

Sock'n It! Privacy Policy

Sock'n It! is deeply committed to protecting your privacy and the confidentiality and privacy of information entrusted to us and takes all reasonable steps to protect all data and information supplied to Sock'n It!. We protect your privacy in a variety of ways including using industry accepted security measures to protect against the loss, misuse and alteration of data used by our system. Sock'n It! is committed to the appropriate protection and use of personal information that has been collected through its site and other sources.

The **Sock'n It!** Privacy Policy is committed to ensuring the safety and accuracy of Internet users' personal information. We do not share any of your personally identifiable information with third parties.

Sock'n It! collects personally identifiable information from those who register on our website or donate through our online system. Such information includes name, address, and billing address information. We use this information only to receive payments for the use in donating. We also may collect information regarding your use of our services. We may use this and your personally identifiable information to compile general information about our visitors and our services so that we may improve the services we offer. We may create reports based on that information to share with our staff, but these reports never contain any personally identifiable information. For example, we might determine from all of our data that there are certain days that are better to send emails as part of an email campaign.

Keeping your personal information secure is a top priority for us. Therefore, **Sock'n It!** requires third party vendors to utilize 128-bit Secure Socket Layer (SSL) technology, the industry's leading data security solutions, and has implemented policies and procedures to ensure the physical and electronic security of data stored by **Sock'n It!**. **Sock'n It!** employs permission-based marketing principles: it requires its staff to communicate only to users who affirmatively express an interest in receiving e-mails. Permission to receive e-mails may be granted and taken away; in other words customers may "opt-in" and "opt-out". If a visitor chooses to opt-out, **Sock'n It!** is required to stop sending messages to that customer. **Sock'n It!** puts a high value on a visitor's ability to discontinue receiving unwanted e-mail. In addition Sock'n It! may receive passively-collected information through a variety of methods including but not limited to:

Cookies

We may use a variety of methods, including "cookies" to collect information.

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are useful because they allow a website to recognize a user's device. You can find more information about cookies at: <http://www.allaboutcookies.org>.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that advertisements you see online are more relevant to you and your interests.

Sock'n It! collects cookies on our Sites and/or Services to capture information about page visits (e.g. "performance cookies.") This information is anonymous and Sock'n It! uses this information only internally – to deliver the most effective content to our visitors. Information from the cookie is used to gauge page popularity, analyze traffic patterns on our Sites and/or Services and guide development of other improvements to our Sites and/or Services.

Sock'n It! does not require that you accept cookies and/or you may withdraw your consent to our use of cookies at any time by adjusting your browser's privacy settings, however, some functionality on our Sites (e.g. "functionality cookies"), our product or service check-out process, and Services may be disabled if you decline to accept cookies (e.g. "necessary cookies"). By using the Sites and Services, you consent to the placement of the cookies referenced above. You can, however, set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. You may also change your cookie settings through preference options in our Sites and/or Services, where applicable. We will indicate that upon selecting your preferences, that we will use a cookie to remember your preferences.

Sock'n It! never gives away information about our users. If you choose to provide Personal Information about yourself, **Sock'n It!** will use this information only to communicate directly with you. **Sock'n It!** will not sell, rent or otherwise disclose that information to third parties unless such disclosure is necessary for the purposes set forth in this Policy, by law or a policy or notice contained or associated with a specific Site(s) and/or Service(s). **Sock'n It!** may collect, use, and share (with Sock'n It! partners, service providers and licensees) precise location data, including the real-time location of your mobile or fixed location device.

Analytics Tools

Sock'n It! uses analytics tools and other third party technologies, such as Google Analytics, to collect non-personal information in the form of various usage and user metrics when you use our online Sites and/or Services. These tools and technologies collect and analyze certain types of information, including cookies, IP addresses, device and software identifiers, referring and exit URLs, onsite behavior and usage information, feature use metrics and statistics, usage and purchase history, mobile unique device ID, and other similar information. The third party analytics companies who collect information on our Sites and/or Services and other online products and/or services may combine the information collected with other information they have independently collected from other websites and/or other online or mobile products and services relating to your activities across their network of websites as well as online and/or mobile products and services. Many of these companies collect and use information under their own privacy policies.

In addition to our use of technologies as described herein, we may permit certain third party companies to help us tailor advertising that we think may be of interest to you based on your use of **Sock'n It!** Sites and/or Services and to otherwise collect and use data about your use of **Sock'n It!** Sites and/or Services. For more information about this practice, please see the "Third Party Advertising Technologies" section below.

You may opt out by visiting the Google advertising opt-out page or you may opt out of Google Analytics by visiting the Google Analytics opt-out page. Google has additional information available about their Remarketing Privacy Guidelines, and Restrictions.

You may view a list of other third party service providers who collect information, and/or opt-out of such collection of information about you, by visiting <http://www.networkadvertising.org/choices/> or <http://www.aboutads.info/choices/>.

Remarketing

Sock'n It! also uses 3rd party vendor re-marketing tracking cookies, including the Google Adwords and Facebook Ads tracking cookie. This means we will continue to show ads to you across the internet, specifically on the Google Content Network (GCN) and Facebook. As always we respect your privacy and are not collecting any identifiable information through the use of Google's, Facebook's or any other 3rd party remarketing system. The third-party vendors, including Google, whose services we use – will place cookies on web browsers in order to serve ads based on past visits to our website. – Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to your website. This allows us to make special offers and continue to market our services to those who have shown interest in our service.

Sock'n It! does not sell, rent, loan, trade, or lease any personal information whether gathered by **Sock'n It!** itself or received from its partners. When **Sock'n It!** collects personally identifiable information from opt-in participants in those clients' marketing programs, such information belongs to those respective clients and is subject to their policies on sharing of the end user information.

Sock'n It! is a general audience site. **Sock'n It!** will not knowingly collect or maintain personally identifiable information from or about anyone under 13 years of age. **Sock'n It!** will make the best effort to assist its staff in complying with privacy laws and adhering to the highest industry standards on privacy.

If you have received unwanted, unsolicited email sent via our system or purporting to be sent via this system, please forward a copy of that email with your comments to for review.

We reserve the right to modify this policy at any time. We will always post the most current version of this policy.

.../