



# Privacy Policy

## 1. Definitions

- 1.1 Welcome to the Lewis Jewelers Inc. website. Because your privacy is very important to us, Lewis Jewelers wants you to understand our practices with regard to collecting and using your information both online and offline and the steps Lewis Jewelers Inc. takes to safeguard it. This statement applies to Personally Identifiable Information collected from Lewis Jewelers' customers. When this Privacy Policy uses the term "Personally Identifiable Information" it refers to information that lets Lewis Jewelers know the specifics of who you are and can be used to identify, contact or locate you. Personally Identifiable Information might include your name, mailing address, telephone number, mobile phone number, email address, and other identification and contact information. Whenever Lewis Jewelers does so, Lewis Jewelers will attempt to provide a link to this Policy so that you can confirm how this information will be used. With this information, Lewis Jewelers can better provide you with personalized services.
- 1.2 "Non-Personally Identifiable Information" refers to information that does not identify a specific individual by itself or in combination with other information. Lewis Jewelers may gather certain information about you such as age, date of birth, gender, as well as consumer purchasing information based on the pages you visit on this website. This information may be compiled and analyzed on both a personal and an aggregated basis. This information may include the website's Uniform Resource Locator ("URL") that you just came from, which URL you next go to, what browser you are using, and your Internet Protocol ("IP") address. A URL is the global address of documents and other resources on the Internet. An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol ("TCP/IP") network, such as the Internet. Networks use the TCP/IP protocol to route information based on the IP address of the destination. In other words, an IP address is a number that is automatically assigned to your computer whenever you are surfing the Internet, allowing Internet servers to locate and identify your computer. Computers require IP addresses for users to communicate on the Internet and browse.

## 2. Information Lewis Jewelers Collects

Personally Identifiable Information Lewis Jewelers may collect personally Identifiable Information when you inquire about its services:

- (a) Request product information;
- (b) Enter a contest or sweepstakes;
- (c) Participate in a marketing survey, promotion or event either online or offline;
- (d) Correspond with Lewis Jewelers; or
- (e) Otherwise volunteer information.

### 3. Use of Data Lewis Jewelers Collects

3.1 Personally Identifiable Information. Lewis Jewelers always wants to provide you with the best possible browsing experience. In order to do this, Lewis Jewelers uses your Personally Identifiable Information to allow it to:

- (a) Provide the information you request;
- (b) Send you catalogs, or promotional offers Lewis Jewelers believes will be of interest to you;
- (c) Identify your product and service preferences;
- (d) Customize our communications to you;
- (e) Provide information concerning product recalls or products you have purchased; and
- (f) Improve our merchandise selection and customer service.

Your email address will not be shared with any third parties. Instructions for unsubscribing from any newsletters, promotions or non-transactional related emails are included in every email.

3.2 Non-Personally Identifiable Information:

- (a) Lewis Jewelers uses the Non-Personally Identifiable Information that Lewis Jewelers collects from its customers and other visitors in a manner that does not personally identify any individual. Lewis Jewelers uses Non-Personally Identifiable Information to make its website more interesting and useful to you. Lewis Jewelers also tracks the pages or documents accessed within its website. This information is collected for systems administration and for analyzing and improving the value of the material available on the Lewis Jewelers website. This Non-Personally Identifiable Information is used to help Lewis Jewelers' advertisers or Lewis Jewelers' site design team create advertisements our customers might like.
- (b) Cookies: Like many other commercial sites, our website utilizes standard technologies called "cookies" to collect information about how the website is used. A cookie is a small data text file, that a website stores on your computer's hard drive (if your web browser permits) that can later be retrieved to identify you to Lewis Jewelers. Cookies are designed to help a website recognize a user's browser as a previous visitor and thus save and remember any preferences that may have been set while the user was browsing the site. A cookie cannot be read by a website other than the one that set the cookie. Cookies can securely store a customer's password, personalize home pages or identify which parts of a site have been visited. For instance, cookies allow us to prepopulate (or fill in) an email field with your email address if you revisit one of our website and request information. A cookie cannot retrieve any other data from your hard drive, pass on a computer virus, or capture your email address.
- (c) When you click through to the Lewis Jewelers website from a promotional email, its third-party advertising service partner may send a cookie to your hard drive recording your IP address and other related information.

### 4. Information Lewis Jewelers Shares with Others

4.1 Contractors

- (a) Lewis Jewelers contracts with other companies (shippers, electronic direct marketing companies, sweepstakes promoters, wholesalers, website developers) to provide certain services to Lewis Jewelers to fulfill information requests, provide sweepstakes and create its website. In some instances, these contractors may have access to Personally Identifiable Information but they are contractually obligated to maintain the confidentiality of the information and to use it only for purposes of carrying out the business of Lewis Jewelers.
- (b) These companies are prohibited by contract from using this information for their own marketing purposes or from sharing this information with anyone other than Lewis Jewelers.

4.2 Third Parties

- (a) Your email address is never shared with any third party (except as described above to our contractors who use it ONLY to carry out Lewis Jewelers business.)

## 5. Disclosure Exceptions

5.1 Notwithstanding the above policies, Lewis Jewelers reserves the right to disclose your personal information to appropriate third parties if Lewis Jewelers is required to do so by law or Lewis Jewelers believes that such action is necessary:

- (a) To comply with legal process such as a search warrant, subpoena or court order;
- (b) To protect the company's rights and property;
- (c) To investigate reports of fraud or of users sending material using a false e-mail address or users sending harassing, threatening, or abusive messages;
- (d) To protect against misuse or unauthorized use of the Lewis Jewelers website; or
- (e) During emergencies, such as when Lewis Jewelers believes someone's physical safety is at risk.

## 6. Your Choices

6.1 Lewis Jewelers offers choices about the types of information you receive from it. If you prefer not to receive product information or other communications from Lewis Jewelers or if you prefer to receive them less frequently, please contact the address shown above.

6.2 Please be sure to provide your exact name and address, or the mailing label from your catalog, so that Lewis Jewelers can be sure to identify you correctly. Because mailings are planned in advance, it may take several weeks for your request to become effective. If, due to human error, you continue to receive unwanted communications, please contact Lewis Jewelers again and Lewis Jewelers will make every effort to correct the situation.

## 7. Use of Email

7.1 Lewis Jewelers will send you promotional email unless you request not to receive it. Instructions on how to unsubscribe are included in each edition of the newsletter. Your email address will be used only to respond to your request and will not be shared with any third parties. Instructions for unsubscribing are included in every email containing promotional material.

## 8. Links to Other website

8.1 Occasionally Lewis Jewelers provides links on its website to other sites Lewis Jewelers thinks you will enjoy. These sites operate independently of Lewis Jewelers and have established their own privacy and security policies. Lewis Jewelers does not have any control over the privacy practices of these sites. For the best online experience, Lewis Jewelers strongly encourages you to review these policies at any site you visit.

## 9. Security

9.1 It is Lewis Jewelers' intent to protect against the loss, misuse, or alteration of information that it has collected from you. Lewis Jewelers employs reasonable security measures to protect the security of the information you submit to us. Lewis Jewelers limits the information Lewis Jewelers provides to outside companies with whom Lewis Jewelers contracts to only what they need to carry out their responsibilities.

## 10. Privacy of Children on the Lewis Jewelers' Website

10.1 The Children's Online Privacy Protection Act imposes certain requirements on websites directed toward children under 13 that collect information on those children, or on websites that know they are collecting Personally Identifiable Information from children under the age of 13. Lewis Jewelers wants to let you know that it

currently is its policy not to collect Personally Identifiable Information from any person under 13 because children are not permitted to use this website, and Lewis Jewelers requests that children under the age of 13 not submit any Personally Identifiable Information to us through the website. If Lewis Jewelers learns that it has inadvertently gathered Personally Identifiable Information from children under 13, it will promptly erase such information from its records.

## 11. Policy Changes

11.1 If Lewis Jewelers makes changes to any terms or conditions of the Policy, the changes will be posted on this portion of the website so that you will always know what information Lewis Jewelers gathers, how Lewis Jewelers might use that information, to whom Lewis Jewelers may disclose it and what choices you have. Please be sure to check this page before proceeding to use the Lewis Jewelers.

## 12. Questions or Comments

12.1 Lewis Jewelers welcomes any and all questions and feedback. For privacy-related issues, please contact:

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