

THE LANGDALE COMPANY WEB SITE PRIVACY POLICY

This web site located at www.thelangdalecompany.com (the "Site") is operated by The Langdale Company. ("TLC" or "we" or "our" or "us"). Your privacy is important to us. This Privacy Policy describes the types of information collected from you, what we do with it, and how you can correct or change such information. It is your responsibility to review this Privacy Policy carefully, especially before providing any personal data through the Site. If you have any questions about this Privacy Policy or Site, or if you wish to unsubscribe from Site services for which you have previously registered, please contact us at or at the address at the end of this policy.

PLEASE REVIEW THIS PRIVACY POLICY AND THE TERMS OF USE FOR THE SITE CAREFULLY. YOUR USE OF THIS SITE SIGNIFIES YOUR AGREEMENT TO SUCH PRIVACY POLICY AND TERMS OF USE.

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1. Types of Information Collected

Personal Data: Personally Identifiable Information ("Personal Data") consists of information that identifies you as a specific individual, such as your name, email address, home address, phone number and credit card information. This Site collects Personal Data when you interact with the Site, for example when you register for electronic newsletters or other membership services such as chat rooms or message boards; participate in chat rooms, blogs or other user forums; respond to polls or surveys; purchase merchandise or subscribe to magazines via the Site; register for sweepstakes, contests and other promotional opportunities; or

seek help from our customer service departments. We may also collect information when you purchase products or services offline, or register for wireless services via your cell phone or other wireless devices ("Other Services"). Because providing detailed information regarding our privacy policy when you register or provide information in connection with these Other Services often proves impractical, you may instead be provided with a short notice that reminds you to refer to this Privacy Policy and other relevant information from us. We may also obtain Personal Data from reputable third parties, such as credit agencies.

Aggregate and Anonymous Data: Aggregate and anonymous data is information collected automatically through the operation of the Site ("AA Data"). We may collect site usage data (such as which Site pages you visit and in what sequence) through the use of various technologies. For example, we collect IP addresses from individuals who visit the Site. An IP address is a number that is automatically assigned to your computer whenever you're surfing the Web. Web servers, the computers that "serve up" Web pages; automatically identify your computer by its IP address, and when you request a page from a website, its servers log your IP address. We do not link IP addresses to any Personal Data, so although your session will be logged, you will remain anonymous to us and the Site. We may also collect password information from you when you log in, as well as computer and connection information such as browser type or version. During some visits, we may use software tools, such as JavaScript, to measure and collect session information, including page response times, download errors, time spent on certain pages, page interaction information, and methods used to browse away from the page.

2. Use of Cookies: Like many sites, we use "cookies" to collect AA Data. A cookie is a small data file that writes to your hard drive for record keeping purposes when you visit the Site. Cookies allow the Site to measure traffic activity on the Site and to improve your user experience, for example by remembering your passwords and viewing preferences, allowing you to visit "member only" portions of the Site without re-registering, and tracking the progress and number of entries in activities that require registration or entry, such as sweepstakes. Most browsers are initially set to accept cookies. If you prefer, you can set your browser to refuse cookies or to alert you when cookies are being sent, but it is possible that some parts of the Site, such as shopping, contest and game areas, will not function properly if you do so.

3. Use of Web Beacons and Other Technologies. We and our service providers may also use so-called "web beacons," "pixel tags," "clear GIFs" or similar means (collectively, "Web Beacons") in connection with some Site pages and HTML-formatted e-mail messages to, among other things, compile aggregate statistics about Site usage and response rates. A Web Beacon is an electronic image, often a single-pixel (1x1), that is ordinarily not visible to Site visitors and may be associated with cookies on the visitors' hard drives. Among other things, Web Beacons allow us to count users who have visited certain pages of the Site and to

help determine the effectiveness of promotional or advertising campaigns. When used in HTML-formatted e-mail messages, Web Beacons can tell the sender whether and when the e-mail has been opened. In addition, we may also use other software tools, such as JavaScript, to measure and collect session information, including page response times, download errors, time spent on certain pages, page interaction information, and methods used to browse away from the page.

4. Our Use of Your Data:

Personal Data: We will use your Personal Data for the purposes for which it was provided. For example, if you provide Personal Data to register for a newsletter or a text messaging service, to enter a contest or to purchase goods or services, we will use it to register you for or provide you with those goods or services. We may also use your Personal Data to provide you with information about features, services and other offerings that may be of interest to you. We also may send information or offers to selected groups of Site users on behalf of other businesses. When we do this, we do not give that those businesses your name or address. . Under certain circumstances (for example if you win a contest) we may post your Personal Data on the Site. We will notify you of this possibility when you provide the Personal Data and, if possible, when the Personal Data is posted. From time to time, in our sole discretion, we may use your Personal Data to email to you important information regarding the Site, or changes to our terms, conditions and policies. Because this information may be important to your use of the Site, you may not opt-out of receiving these administrative emails.

AA Data:

We may use AA Data collected from the Site for site administration, advertising and promotional purposes and any other purpose, and we may share such information with various affiliated and unaffiliated entities for such purposes. For example, IP addresses are used for the purposes of system administration and to provide aggregate data to advertisers about the volume of use on the Site, and Clickstream Data and demographic AA Data may be shared with our advertisers and business partners. We may also enter into agreements with outside companies that possess technology that allows the Site to customize the advertising and marketing messages you receive on the Site. This data (including Clickstream Data about your activities on our Site) may be shared with these companies for this purpose.

6. Third Party Advertising and Links To Other Sites: This Site includes third party advertising and links to other websites. These third parties websites and advertisers, or the Internet advertising companies that work on their behalf, may use technology to send (or "serve") the advertisements that appear on our Site directly to your browser. They automatically receive your IP address when this happens. They may also use cookies, JavaScript, web beacons and other technologies to deliver advertisements, collect information about the effectiveness

of their advertisements, and to collect anonymous information about your visits to the Site, such as the number of times you have viewed an ad (but not your name, address, or other Personal Data). For more information about these specialized cookies and other technologies, and how to "opt-out" of information collection by these companies, we suggest you visit http://doubleclick.net/privacy_policy or http://networkadvertising.org/optout_nonppii.asp.

Please note that this Site contains links to other sites that will not follow the same Privacy Policy as our Site. For instance, clicking on an advertisement or on links or other elements on the Site may take you to an entirely different site. Links to other sites may use our Site logo or style as a result of a co-branding agreement. These sites may send their own cookies to you and may collect data and make use of that data in ways that this Site would not. Once you've left this Site, this Privacy Policy will no longer apply to Personal Data or any other data collected from or provided by you. You should check the applicable privacy policy to determine how that site will handle such data.

8. Changes and Updates: From time to time, we may revise this Privacy Policy to reflect industry initiatives, changes in the law or technology, or changes in our practices regarding information collection and use. If we make revisions to the way we collect or use Personal Data, we may provide notice of those changes by email to the current email address we have on file for you, or by providing a prominent notice on our Site or Other Services. Unless stated otherwise, our current Privacy Policy applies to all information that we have collected about you. We will not materially change our policies and practices to make them less protective of customer information collected from you in the past without obtaining your consent.

9. Exclusions: This Privacy Policy shall not apply to any unsolicited information you provide to TLC on or through this Site or Other Services. Please see our Terms of Use for our policies regarding such Unsolicited Information. All such Unsolicited Information shall be deemed to be non-confidential, and TLC shall be free to reproduce, use, disclose and distribute such Unsolicited Information to others without limitation or attribution.

10. Message Boards, Chat Rooms, Blogs and Other User Forums: Please remember that information posted to message boards, chat rooms, blogs and other user forums becomes public information. Use caution when posting. Individuals under the age of 18 should be especially careful not to provide any personally identifiable information when participating in any area of the Site where postings might become public. Please see our Terms of Use for the standards of behavior that must be followed when using these portions of the Site or Other Services.

11. Data Security Disclaimer: No transmission of data over the Internet is guaranteed to be completely secure. It may be possible for third parties not under the control of TLC to intercept or access transmissions or private communications unlawfully. While we strive to protect your Personal Data, we cannot ensure or

warrant the security of any Personal Data you transmit to us. Any such transmission is done at your own risk.

12. Other Terms and Conditions: Your access to and use of this Site or other services is subject to the Terms of Use.

13. Contacting TLC Regarding Your Privacy: To keep your Personal Data accurate, current, and complete, please contact us at the address listed below. We will take reasonable steps to update or correct Personal Data in our possession. If you have any questions about this Privacy Policy, Personal Data gathered by this Site or Other Services, or about the operation of this Site or Other Services, or if you wish to unsubscribe from the Site or Other Services, please contact us at the email at the beginning of this policy, or at the address listed below.

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