

## PRIVACY POLICY

### 1. Your Privacy: Overview

This privacy policy (this "Privacy Policy") tells you about the information that TenFourMe, LLC ("TFM," "we," "us" or "our") collects in connection with the operation of its website, [www.10-4me.com](http://www.10-4me.com) (the "Site") and its mobile device application ("App"), how the information is used and how you can access and correct certain information that we may collect.

Please note that this Privacy Policy applies only to information collected from you by TFM via the Site and/or App. It does not apply to information obtained or disclosed in offline correspondence, at our stores or through other personal contacts with TFM representatives. Further, the Site and/or App may contain links to other entities' websites that are not controlled or operated by TFM. This Privacy Policy does not apply to such third party websites, and TFM is not responsible for the content of such third party websites or the privacy practices of such third parties. Therefore, we encourage you to request and review the privacy policies of any third parties upon disclosing your information such parties or visiting such third party websites.

This Privacy Policy is effective as of **August 30, 2011**.

### 2. Collection of Your Information

You can access some areas of the Site and/or App without submitting any personally identifiable information. TFM collects personally identifiable information only if you choose to complete the online forms to contact us, complete a profile, provide design/product feedback or to request information or assistance through the Site. The personally identifiable information that TFM collects through these portions of the Site and/or App includes your name, username, password, e mail address, address and telephone number and any other personally identifiable information that you choose to include in your profile or in your submissions to us. You represent and warrant that you have the right and authority to provide any information provided by you. TFM may also collect certain non-personally identifiable information in connection with the operation of the Site and/or App, including IP addresses, browser or operating system information, data on advertisements or links on which you click, and the websites that you visit before or after you visit the Site and/or App. Such information is maintained by TFM or service providers acting on behalf of TFM. Other users of the Site and/or App may be able to view your information.

### 3. Protection of Your Information

To prevent unauthorized access or disclosure, maintain data accuracy and facilitate the appropriate use of information, TFM uses physical, technological and administrative procedures to attempt to protect the personally identifiable information we collect through the Site and/or App. Nevertheless, Internet transmissions are never completely private or secure. You understand that any messages or information you send to the Site and/or App may be read or intercepted by others. If you have any questions about the security of personally identifiable information collected by TFM, please contact us at: [info@10-4me.com](mailto:info@10-4me.com).

### 4. Use of Your Personally Identifiable Information

Upon our collection of your personally identifiable information, TFM may use such personally identifiable information internally, separately or in combination with pre-existing information, for the following purposes:

- To provide any requested information, products or services;
- To troubleshoot problems with the Site and/or App;
- To customize your experience on the Site and/or App;
- To enforce our Terms of Use, End User License Agreement or comply with this Privacy Policy; or
- To contact you with more information about TFM and its products and stores.

Personally identifiable information collected on the Site and/or App may be stored and processed in the United States, Canada or abroad.

## 5. Disclosure of Your Information

We may disclose your personally identifiable information to our subsidiaries or affiliates and to third party partners whom we occasionally hire to provide services on our behalf, including support services, website services, delivering promotional materials, answering customer questions about our services and new services. TFM will only provide those third party partners with the personally identifiable information they need to deliver the services to us and/or on our behalf, and they will be contractually prohibited from using that information for any other purpose. In the event that TFM is involved in a transaction such as a merger, stock purchase or sale, or sale of substantially all of TFM's assets, your personal information may be transferred to the other party in such transaction.

TFM reserves the right to disclose your personally identifiable information if required to do so by law or legal process or otherwise requested by any law enforcement officer or agency acting under color of law. In addition, TFM reserves the right to disclose your personally identifiable information based on the good faith belief that such action is necessary or appropriate to: (a) protect and defend the rights or property of TFM, or (b) act in urgent circumstances to protect the safety or security of the public or of users of the TFM's products and/or the Site and/or App.

## 6. Retention of Your Personally Identifiable Information

The personally identifiable information that you provide will be stored and maintained by TFM until you instruct us otherwise, or, in TFM's sole discretion, for the longer of: (a) for so long as is necessary or appropriate to carry out the purpose(s) for which such information was collected and (b) for so long as we are required to maintain such information by law or other applicable rules or regulations.

## 7. Children's Privacy

TFM recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. The Site and App are not intended for children under the age of 13. TFM does not target its services, the Site or the App to children under 13. TFM does not knowingly collect personally identifiable information from children under the age of 13.

## 8. Choice and Opt-Out Preferences

TFM does not collect your personally identifiable information unless you choose to provide it. If, at any time, you prefer not to receive further e mail communications from TFM (except in connection with information, products or services that you specifically request), you will have the ability to unsubscribe from such communications by means of a link provided in every broadcast e-mail that is sent to you by TFM. If, at any time, you prefer not to receive any other form of communication from TFM, you will have the ability to unsubscribe from such communications by contacting us at: [info@10-4me.com](mailto:info@10-4me.com).

## 9. Access and Accuracy

TFM will use commercially reasonable efforts to provide access to your personally identifiable information if you request such access in writing submitted to: [info@10-4me.com](mailto:info@10-4me.com). TFM reserves the right to deny access to your personally identifiable information: (a) when such denial of access is required by law; (b) when granting you access is reasonably likely to negatively impact other people's privacy; (c) when such access to your acceptance of This Privacy Policy and Revisions to This Privacy Policy is cost prohibitive; (d) when your acceptance of This Privacy Policy and Revisions to This Privacy Policy is necessary to protect TFM's rights and property, and (e) when such requests are frivolous or made in bad faith. If you believe that the personally identifiable information maintained by TFM about you is inaccurate or incomplete, you may notify TFM in writing describing in details any inaccuracies or omissions, submitted to: [info@10-4me.com](mailto:info@10-4me.com). Following receipt of such a properly submitted written notice, TFM will, within a reasonable time period, use commercially reasonable efforts to, in its sole discretion, either: (y) amend or correct your personally identifiable information to reflect corrected or additional information provided by you, or (z) in connection with your personally identifiable information, make note of any claimed inaccuracies or omissions reflected in the notice submitted by you.

## 10. Your Acceptance of This Privacy Policy and Revisions to This Privacy Policy

By using the Site and/or App, you agree to this Privacy Policy. If you do not agree to this Privacy Policy, you may not use the Site and/or App. TFM reserves the right, in our discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. All revisions will be posted to the Site and/or App. We urge you to review this Privacy Policy frequently for changes. Your continued use of the Site and/or App means that you accept those changes.

## 11. Questions or Comments

TFM welcomes questions and comments about this Privacy Policy. Questions or comments should be directed to [info@10-4me.com](mailto:info@10-4me.com).