

## Private Policy Agreement

At The Quilting Nerd, your trust and satisfaction are a priority. We know that your privacy is important, and that is why we take care to safeguard the confidentiality and security of your information. This Privacy Policy is intended to inform you of our policies and practices regarding our use and disclosure of the information that you submit to us, and the information that we collect from you through our web site, our mobile applications, and in our retail stores.

Whenever we use the words "we" or "us" or "The Quilting Nerd," we are referring to The Quilting Nerd, LLC, (doing business as The Quilting Nerd). Whenever we use the words "our web site," we are referring to <https://www.thequiltingnerd.com>.

This notice describes our practices for collecting, using, maintaining, protecting, and disclosing the personal data we may collect from you or that you may provide when you visit our website[s] [or other digital properties, communications, or forms] that link or refer to this notice (our "Website"). This notice applies to the personal data collected through our website, regardless of the country where you are located.

The Website may include links to third-party websites, plug-ins, services, social networks, or applications. Clicking on those links or enabling those connections may allow the third party to collect or share data about you. We do not control these third-party websites, and we encourage you to read the privacy notice of every website you visit.

Please read this notice carefully to understand our policies and practices for processing and storing your personal data. By engaging with our website, you accept and consent to the practices described in this notice. This notice may change from time to time (see Changes to Our Privacy Notice). Your continued engagement with our website after any such revisions indicates that you accept and consent to them, so please check the notice periodically for updates.

### **1. Definitions**

"De-identified Information" means information that is no longer associated with you or linked to your Personal Information (as defined below). De-identified Information does not reference the identities of individual persons.

"Cookies" are small pieces of information that a web site, including our web site, sends to your computer or to your mobile device while you are viewing a web site. We use both session Cookies (which expire after you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personalized and interactive experience on our web site. Persistent Cookies can be removed by following your Internet browser help file directions. If you choose to disable Cookies, some areas of our web site may not work properly.

An "Internet protocol address" or "IP Address" is a number that is automatically assigned to your computer, tablet, or other device when you use the Internet / world wide web. In some cases, your IP Address stays the same from browser session to browser session, but if you use a consumer internet service provider, your IP Address probably varies from session to session. We track IP Addresses in conjunction with session Cookies to analyze our web page traffic flow and also to identify location of the computer.

"Personal Information" is information about you that is linked to you as an individual, such as your name, postal address, email address, social media identifier (e.g., @janedoe; crafty\_janedoe), phone number, full credit card number and expiration date, account username and log-in password to our web site. Personal Information does not include technical information such as unique device identifiers, randomly assigned unique identifiers in cookies, mobile device name or identifier, or IP addresses, unless that technical information is linked to you personally as an identifiable individual by associating the technical information with other Personal Information.

## **2. Consent**

Our web site is maintained in the state of Arkansas in the United States, and by submitting your Personal Information to us, either through our web site, in our stores, or by other means, you are agreeing to the collection and storage of your Personal Information in the United States.

When you submit Personal Information and De-identified Information to us, either through our web site, in our stores, or by other avenues, it means that you have agreed to this Privacy Policy, and that you expressly consent to the use of your Personal Information in the United States, according to this Privacy Policy.

Please note that your Personal Information may be used by The Quilting Nerd in the country where it was collected, as well as in the United States, where laws regarding the use of Personal Information may be less strict than the laws in your country.

## **3. How We Collect Personal Information**

The Personal Information that we gather from you helps us learn about our customers and our potential customers. We use this Personal Information to better tailor the features, performance and support of our products, services, and web site, and to offer you additional information, if you have consented to receive it.

We collect and keep Personal Information that you submit to us voluntarily to our web site, through any other means, such as social media (e.g. Facebook, Instagram) or other social or sharing platforms or technology, now known or hereafter developed, and to our customer service center; in our stores, through so-called "beacon" and other technology, or when you are purchasing product or enrolling in classes; and through third party websites or emails.

On our web site, we also collect other information from you automatically, through the use of technology, without you taking steps to submit that information, whenever you use our website for any purpose (shopping, submitting a request to customer service, researching projects and merchandise, searching the career center, etc.), in the following ways:

- When you register and set up an account on our web site, we collect your name, postal address (shipping address and billing address), telephone number(s), your account username, password, email address, and credit card information (number, type of card [Visa, MasterCard, etc.] and expiration date).
- When you order or purchase product on our web site, we collect your name, email address, postal address (shipping address and billing address), telephone number(s), and credit card information (number, type of card [Visa, MasterCard, etc.] and expiration date).
- When you order or purchase product in our stores, we may collect some or all of the following information, depending on what you buy, and how you pay for the merchandise: name, email address, postal address (shipping address and billing address), telephone number(s), and credit card information (number, type of card [Visa, MasterCard, etc.] and expiration date).
- When you sign up to receive emails, or when you sign up for one of our preferred customer programs (in our stores, on our web site, on third-party web sites, or in response to email advertisements), we collect your email address and your postal address. We also ask for information, such as hobbies and interests, to provide you with relevant offers.
- When you order or purchase merchandise on our web site for delivery to other people, we collect your name, the recipient's name, your email address, the recipient's email address, your personalized email message to the recipient, your billing address, the recipient's postal (shipping) address, your telephone number(s), the recipient's telephone number(s), and your credit card

information (number, type of card [Visa, MasterCard, etc.] and expiration date).

- When you contact us by email, we collect your name, email address, and any other information contained in the email that you send us.
- When we receive Personal Information about you from other sources, we will add this information to the information we have already collected from you.
- When you call, email or chat with our customer service, we may collect all or some of the following: name, email address, postal address (shipping address and billing address), telephone number(s), credit card information (number, type of card [Visa, MasterCard, etc.] and expiration date, order number, merchandise to be purchased, other information that you provide during the interaction.

In and near our stores, we also collect other information from you automatically, through the use of technology, without you taking steps to submit that information, as follows:

- As you navigate our web site, we collect information including your IP address, browser type, domain names, access times, operating system, and other device identification information.
- We also use Cookies (described in Section 1), pixels, and navigational data like uniform resource locators (URL) to collect information regarding the date and time of your visit, the products for which you searched and viewed, and the other resources on our web site that you used or visited. In addition, our web site and emails from The Quilting Nerd may contain code or pixels that cause Cookies to be placed in, or

read or modified from, a user's or email recipient's browser cache. Cookies help us to deliver a better and more personalized service when you browse on our website. It also allows use to improve our website by enabling us to:

- Estimate our audience size and usage pattern
  - Store your preferences so we may customize your website according to your individual interest.
  - Recognizing you when you return to our website
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- When you access our web site from mobile devices (such as smart phones or tablets), we collect information including access times, the operating system, the products for which you searched and viewed, and the other resources on our web site that you used or visited.
  - We may use and associate historical data with a computer or device as part of our efforts to prevent fraud, credit card fraud, or other illegal activity.

#### **4. How We Use Personal Information**

We use your Personal Information to respond to requests that you make, to help us serve you better, to provide advertisements and marketing to you, and to provide you with a personalized web site experience. If you have signed up to receive email from us or for text messages, we also use your Personal Information to provide you with promotional emails and text messages for our products, and for other marketing and advertising purposes.

For example, based on your shopping habits when you visit our web site (what items you browse, what items you place in your shopping cart, and what items you purchase), or based on your shopping habits when you purchase items on our website, we may send you personalized advertisements that identify products we think you

may be interested in. See Section 6 for more information. We may also use your shopping habits to send you personalized email alerts.

Personal Information that we collect from a particular browser or device, including a mobile device, may be used with another computer or device that we have linked to the original browser or device, including a mobile device, on which such Personal Information was collected.

We limit our employees' access to Personal Information to those employees with a business reason for knowing such information, and those employees will use the information only for business reasons.

We may create De-identified Information from Personal Information by excluding information (such as your name) that makes the information personally identifiable to you. We may use this De-identified Information to analyze request patterns and usage patterns so that we may enhance our products and services. As this De-identified Information does not identify you, we use and disclose De-identified Information to third parties at our discretion.

Personal Information and other information and user-generated content that is submitted to our website, to The Quilting Nerd through our mobile apps, or to The Quilting Nerd through any other means, such as social media (e.g. Facebook, Instagram) or other social or sharing platforms or technology, now known or hereafter developed, may be used by The Quilting Nerd in advertising or other marketing or promotional activities, without compensation to you.

## **5. Choices About Disclosure of Your Information**

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

**Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this Website may not be accessible or may not function properly. For more information about tracking technologies, see Information We Collect Through Cookies and Other Automatic Data Collection Technologies

**Promotional Offers from the Company.** If you have opted in to receive certain emails from us but no longer wish to have your email address/ contact information used by The Quilting Nerd to promote our own or third parties' products or services, you can opt-out by checking the order form or any other time by logging into the website and adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email, you may unsubscribe by clicking the unsubscribe link we have included in the email. This opt-out does not apply to information provided to The Quilting Nerd as part of a product purchase warranty registration, product service experience, or other transactions.

## **6. The Use of Cookies**

You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, certain parts of our website may become inaccessible and certain features may not work correctly. Unless you adjust your browser settings to refuse cookies, our system will issue them.

Certain features of our website may use Flash cookies (local stored objects) instead of browser cookies to collect and store information about your preferences and navigation to, from, and on our website. Flash cookies and browser cookies use different management tools, and you must manage their settings separately.

Our website pages and e-mails may contain web beacons (small transparent embedded images or objects, also known as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count website page visitors or email readers, or to compile other similar statistics such as recording website content popularity or verifying system and server integrity.

### ***Third-Party Use of Cookies and Other Tracking Technologies***

Some content or applications, including advertisements, on the website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. They may associate the information collected with your personal data or they may collect information, including personal data, about your online activities over time and across different websites or other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of several third party ad servers' and networks' cookies simultaneously by using an opt-out tool created by the Digital Advertising Alliance of Canada and/or another opt-out tool. You can also access these websites to learn more about online behavior advertising and how to stop websites from placing cookies on our

device. Opting out of a network does not mean you will no longer receive online advertising. It does mean that the network from which you opted out will no longer deliver ads tailored to your web preferences and uses patterns.

## **7. Data Retention**

Except as otherwise permitted or required by applicable law or regulation, we will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Under some circumstances we may anonymize your personal information so that it can no longer be associated with you. We reserve the right to use such anonymous and de-identified data for any legitimate business purpose without further notice to you or your consent.

## **8. Our Disclosure of Your Personal Information**

Except as otherwise stated in this Privacy Policy, we do not sell, rent, or share your Personal Information with third parties. When you purchase a product or a service from our web site, or when you place a special order a product or service from our stores, we will share Personal Information with third party fulfillment companies in the United States, in order to deliver the product or service to you. We also share your Personal Information with third party service providers in the United States that provide advertising and marketing services for us, including distribution of postal mail, electronic alerts, email, and electronic (digital) advertisements to our customers and potential customers. These third-party service providers are required not to use your Personal Information, except to provide the services requested by us, and they are bound by confidentiality agreements for their use of your Personal Information. You expressly consent to the sharing of your Personal Information with our third-party service providers in the United States.

Regardless of any choices you make regarding your Personal Information, we may disclose your Personal Information if we believe in good faith that disclosure is necessary to (a) comply with laws or to respond to subpoenas or other judicial orders served on us, or (b) to protect and defend the rights or property of The Quilting Nerd or third parties.

To provide offers that are of interest to you, we may allow other companies to place advertisements and other technology on our web site. As a result of your visit to our web site, advertisement server companies may collect information such as your domain type, your IP address, and clickstream information. See Section 6 for more information.

We may use your Personal Information to enforce or apply our terms of use of sale and other agreements, including for billing and collection purposes.

We may also use and disclose Personal Information for fraud detection and prevention. Personal Information and device identification information may be combined with information from



other sources and used by us, or by a third party retained by us, to help detect and prevent fraud, credit card fraud, or other illegal or illegitimate activity. All or part of your Personal Information or device identification information may be kept by us or kept by the third parties involved in fraud detection and used in future fraud prevention efforts. Information that is believed to be fraudulent may be shared with other retailers, banks, and law enforcement to help prevent illegal activity.

We may use and disclose Personal Information in connection with a contemplated reorganization or an actual reorganization of our business, in connection with financing, a sale or other transaction involving the disposal of all or part of our business or assets, including for the purpose of permitting the due diligence required to decide whether to proceed with a transaction. If the sale occurs, the purchaser will be entitled to use and disclose the Personal Information collected by us, and the purchaser will assume the rights and obligations regarding your Personal Information as described in this Privacy Policy.

## **9. Transferring Your Personal Information**

We are based in the United States of America. We may process, store, and transfer the personal data we collect in and to a country outside of your own, with different privacy laws that may or may not be as comprehensive as American law. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the laws of the foreign country. Whenever we engage a service provider, we require that its privacy and security standards adhere to this policy and applicable privacy legislation.

We may transfer personal information that we collect or that you provide as described in this policy to contractors, service providers, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy.

## **10. Advertising**

We use "interest-based" advertisements, also known as "online behavioral advertising." Online behavioral advertising is advertising that is directed to you based, at least in part, on your Internet browsing behavior. We share Personal Information with the third parties that conduct advertising campaigns for us. Third parties and their affiliates collect certain information as a result of their "tags" and other automated technology being on our website. The information that they collect includes the name (URL) of the web pages you view while on our site, your IP address, time of visit, information about your browser software, information about your device, and randomly assigned identifiers stored in Cookies, which they use to target and serve advertising to you. We will use all this information to serve advertising to you.

In connection with online behavioral advertising, some third parties involved in advertising may maintain their own proprietary consumer databases that allow them to personally identify or track website visitors. Other third parties have proprietary technologies to determine what additional devices you may use, and they may then display advertisements on those additional devices.

Do-Not-Track is a public-private initiative that has developed a “flag” or signal that an internet user may activate in the user’s browser software to notify websites that the user does not wish to be “tracked” by third parties as defined by the initiative. For more information, visit <https://www.w3.org/>. As explained below, some web sites, including our web site, will ignore a “do-not-track” signal.

Our web site does not alter its behavior or change its services when it receives a “do-not-track” flag or signal from your browser. As described in Section 3, we use Cookies and other tools to collect information about you when you visit our web site to better tailor the features, performance and support of our products, services, stores, and web site. After you leave our web site, we do not track your online activity on other web sites, but third parties (and their affiliates) may track your online activity to offer you advertisements.

You can make decisions about your privacy and the ads you receive. To some extent you can control whether companies serve you on-line behavioral advertising by visiting the Digital Advertising Alliance website and using its opt-out: <https://www.aboutads.info/choices/>. The DAA opt-out requires that cookies not be blocked in your browser. You may also visit the web site of the Network Advertising Initiative and use its opt-out:

<https://www.networkadvertising.org/>. Different companies may belong to one or more advertising organizations and opting out from one or more groups may not stop all interest-based advertisements. As explained in Section 11, we do not represent or warrant that the actions taken on other web sites will be effective or that all advertisements will be blocked.

For mobile devices and applications, you can visit the following website to opt-out of behavioral advertising: <https://www.aboutads.info/appchoices>. As explained in Section 11, we do not represent or warrant that the actions taken on other web sites will be effective or that all advertisements will be blocked. See also Section 8 for more information on mobile applications, geo-location tracking, and opt-outs.

Opt-outs are unique to each mobile device or web browser. An opt-out completed on a specific web browser will not transfer to other browsers or to your mobile device. An opt-out completed on your mobile device will not transfer to a different mobile device or to web browsers.

As an alternative to the DAA opt-out, you can also elect to block all Cookies from first parties (such as those from our website) and Cookies from third parties (such as advertisers) by using the cookie blocking options built into your browser software. For example, in Internet Explorer

9, you can block both first-party and third-party cookies by selecting those options at Tools/Internet Options/Privacy/Settings-Advanced/Override Automatic Cookie Handling. Also, if you are using Firefox 25, you can "uncheck" Accept All Cookies under Firefox Preferences/Privacy-Use Custom Settings For History/Accept Cookies from Sites. If you block Cookies, some parts of our website may not function correctly. We do not represent or warrant that these actions will be effective to accomplish their purpose.

We use a third party service provider to manage our product review system. When you submit product reviews on our website, our third party service provider may place Cookies on your browser and offer advertising to you. For more information on how this provider uses your information, please visit this link: <https://go.bazaarvoice.com/848PGD1740001EG001ipQ00>

## **11. Social Network Widgets; External Ad Blocking**

Our website may include social network or other third-party plug-ins and widgets that may provide information to their associated social networks or third-parties about your interactions with our web pages that you visit, even if you do not click on or otherwise interact with the plug-in or widget. Information is transmitted from your browser and may include an identifier assigned by the social network or third party, information about your browser type, operating system, device type, IP address, and the URL of the web page where the plug-in or widget appears. If you use social network tools or visit social networking sites, you should read their privacy disclosures, to learn what information they collect, use, and share.

Our website includes an external advertisement blocking service that attempts to block advertisements and other "pop-ups" that are not authorized by us when visitors come to our web site. We apologize for any inconvenience this may cause you while visiting our web site. We make no representation or warranty that the service will stop any or all unauthorized advertisements or pop-ups while visiting our web site.

## **12. How You Can Stop Receiving Communications**

When you receive advertisements, direct mail, and other promotional communications from us, including email, you will have the opportunity to "opt-out" by following the "unsubscribe" instructions in the email you receive, or by contacting us directly. If you have submitted your email address to "unsubscribe," please note that you may continue to receive emails for a time while our system updates your request. You also may use the "Contact Us" page on our website to inform the Customer Service Department of your selection or follow the instructions below.

On our web site, you may change any of the Personal Information in your account by editing your My Account information.

If you need help, please contact us.

The Quilting Nerd, LLC  
Attn: JulieAnn Chavez, Owner  
4 Sugarloaf Circle  
Maumelle, AR 72113  
Email: julieann@thequiltingnerd.com

### **13. Information from Children Under 13**

On our web site, we do not intentionally gather Personal Information about visitors to our web site who are under the age of 13. No one under age 13 may provide any personal information to or on the website. We do not knowingly collect information from children under 13. If you are under 13, do not use or provide any information on this website or on or through any of its features/register on the Website, make any purchases through the website. If you learn that your child under age 13 has provided our web site with his/her Personal Information, please contact us and we will disable that information.

### **14. Links to Other Web Sites**

Our web site may provide link(s) to another web site or Internet location. We provide these links merely for your convenience, and we do not endorse the other web site or location, its contents, or any goods or services available through that web site. We have no control over, do not review, and are not responsible for these other web sites, their content, or any goods or services available through the web sites. Our Privacy Policy does not apply to these other web sites. The privacy policies of the operators of the web sites will be applicable when you access their web sites through the links provided on our web site.

### **15. Security**

Our web site has implemented electronic means of protecting your Personal Information. Even though we have taken steps to ensure that your Personal Information is not accessed, used, or disclosed by unauthorized persons, we cannot fully eliminate security risks associated with Personal Information.

### **16. Questions About this Privacy Policy**

If you have questions regarding this Privacy Policy, please contact us at:

The Quilting Nerd, LLC  
Attn: JulieAnn Chavez, Owner

4 Sugarloaf Circle  
Maumelle, AR 72113  
julieann@thequiltingnerd.com

#### **16. How to Access or Correct Personal Information, or Opt Out from Marketing and Advertising**

Except in limited circumstances governed by law, you may obtain access to and have your Personal Information in our records corrected. In addition, upon request, you may have your Personal Information opted-out of future marketing and advertising efforts by us. A request for access, correction or opt-out must be made in writing to the address provided in Section 14.

#### **17. Revisions to the Privacy Policy**

This Privacy Policy is subject to revision and changes. If you object to any changes, you must stop doing business with us, including business on our web site. Your continued use of our web site, or your continued business with us at our stores, will indicate your acknowledgment of the changes and agreement to be bound by the terms and conditions of the Privacy Policy, as revised.