Babies' and its advertising partners' Web sites and services. For more information about how we target ads, visit [Personalized Advertising from Cotton Babies](#).

Although the majority of the online advertisements on Cotton Babies sites are displayed by Cotton Babies, we also allow third-party ad serving companies, including other ad networks, to display advertisements on our sites.

### **Security of Your Personal Information**

Cotton Babies is committed to protecting the security of your personal information and information collected for advertising purposes. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, we store the personal information you provide on computer systems with limited access, which are located in controlled facilities. When we transmit highly confidential information (such as a credit card number or password) over the Internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

If a password is used to help protect your accounts and personal information, it is your responsibility to keep your password confidential. Do not share this information with anyone. If you are sharing a computer with anyone you should always log out before leaving a site or service to protect access to your information from subsequent users.

### **Collection and Use of Children's Personal Information**

Cotton Babies is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities. Cotton Babies does not target its Web sites or mobile applications to children less than thirteen (13) years of age or knowingly collect information from such children for the purpose of selling products or services. Cotton Babies may participate in select programs in support of schools and communities.

### **Use of Cookies**

Cotton Babies Web sites use "cookies" to enable you to sign in to our services and to help personalize your online experience. A cookie is a small text file that is placed on your hard disk by a Web page server. Cookies contain information that can later be read by a Web server in the domain that issued the cookie to you. Cookies cannot be used to run programs or deliver viruses to your computer.

One of the primary purposes of cookies is to store your preferences and other information on your computer in order to save you time by eliminating the need to repeatedly enter the same information and to display your personalized content and appropriate advertising on your later visits to these sites. Cotton Babies Web sites also use cookies as described in the Collection of your Information and Display of Advertising sections of this privacy policy.

When you sign in to a site using your Cotton Babies Network credentials, we store your unique ID number, and the time you signed in, in an encrypted cookie on your hard disk. This cookie allows you to move from page to page at the site without having to sign in again on each page. When you sign out, these cookies are deleted from your computer. We also use cookies to improve the sign in experience. For example, your e-mail address may be stored in a cookie that will remain on your computer after you sign out. This cookie allows your e-mail address to be pre-populated, so that you will only need to type your password the next time you sign in. If you are using a public computer or do not otherwise want this information to be stored, you can select the appropriate radio button on the sign-in page, and this cookie will not be used.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to sign in or use other interactive features of Cotton Babies sites and services that depend on cookies, and some advertising preferences that are dependent on cookies may not be able to be respected.

#### **Controlling Unsolicited E-mail (“Spam”)**

Cotton Babies is concerned about controlling unsolicited commercial e-mail, or “spam.” Cotton Babies will not sell, lease or rent its e-mail subscriber lists to third parties. While Cotton Babies continues to actively review and implement new technology, such as expanded filtering features, there is no currently available technology that will totally prevent the sending and receiving of unsolicited e-mail. Using junk e-mail tools and being cautious about the sharing of your e-mail address while online will help reduce the amount of unsolicited e-mail you receive.

#### **Enforcement of This Privacy Policy**

If you have questions regarding this policy, you should contact us by using our [Web form](#).

#### **Changes to This Privacy Policy**

We encourage you to periodically review this policy to be informed of how Cotton Babies is protecting your information.

#### **Contacting Us**

Cotton Babies welcomes your comments regarding this privacy policy. If you have questions about this policy, please contact us by using our [Web form](#). If you have a technical or general support question, please visit <http://support.cottonbabies.com> to learn more about Cotton Babies support offerings.

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