

Privacy Policy Statement

Effective January 1, 2013

You linked to this Privacy Policy ("Privacy Policy") via a product website powered by Songwhale LLC (the "Company"). The Company's network includes numerous product marketing Websites (the "Websites"). The Privacy Policy is in effect for all Websites, newsletters, discussion lists and opt-in announcement lists owned and operated by the Company. By using any of the Websites, you signify that you have read, understand and agree to be bound by this Privacy Policy.

The Company takes its obligations regarding privacy very seriously, and it wants to ensure users are fully informed about the information they are providing to it. That is why we have adopted this Privacy Policy. This Privacy Policy lets you know how your personal information is processed and used. We promise that we will take the steps to use your personal information only in ways that are compatible with this Privacy Policy.

How We Collect Information.

In connection with the Websites, Songwhale LLC and its advertisers may collect information in the following ways:

- Through forms filled out by a user on one of the Websites
- Through information provided by a user in connection with surveys and prize promotion entries
- Through entries made by the user in blogs and other forums on one of the Websites
- Through the maintenance and analysis of Web server logs
- Via e-mail and other communications between a user and one of the Websites
- Through the use of third-party databases from which user information is extracted and combined with information obtained through other means.

Types of Information Collected.

The following types of personally-identifiable information about a user are among those that may be collected in connection with a Website: Name, Postal address, E-mail address, Telephone number, Cell phone number, Payment information (such as a credit card number), IP Address, Referring site, Establishments visited, and Other technical information collected by the Site's servers. The Company may also collect non-personally identifiable information from users via "cookies."

A cookie is a small piece of data that is sent to your browser from a Web server and stored on your computer's hard drive. A cookie can't read data off your hard disk or read cookie files created by other Web sites. Cookies do not damage your system. We use cookies to identify which areas of our Network of Websites you have visited or customized so the next time you visit; those pages may be readily accessible. Such information may be used to track site trends and enhance the user experience, and may be shared with third parties.

To the extent third parties may place advertising on the Websites, such third parties may utilize cookies or other technological means within the advertising to collect and utilize non-personally identifiable information. The Company and its advertisers are not responsible for information collected by third parties in this manner, nor for the collection or use of information by other sites to which the Websites are linked.

How We Use the Information We Collect.

The information we collect is used to communicate with you about your product orders, improve the content of our Websites, used to customize the content and/or layout of our page for each individual visitor, used by us to contact consumers for marketing purposes, shared with other organizations to help them contact

consumers by email and/or telephone for marketing purposes, disclosed when legally required to do so, at the request of governmental authorities conducting an investigation, to verify or enforce compliance with the policies governing our Websites and applicable laws or to protect against misuse or unauthorized use of our Websites.

As an added benefit to the visitors of the Websites, we have a relationship with independent, third party advertisers that send e-mail announcements to our users about products or services which may be of interest to you. When you purchase products from the Company, you are given the opportunity to also receive announcements from these third party advertisers. If you opt-in, we will share your contact information with these third party advertisers, and you will receive commercial messages from independent third parties that have contracted with the Company to send messages to the list. Your personally identifiable information will not be used by the third party advertisers for any purposes other than to deliver the e-mail announcements. You may stop the arrival of these announcements at any time by removing your e-mail address from the list by following the opt-out instructions on the e-mails you receive.

Please note, if you opt not to receive marketing emails, you will still receive Transactional email messages regarding your product order (i.e. order confirmation, shipping information, customer service notifications, etc.)

Additionally, every computer connected to the Internet is given a domain name and a set of numbers that serve as that computer's "Internet Protocol" IP address. When a visitor requests a page from any of the Websites, our Web servers automatically recognize that visitor's domain name and IP address. The domain name and IP address reveal nothing personal about you other than the IP address from where you have accessed our site. We use this information to examine our traffic in aggregate and to investigate misuse of the Company's network, its users, or to cooperate with law enforcement. We do not collect and evaluate this information for specific individuals. Our Web servers do not record e-mail addresses of the visitors.

No Collection of Information from Children.

The Site is not intended for users under the age of 18, nor does the Company or its advertisers knowingly collect or retain information in connection with the Websites from children under the age of 13.

External links.

Our Websites may offer links to and from other third party sites. Other sites have their own policies regarding privacy. If you visit one of these sites, you may want to review the privacy policy on that site. For example, you may have linked to one of the Company's Websites through a banner advertisement on another site. In such cases the site you have linked from may collect information from people who click on the banner or link. You may want to refer to the privacy policies on those sites to see how they collect and use this information.

Your California Privacy Rights.

Beginning on January 1, 2005, California Civil Code Section 1798.83 permits customers of the Websites who are California residents to request and obtain from us once a year, free of charge, certain information regarding the personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding twelve calendar months. If you are a California resident and would like to make such a request, please submit your request in writing to: Songwhale LLC, 100 43rd Street, Suite 115, Pittsburgh, PA 15201.

Changes to this Privacy Policy.

By using any of our Websites, you consent to the collection and use of information by the Company as specified above. The Company reserves the right to revise and update this Privacy Policy at any time. Any such revisions will be effective on the date of posting to the Websites, and will apply to all information collected by the Company both prior to and following the effective date. Your use of any of the Websites following any such revisions will be deemed your acceptance of such revisions. Users should periodically visit this page to review the current policies with regard to our privacy practices.