

## **PRIVACY POLICY**

Privacy when you visit chromapost.net (the "Website") is important to Chromapost, Inc. ("Chromapost"). This Privacy Policy explains the information we collect from you and how we use your personal information.

### Personal Information

Chromapost may collect personal information from you. "Personal Information" means information that may be used to identify an individual, such as a first and last name or an email address. By using the Website, you may provide us with your Personal Information to purchase our products or to register to receive information about our products or services, and to contact you. If you decide to make a purchase from the Website or use certain services we offer you may be asked to provide certain information such as your contact information (name, e-mail address and physical mailing address), billing information (credit card number, name on card, billing address, etc.) gender, age, and other demographic information. Any Personal Information we collect is not sold, traded, or rented to third parties without your prior approval except in the following situations:

- i. to provide the product(s) or services you have requested;
- ii. to keep you up to date on news and trends in digital design, special offers or other information we hope you would find of interest and like to hear about from Chromapost;
- iii. to third parties that provide Chromapost with technology, services and/or content for the operation and maintenance of our business and helping us to provide you with our products, services and related information, including businesses and individuals involved in analyzing data, providing marketing assistance, processing credit card payments, and providing customer service;
- iv. in our business transactions where we might sell certain of our assets where Personal Information is an asset;
- v. to comply in good faith with any governmental regulations and/or laws or any court orders;
- vi. when Chromapost reasonably believes that disclosure is necessary or appropriate to prevent (a) physical harm, financial loss, or injury to, or interference with, the rights or property of Chromapost (including enforcing the Terms and Conditions of our Website), users of the Website, or other third parties, or (b) in connection with an investigation of suspected or actual illegal activity; or
- vii. to use the information in aggregate form for internal business purposes.

Chromapost may, to the extent permitted by applicable law, share your Personal Information with third parties for marketing and promotion of products and services. As set out below, you do have the option to opt-out of allowing Chromapost to use such information.

### Accessing and Updating Your Information

Chromapost takes steps to keep the personal information that you have provided to us accurate and up-to-date. You can view, correct or update this information by clicking here. You may also update your information by (i) calling 917-755-6943; (ii) e-mailing your request to [info@chromapost.net](mailto:info@chromapost.net); or (iii) sending a letter to Chromapost, Inc., 236 East 5th Street, Suite

B5, New York, NY, 10003, USA

Due to constraints on system and data processing resources, implementing a user-requested change to personal information, including opt out, may, depending on the method of communication (e-mail, postal mail, phone call) may take from ten (10) business days to several weeks. Processing a request submitted by postal mail may take up to ninety (90) days.

### Non-Personal Information

When you use the Website, we also automatically log your online address, or Internet protocol address ("IP Address"). Your IP Address may be used to administer and maintain the Website. We may also place a "cookie" on your computer's hard drive. A cookie is a piece of data that enables us to target and personalize your preferences as well as recognize you as the user. You may remove the cookie from your hard drive. Your browser may reject our cookie. However, if your browser rejects our cookie, you may have limited use of the features of our Website. We may also use web beacons, or small graphic images on a website or in an e-mail that allow Chromapost and third parties to monitor the activity on the Website to make cookies more effective. We use log files to store the data that is collected through web beacons.

### Communications from Chromapost

Chromapost may send promotional messages, including incentives, coupons and product and service offers, to your e-mail address or mobile communications device if you "opt in" and explicitly ask to receive such communications. Chromapost may also send postal mail containing unsolicited offers or product and service information that we believe may be of interest to you.

Opting Out. You can stop receiving promotional or informational communications from Chromapost on your mobile communications device, via e-mail messages or by postal mail, by (i) following the instructions provided in any communications or (ii) by contacting customer care via e-mail message to [info@chromapost.net](mailto:info@chromapost.net). Should you choose to opt out and no longer receive communications from Chromapost, please note that to the extent permitted or required by law we may keep the information we have collected about you, including for record keeping, analysis or other reasons.

Until such time as an opt-out request takes effect, you may still receive promotional or other marketing communications from Chromapost. As noted above, if your request is sent by regular mail, please allow extra time for us to receive and process your request.

Customer Care. We may ask you to confirm your personal information when you contact our Customer Care department. This will allow us to protect your confidentiality by verifying your identity.

### Protecting Your Information

This privacy statement applies only to the information we collect on this Website. The security of your personal information is very important to us. In order to protect your online transactions, we use Secure Sockets Layer (SSL) technology. If your browser is capable of SSL (most

are), your personal information will be encrypted (i.e., encoded), before it is transmitted over the Internet. More specifically, when you enter a secure portion of our Website – one on which your personal information is requested – an image of a closed lock or a solid key should appear in the bottom bar of your browser window. If you click on this image, a popup window displaying Website security information will appear, indicating that your personal information is being transmitted in secure (encrypted) form to a web server authorized by Chromapost.

When confirming an online order, all digits of your credit card are displayed. We transmit the entire credit card number to the appropriate credit card company during order processing.

To maximize your level of protection, you should choose a password with at least 4 characters (to a maximum of 12 characters), using a combination of letters, numbers and special characters, as well as different case letters (uppercase/lowercase). You are solely responsible for maintaining the secrecy of your password and account information.

Ultimately, you are responsible for maintaining the security of your password and account information. Your personal information is protected by the password that you create when you sign up for an account. To maximize your level of protection, you should choose at least 8 characters, using a combination of letters, numbers and special characters. In order to further protect against unauthorized access to your account, you should not only keep your password confidential but also limit access to the computer or mobile communications device on which you log into the Website. After completing a session or online transaction, please be sure to log off.

### Online Safety of Children

The online safety of children is important to Chromapost. Chromapost does not knowingly solicit or collect information from any individuals under the age of 13. While children under the age of 13 browse our Website, they may not create an account, make a purchase, sign up for email newsletters or participate in contests or surveys. In order to implement this policy, several areas of the Website, including where customers create an account or sign up for e-mail newsletters and alerts, ask for birth year information. This information helps us ensure that children do not provide us with their personally identifiable information. Whenever children use computers, Chromapost encourages their parents, guardians or care providers to supervise their online activities.

## **CHROMAPOST**

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