

PRIVACY POLICY

Sportifeye is committed to protecting the personal information of persons who visit and use sportifeye.com. This privacy statement applies to all information collected by the site or submitted for use in connection with the site and is part of the Terms and Conditions of use of the site.

Your access and use of the site indicates your agreement to the terms of this privacy policy and security statement, as posted each time you access the site. Please review this privacy and security statement periodically for changes. If at any time you do not agree to the terms of this statement, please exit the site.

The Personal Information Sportifeye Collects

On this site, qualified persons and entities may voluntarily order products, make requests for product information, or apply and register for certain memberships, programs or contests, as made available from time to time. For Sportifeye to process any such orders, requests or applications, you may have to provide specific personal information such as your name, email address, postal address, telephone number, credit/debit card information, password, credentials, and related information, as applicable. By voluntarily providing personal information to Sportifeye, you consent to the collection and use of the information by Sportifeye for the related activity and the other uses set forth hereinbelow.

How Sportifeye Uses Personal Information

Sportifeye uses personal information to carry out the purpose for which the information was provided; for example, providing product and service information, filling and shipping orders for products, mailing gifts cards, etc.

Sportifeye does not share personal information with third parties except to the extent necessary to (a) carry out the purpose for which the information was provided, such as fulfilling and shipping product (b) comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order, (c) protect against a threat of personal safety or property damage, (d) protect the security or integrity of this site, and (d) avoid legal liability. To the extent Sportifeye is compelled to disclose personal information, it will use commercially reasonable efforts to notify all affected persons unless doing so will violate the law or court order. Sportifeye encourages all of its business partners to adopt and adhere to standards of protection consistent with this policy.

PROMOTIONS AND OFFERS. Sportifeye may also use personal information to provide consumer product and safety information, updates on Sportifeye products and services, orders, sales, and advertising materials, catalogs, newsletters, and special offers.

ELECTRONIC MAIL ADVERTISEMENTS: Sportifeye will not use personal information to send electronic mail advertisements except to those recipients with whom Sportifeye has an existing business or personal relationship or who have expressly consented to the receipt of such advertisements.

BUSINESS TRANSFERS. In the future, Sportifeye may be sold or acquired along with its assets, or other business transactions may occur in which the personal information of customers is transferred along with other assets of the Company. Sportifeye will require that any such successors and assigns have appropriate physical, electronic, and managerial procedures to safeguard and secure

personal information.

You Can “Opt-Out” From Receiving Information

You may withdraw your consent (“opt-out”) from receiving any information, sales and promotions materials and/or special offers by simply contacting Sportifeye at info@sportifeye.com or by calling 1-800-776-7842 and requesting that no further information, materials or offers be sent to a specific postal address and/or email address. Sportifeye will honor and process all such requests within a commercially reasonable amount of time after receiving the request. **YOU CAN UPDATE YOUR PERSONAL INFORMATION**

You may update or delete your personal information from our site systems by contacting Sportifeye at info@sportifeye.com or by calling 1-800-776-7842. Sportifeye will honor and process all such requests within a commercially reasonable amount of time after receipt of the request.

PLEASE BE AWARE THAT IT MAY NOT BE TECHNOLOGICALLY FEASIBLE TO REMOVE EACH AND EVERY RECORD OF THE INFORMATION THAT YOU HAVE PROVIDED TO SPORTIFEYE IN ELECTRONIC FORM. Due to the nature of storage of electronic records, a copy of your personal information may exist in a backup system that is in non-erasable form or that is difficult or impossible to locate. Notwithstanding, Sportifeye promises to take all commercially reasonable steps to delete all personal information in active and readily accessible and searchable media after receiving a request to delete personal information.

The Non-Personal Information That is Collected – Use of “Cookies” and “Web Beacons”

Sportifeye or a third party sponsor may collect anonymous, non-personally identifiable information from your visit to the site (“Aggregate Data”), such as: your computer IP address, the type of software browser you are using to visit the site, the kind of operating system your computer is using, the domain name of your Internet Service Provider, data about the number of times you have visited the site, the web pages visited and the emails and newsletters that we may send you, and to target certain advertisements to your computer. Sportifeye and its sponsors may use Aggregate Data to monitor how many people are using the site, opening emails, and for what purposes. In addition, Sportifeye and its sponsors may use Aggregate Data to determine the popularity of certain content and to customize information and services to you and other visitors to the site.

Sportifeye or its sponsors may place a small piece of software on your computer called a “Cookie” or embed a small graphic image file in an email or on a web page called a “Web Beacon” that sends the anonymous, non-personal Aggregate Data to us or a third party sponsor. Your browser software used to visit our site can be set to reject all Cookies. However, certain features of our site may not function properly if you reject Cookies.

Sportifeye will not link non-personal Aggregate Data with personal information. In addition, while Sportifeye cannot control its sponsor’s Cookies and Web Beacon’s or manage how the non-personal data is used, Sportifeye requires that all of its sponsors agree not to collect any personal information from our site or link any non-personal data with any personal information without your consent.

Sportifeye’s Commitment to Security; Your Responsibilities for Security; Limitation of Liability

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. For example, Sportifeye uses Secure Socket Layer (SSL) encryption technology for the transmission of personal information. To take advantage of this technology, your browser software must support 128-bit encryption.

Personal Identification Information (Login Names and Passwords). You must also take precautions

to prevent unauthorized access and use of your personal identification information, including but not limited to, login names and passwords. For example, you should not disclose to anyone for any purpose your personal passwords or other personal identification information used to access and/or conduct transactions on this site. You are solely responsible for all results (claims, liabilities, and damages of any kind) arising from or related to your disclosure of your personal identification information to another person or entity, whether the disclosure was intentional or not.

No Unauthorized Use of Another's Personal Identification Information. You agree not to use anyone else's personal identification information without proper authorization. If we learn that you are using someone else's personal identification to access and use this site, Sportifeye reserves the right to terminate your access privileges, in addition to any and all other rights and remedies we may have or be entitled to.

Due to the nature of electronic communications and storage, these security measures may not prevent all loss, misuse, theft or alteration of information collected from the site. THEREFORE, ALL USE OF THE SITE AND SUBMISSION OF PERSONAL IDENTIFICATION INFORMATION AND OTHER PERSONAL INFORMATION IS AT THE USER'S SOLE RISK. SPORTIFEYE IS NOT RESPONSIBLE AND ACCEPTS NO LIABILITY OF ANY KIND UNDER ANY THEORY OF LAW OR CAUSE OF ACTION FOR FAILURES OF SECURITY MEASURES OR UNAUTHORIZED ACCESS, USE, DISTRIBUTION, ALTERATION OR THEFT OF PERSONAL IDENTIFICATION INFORMATION OR OTHER PERSONAL INFORMATION. SPORTIFEYE SHALL NOT BE RESPONSIBLE FOR ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE OR CONSEQUENTIAL DAMAGES ARISING OUT OF OR RELATED TO ANY FAILURES OF SECURITY MEASURES OR UNAUTHORIZED ACCESS, USE, DISTRIBUTION, ALTERATION OR THEFT OF PERSONAL IDENTIFICATION INFORMATION OR OTHER PERSONAL INFORMATION.

Sportifeye's Commitment to Children's Privacy

This site is not designed or intended to attract children under the age of 13. Sportifeye does not collect information from any person that it knows to be under the age of 13.

Modifications

Sportifeye reserves the right to change this privacy and security statement at any time. We will attempt to notify you by email of any significant changes affecting the use of personal information. We generally will not notify you of changes that do not significantly affect the use of personal information. We will post all changes of this privacy statement on Sportifeye's site for your review each time you visit the site. You should periodically review the site and this privacy statement for changes.

HOW TO CONTACT SPORTIFEYE FOR ANY REASON

You may contact the Sportifeye regarding questions or comments about this privacy statement or for any reason at info@sportifeye.com or by calling 1-877-742-5000 or by writing to Customer Relations, Sportifeye, Inc., 1231 Mountain View Circle, Azusa, CA 91702 USA.