

# Zucora Inc. and ZucoraHome.com Privacy Notice

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Zucora Inc., the owner and operator of ZucoraHome.com, knows that you care about how your personal information is used and shared, and we appreciate your trust that we'll do so carefully and sensibly. This notice describes our policies for the collection, use and disclosure of personal information. **By visiting ZucoraHome.com, you're accepting the policies described in this Privacy Notice.**

## What Personal Information About Customers Does ZucoraHome.com Gather?

The information we learn from customers helps us personalize and continually improve your ZucoraHome experience. Here are the types of information we gather.

- **Information You Give Us:** We receive and store any information you enter on our Web site or give us in any other way. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information you provide for such purposes as responding to your requests, customizing future online experiences for you, improving our operations, and communicating with you.
- **Automatic Information:** We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses ZucoraHome.com or advertisements and other content served by or on behalf of ZucoraHome.com on other Web sites. We abide by any "do not track" or other privacy choices made by individuals when using our websites or online services.
- **Mobile:** When you download or use apps created by ZucoraHome or its subsidiaries, we may receive information about your location and your mobile device, including a unique identifier for your device. We may use this information to provide you with location-based services, such as advertising, search results, and other personalized content. Most mobile devices allow you to turn off location services.
- **E-mail Communications:** To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from ZucoraHome if your computer supports such capabilities. Also, in an effort to avoid sending unnecessary messages to our customers, we compare our customer list to lists received from other companies. If you don't want to receive e-mail or other mail from us, please adjust your [Customer Communication Preferences](#).
- **Information from Other Sources:** We might receive information about you from other sources and add it to our account information.

## What About Cookies?

- Cookies are unique identifiers that we transfer to your device, to enable our systems to recognize your device and to provide features such as, personalized advertisements on other Web sites and storage of items in your Shopping Cart between visits.
- The Help feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Web site of its manufacturer. Because cookies allow you to take advantage of some of ZucoraHome.com's essential features, we recommend you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to Checkout, or use any ZucoraHome.com products and services that require you to Sign in.

## Does ZucoraHome.com Share the Information It Receives?

Information about our customers is an important part of our business, and we're not in the business of selling it to others. We will never sell your information to a third party or share it with any other organization for marketing purposes. We may use aggregate or anonymous information which will not be linked to identified individuals. This information could be used for various purposes by Zucora Inc., its subsidiaries and third parties.

We share customer information only as described below and only with subsidiaries Zucora Inc. controls, subcontractors we employ to provide services to you and professional advisers. We may use subcontractors located in Canada or the United States to process and store personal information. All parties who we share customer information with are either subject to this Privacy Notice or follow practices at least as protective as those described in this Privacy Notice.

- **Affiliated Businesses We Do Not Control:** We work closely with our affiliated businesses. In some cases, these businesses may offer and sell their products or services on ZucoraHome.com. In other cases, we may provide services, or sell product lines jointly with these businesses. You can tell when a third party is involved in your transactions, and we share customer information related to those transactions with that third party.
- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include providing repair, cleaning or similar services, fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. They have access to personal information needed to perform their functions, but are not permitted to use it for other purposes.
- **Promotional Offers:** Sometimes, we send offers to selected groups of ZucoraHome.com customers on behalf of other businesses. When we do this, we don't give that business your name and address. If you don't want to receive such offers, please adjust your [Customer Communication Preferences](#) on your profile.
- **Business Transfers:** As we continue to develop our business, we might sell or buy subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that Zucora Inc., or substantially all of its assets are acquired, customer information of course will be one of the transferred assets.
- **Protection of Zucora Inc. and Others:** We release account and other personal information when we believe release is appropriate to comply with law; enforce or apply our [Conditions of Use](#) and other agreements; or protect the rights, property, or safety of Zucora Inc., ZucoraHome.com, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit-risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from customers for commercial purposes in violation of the commitments set forth in this Privacy Notice.
- **With Your Consent:** Other than as set out above, you'll receive notice when information about you might go to third parties, and you'll have an opportunity to choose not to share the information.

### How Secure is Information About Me?

- Personal information is protected by security measures appropriate to the nature of the information.
- We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you enter.
- We reveal only the last four digits of your credit card numbers when confirming an order. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.
- It's important for you to protect against unauthorized access to your password and your computer. Be sure to sign off when you've finished using a shared computer.

### Which Information Can I Access?

ZucoraHome.com gives you access to a broad range of information about your account and your interactions with ZucoraHome.com for the limited purpose of viewing and, in certain cases, updating that information. If you wish to review your personal information on file with ZucoraHome.com, please contact us.

### What Choices Do I have?

- As discussed above, you can always choose not to provide information, even though it might be needed to make a purchase or to take advantage of such ZucoraHome.com features.
- You can add or update certain information on pages such as those referenced in the "Which Information Can I Access?" section, above. When you update information, we usually keep a copy of the prior version for our records.
- If you don't want to receive e-mail or other mail from us, please adjust your [Customer Communication Preferences](#). (If you don't want to receive [Conditions of Use](#) and other legal notices from us, such as this Privacy Notice, those notices still will govern your use of ZucoraHome.com, and it's your responsibility to review them for changes.)
- The Help feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Web site of its manufacturer. Because cookies allow you to take advantage of some of ZucoraHome.com's essential features, we recommend you leave them turned on. For instance, if you block or otherwise reject ZucoraHome.com products and services that require you to Sign in.

## Are Children Allowed to Use ZucoraHome.com?

ZucoraHome.com does not sell products for purchase by children. We sell children's products for purchase by adults. If you're under 18, you may use ZucoraHome.com only with the involvement of a parent or guardian.

## Conditions of Use, Notices, and Revisions

If you choose to visit ZucoraHome.com, your visit and any dispute over privacy is subject to this Privacy Notice and our Conditions of Use, including limitations on damages, arbitration of disputes, and application of the law of the Province of Ontario. If you have any concern about privacy at ZucoraHome.com, please contact us with a thorough description, and we'll try to resolve it.

Our business changes constantly, and our Privacy Notice and the [Conditions of Use](#) will change also. We may e-mail periodic reminders of our notices and conditions, but you should check our Web site frequently to see recent changes. Unless stated otherwise, our current Privacy Notice applies to all information that we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of affected customers.

Notwithstanding the general terms of this Privacy Notice, the collection, use and disclosure of personal information may be made outside of the terms herein to the extent provided for in any applicable privacy or other legislation in effect from time to time, or pursuant to court orders.

Related Practices and Information

- [Conditions of Use](#)

## Examples of Information Collected

### Information You Give Us

You provide most such information when you search, buy, enrol, post, participate in a contest or questionnaire, or communicate with customer service. For example, you provide information when you search for a product or service; make an order; provide information in Your Account. (and you might have more than one, if you've used more than one e-mail address when shopping with us); communicate with us by phone, e-mail, or otherwise; complete a questionnaire or a contest entry form; compile Wish Lists or other gift registries; and provide and rate reviews. As a result of those actions, you might supply us with such information as your name, address, email address and telephone number; credit card information; names of people to whom purchases have been shipped, including address and telephone number;

names of people (with addresses and telephone numbers); content of reviews and e-mails to us; and financial information.

### **Automatic Information**

Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information, such as browser type, version and time-zone setting, browser plug-in types and versions, operating system, and platform; purchase history, which we sometimes aggregate with similar information from other customers; the full Uniform Resource Locators (URL) clickstream to, through, and from our Web site, including date and time; cookie number; products you viewed or searched for; and the telephone number used to call our customer service number. We may also use browser data such as cookies, Flash cookies (also known as Flash Local Shared Objects), or similar data on certain parts of our Web site for fraud prevention and other purposes. During some visits we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page. We may also collect technical information to help us identify your device for fraud prevention and diagnostic purposes.

### **Mobile**

Most mobile devices provide users with the ability to disable location services. Most likely, these controls are located in the device's settings menu. If you have questions about how to disable your device's location services, we recommend you contact your mobile service carrier or your device manufacturer.

### **Information from Other Sources**

Examples of information we receive from other sources include updated delivery and address information from our carriers or other third parties, which we use to correct our records and deliver your next purchase or communication more easily; and credit history information from credit bureaus, which we use to help prevent and detect fraud and to offer certain credit or financial services to some customers.

### **Information You Can Access**

Examples of information you can currently access easily at ZucoraHome include up-to-date information regarding recent orders, personally identifiable information (including name, e-mail, password, communications preferences, and address settings), payment settings (including credit card information, gift certificate, gift card, and account balances), and e-mail notification settings.