

We would like to welcome you to the Joy Cone<sup>®</sup> website. This website is owned by Joy Cone Company. This Privacy Policy describes the types of personal and non-personal information we collect on the site, how we use such information and to whom and under what circumstances we may disclose it. All information voluntarily submitted for use on the "site" becomes the property of the Joy Cone Company. By using the site, you agree to the terms of this Privacy Policy. If you do not agree to the Privacy Policy, please do not use the site.

## Collection of Information

### Personal Information

We collect personal information from you when you submit it to us, including by: (1) accessing on site coupons; (2) contacting us; (3) participating in a site promotion, contest, or survey; or (4) by signing up for our newsletter. By signing up for our newsletter, you agree to receive periodic communications from Joy Cone Company. The information collected may include, for example, your name, email address, address, telephone number, or date of birth.

### Non-Personal Information

When you visit the site, we may collect certain non-personally-identifiable information from you, including your IP address, browser type, operating system and the domain name from which you accessed the site. In addition, we may collect information about your browsing behavior, such as the date and time you visit the site, the areas or pages of the site that you visit, the amount of time you spend viewing the site, the number of times you return to the site and other clickstream data.

We may use cookies to collect the non-personal information described above. A cookie is a small text file that is stored on your computer when you access the site. We may also use cookies to: (1) allow you to use the site without having to re-enter your user name and password; (2) enhance or personalize your site usage and shopping experience; (3) monitor site usage; (4) manage the site; and (5) improve the site and our products and services. You are free to decline cookies, but by doing so, you may not be able to use certain features on the site. Check the "Help" menu of your browser to learn how to change your cookie preferences.

We may also use web beacons on the site, in our emails and in our advertisements on other websites. Web beacons are tiny graphic images that are used to collect information about your site visit, such as the pages you view and the features you use, as well as information about whether you open and/or act upon one of our emails or advertisements. We may also collect the URL of the website you visited immediately before coming to the site. Web beacons help us analyze our site visitors' behavior and measure the effectiveness of the site and our advertising. We may work with service providers that help us track, collect and analyze this information.

We may combine the non-personal information we collect through cookies and web beacons with other information we have collected from you.

### Use of Information

We may use the information we collect from and about you for any of the following purposes: (1) to fulfill your requests for products; (2) to respond to your inquiries; (3) to contact you with site updates, newsletters and other informational and promotional materials from us; (4) to contact you when necessary; (5) to review site usage and operations; (6) to address problems with the site, our business or our services; and (7) to protect the security or integrity of the site and our business. You may choose not to receive promotional email from us by following the unsubscribe instructions in each message.

### **Disclosure of Information**

We employ other companies and individuals to perform functions on our behalf. Examples include delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links, processing credit card payments, and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes. In addition we may disclose information collected from and about you as follows: (1) as necessary if we believe that there has been a violation of the site, Terms and Conditions of Use or of our rights or the rights of any third party; (2) to respond to judicial process and provide information to law enforcement agencies or in connection with an investigation on matters related to public safety, as permitted by law, or otherwise as required by law; and (3) in the event that our company or substantially all of its assets are acquired, your personal information may be one of the transferred assets. We may also disclose your personal information with your express consent. We may share aggregate, non-personally identifiable information about site users with third parties.

Please note that any personal information that you voluntarily submit for posting to the site (such as to a blog) becomes publicly available and can be collected and used by others.

### **Precaution Warning**

Please note that no data transmission over the Internet is 100% secure. As a result, we cannot guarantee the security of the information that you transmit via our online services.

### **Children**

We do not direct the site to, nor do we knowingly collect any personal information from, children under the age of thirteen (13).

### **Third Party Websites**

The site may contain links to third-party websites, which may have privacy policies that differ from our own. We are not responsible for the activities and practices that take place on these sites. Accordingly, we recommend that you review the privacy policy posted on any site that you may access through this site.

### **Notice**

joycone.com may deliver notice to you by means of an e-mail, a general notice on the site, or by other reliable method to the address you have provided to joycone.com.

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

We may change this Privacy Policy from time to time. If we make any changes, we will post the change(s) on our website. If we change the Privacy Policy in a material way, we will provide appropriate online notice to you. Any changes will only apply to information collected after the change is posted.

### **Contact Us**

If you have questions or concerns about this Privacy Policy, contact us at [support@joycone.com](mailto:support@joycone.com)