

## **ZIMPLIT PRIVACY POLICY**

This privacy statement ("Privacy Policy") covers the zimplit.com and zimplit.org websites, owned and operated by Zimplit, Ltd. ("Zimplit", "we", "us", "our"). Zimplit knows that you care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our privacy policy. By visiting the zimplit.com and zimplit.org websites, submitting information or using any of our services, you are accepting the practices outlined in this Privacy Policy.

### **PRIVACY POLICY COVERAGE**

This Privacy Policy covers the treatment of personal information that Zimplit gathers when you are on the zimplit.com and zimplit.org websites, submitting information or using any of our services. Also, this Privacy Policy covers Zimplit's treatment of any personal information that Zimplit's business partners share with Zimplit. This policy does not apply to the practices of third parties that Zimplit does not own or control, or to individuals that Zimplit does not employ or manage.

### **PURPOSE AND COLLECTION OF INFORMATION**

Our primary goal in collecting personal information is to personalize and improve our service. We may collect the following types of information from our users:

#### **A) Information You Provide to Us:**

We may receive and store any information you enter on our website or provide to us in any other way. Information that we collect can be: items searched for, name and address (to fulfill an order placed), e-mail address, items stored in a wanted item list, buying and searching patterns, gift registries, any reviews submitted and accompanying information, credit card information supplied, and shipping information. This list is not exclusive, and may be altered without notice based on information that you supply voluntarily.

You can choose not to provide us with certain information, but then you may not be able to take advantage of many of our special features. The personal information you provide may be used for such purposes as responding to your requests for certain services, customizing the advertising and content you see, and communicating with you about promotions.

#### **B) Cookies**

Cookies are alphanumeric identifiers that we may transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and tell us how and when pages in our website are visited and by how many people.

When you access our site, information is received and stored by us. The most significant information is stored in the form of cookies, or small storage files that transmits your electronic identity to the Web site that you visit. Like most Web sites, we use cookies to be able to identify you as a return visitor to the site. We receive and store certain types of information whenever you interact with us. Some of our business partners may use cookies on our website (for example, advertisers). However, we have no access to or control over these cookies.

Web browsers typically have the ability to accept cookies, reject cookies, or to prompt the user before accepting them. The "help" portion of the toolbar of your browsers will direct you on how to select the option that suits you best.

#### C) Automatic Information:

- We may receive and store certain types of information whenever you interact with us. Zimplit may automatically receive and record certain "traffic data" on our server logs from your browser including your IP address, Zimplit cookie information, and the page you requested. Zimplit uses this traffic data to help diagnose problems with its server, analyze trends and administer the website.
- Generally, our service may automatically collect usage information, such as the numbers and frequency of visitors to our website and its components. This data is only used in the aggregate, that is, as a statistical measure, and not in a manner that would identify you personally. This type of collective data enables us to figure out how often users use parts of the website, so we can make the website appealing to as many users as possible. In addition, we may provide statistical information, not information about you personally, to our partners about how our users, collectively, use our website. We share this type of statistical data so that our partners also understand how often people use their areas and our website, so that they, too, may provide you with an optimal Web experience.
- Many companies offer programs that help you to visit websites anonymously. While Zimplit will not be able to provide you with a personalized experience if we cannot recognize you, we want you to be aware that these programs are available.

#### D) Usage Monitoring:

We may monitor your interaction with our website and services. For example, we may record a screen video of you mouse actions and other interactivity with respect to the website. Such information will primarily be used internally to help improve our website and services. On occasion, we may post certain interaction patterns (including videos) on our blog or website in order to gain community feedback on system design improvements.

#### E) E-mail Communications:

We may receive a confirmation when you open an e-mail from Zimplit if your computer supports this type of program, in order to help us make e-mails more interesting and helpful. We may also send out emails with news or promotions. If you do not want to receive e-mail or other mail from us, please notify us by e-mail at [unsubscribe@zimplit.com](mailto:unsubscribe@zimplit.com) and include sufficient information for us to identify your account.

### **SHARING OF INFORMATION**

The information that we collect about our customers is critical to our business. We respect and value this information, and do not want to jeopardize the flow of information between our customers and this Site. We neither rent nor sell your personal information to anyone. We share your personal information only with your consent or to our business partners and affiliates as described below:

- **Third Parties:** There will be some transactions that involve a third party. You will clearly be able to tell when a third party is involved in your transactions, and we must share customer information with those third parties to fulfill the order placed by the customer.
- **Affiliated Business We Do Not Control:** We may be affiliated with a variety of businesses and will work closely with them in order to provide our services to users. We will only share personal information that is necessary for the affiliate to provide such services. We require our affiliates to provide the same level of privacy protection that we do and they do not have the right to share or use personal information for any purpose other than for an authorized transaction.
- **Personnel:** Our personnel (including, for the avoidance of doubt, consultants and/or contractors) may have access to user information while carrying out their duties in the normal course of our company business.
- **Agents:** We employ other companies and people to perform tasks on our behalf and need to share your information with them to provide services to you.
- **Promotional Offers:** We may send offers to certain users on behalf of other businesses. However, when we do so, we do not give the other business your name and address. If you do not wish to receive these offers, please notify us by e-mail at [unsubscribe@zimplit.com](mailto:unsubscribe@zimplit.com).
- **Business Transfers:** In some cases, we may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that are transferred. Moreover, if Zimplit, or substantially all of its assets, were acquired, customer information would be one of the assets that is transferred or acquired by a third party.
- **Protection of Zimplit and Others:** We may release personal information when we believe in good faith that release is necessary to comply with that law; enforce or apply our Terms of Use and other agreements; or protect the rights, property, or safety of Zimplit, our employees, our users, or others.

## **INFORMATION SECURITY**

Your Zimplit account information is protected by a password for your privacy and security. You need to work to protect against unauthorized access to your password and to your computer by logging off once you have finished using a shared computer.

We use industry-standard Secure Socket Layer (SSL) software to protect the security of your personal information during transmission, which encrypts all of the information you input.

Only Zimplit employees who need personal information to perform a specific job (for example, a customer service representative) are granted access to it. All of our employees are kept up to date on our privacy and security practices.

## **USER ACCESS TO INFORMATION**

Personal information on our website that you input can be corrected, amended, or deleted information when it is inaccurate by going to your Account panel.

## **USER CHOICES WITH REGARD TO ACCESS OF INFORMATION**

As stated previously, you always have the right to refrain from providing any information. This may have an impact on use of the site and on the ease of making purchases or taking advantage of certain unique features of the site.

You can add or update certain information on pages, such as those listed in the "User Access to Information" section above. When you update information, however, we often maintain a copy of the unrevised information in our records.

If you do not wish to receive e-mail or other mail from us, please notify us by e-mail at [unsubscribe@zimplit.com](mailto:unsubscribe@zimplit.com). Please note that if you do not want to receive legal notices from us, such as this Privacy Policy, those legal notices will still govern your use of the zimplit.com and zimplit.org websites, and you are responsible for reviewing such legal notices for changes.

As explained earlier, the "help" portion of the toolbar on the majority of browsers will direct you on how to prevent your browser from accepting new cookies, how to command the browser to tell you when you receive a new cookie, or how to fully disable cookies. Please note, however, that if your browser does not accept cookies, you will not be able to take advantage of some of our attractive features.

### **CONDITIONS OF USE**

If you decide to visit the zimplit.com and zimplit.org websites, your visit and any possible dispute over privacy is subject to this Privacy Policy and to our Terms of Use, including limitations on damages, arbitration of disputes, and application of Estonian law.

A printed version of the Privacy Policy and of any notice given in electronic form shall be admissible in judicial or administrative proceedings based upon or relating to the Privacy Policy and the Terms of Use to the same extent and subject to the same conditions as other business documents and records originally generated and maintained in printed form. You and Zimplit agree that any cause of action arising out of or related to the Service must commence within one (1) year after the cause of action arose; otherwise, such cause of action is permanently barred.

The Privacy Policy shall be governed by and constructed in accordance with the laws of the Estonia. You expressly agree that the exclusive jurisdiction for any claim or action arising out of or relating to the Privacy Policy or your use of this Site or Services shall be filed only in Tartu County Court, Tartu, Estonia and you further agree and submit to the exercise of personal jurisdiction of such courts for the purpose of litigating any such claim or action. Use of the Service is not authorized in any jurisdiction that does not give effect to all provisions of the Privacy Policy, including without limitation, this section.

### **THIRD PARTY WEBSITES**

Zimplit services may permit you to link to other websites on the Internet, and other websites may contain links to the Zimplit or zimplit.com and zimplit.org websites. These other websites are not under Zimplit control. The privacy and security practices of websites linked to or from the Zimplit and zimplit.com and zimplit.org websites are not covered by this Privacy Policy, and Zimplit is not responsible for the privacy or security practices or the content of such websites.

The inclusion of any such link does not imply endorsement by Zimplit or any association with its operators. You further acknowledge and agree that Zimplit shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with the use of or reliance on any such content, goods or services available on or through any such website or resource.

### **CHANGES TO THIS PRIVACY POLICY**

Zimplit reserves the right, at its sole discretion, to modify or replace any of the this Privacy Policy at any time. It is your responsibility to check the Privacy Policy periodically for changes. Your continued use of the Service following the posting of any changes to the Privacy Policy shall be deemed irrevocable acceptance of those changes.

### **QUESTIONS OR CONCERNS**

If you have any questions or concerns regarding privacy at the [zimplit.com](http://zimplit.com) and [zimplit.org](http://zimplit.org) websites, please send a detailed message to [zimplit@zimplit.com](mailto:zimplit@zimplit.com). Your privacy is important to us and we will make every effort to resolve your concerns.

### **EFFECTIVE DATE OF THIS PRIVACY POLICY**

This Privacy Policy is effective as July 15th, 2009.