

## Fixture Lab Privacy Policy

Your privacy is very important to us at Fixture Lab and we understand that you care how information about you is used and shared. This Privacy Policy governs the website located at [www.FixtureLab.com](http://www.FixtureLab.com) and any other websites and services owned or operated by Fixture Lab (collectively "Website"). This Policy outlines what information we collect, how we use it, and under what circumstances, if any, we will share it. Other than as set forth in this Policy, Fixture Lab will not provide your Personally Identifiable Information (defined below) to third parties without your specific permission.

By visiting the Fixture Lab Website, submitting information, or using any of our products or services (*e.g.*, e-mail alerts), you acknowledge that that you have read and agree to be bound by the terms of this Privacy Policy and the Website's Terms of Use and that you consent to having your data transferred to, and processed in, the United States. If you do not agree, you should exit the Website and not use any of our products or services or provide any information.

### 1. Types of Information Collected and Uses of Collected Information

The information we learn from users helps us personalize and continually improve our offerings and your experience with us, such as by customizing content, responding to e-mail requests, and communicating with you. We gather two basic types of information: "Personally Identifiable Information" that can identify a person as an individual (*e.g.*, name, mailing address, telephone number, e-mail address) and "Non-Personally Identifiable Information," which may include aggregated information, demographic information, IP addresses, and any other information that does not necessarily reveal a person's specific identity. Within those two broad categories, we gather the following types of information:

**A. Information You Provide to Us:** We may receive and store any information you enter on our website or provide to us in any way. This may include your first and last name, nickname, e-mail address, mailing address, password, telephone number, date of birth, gender, and any other information you provide in your profile or registration. Information you provide us may also include information you provide when: accessing a service, purchasing a membership, making a charitable donation or ordering a product (which may include your credit card and related information); submitting/posting of professional or personal resumes and curriculum vitae; entering a contest or sweepstake, filling out a survey, posting a review or comment, providing feedback, requesting information, sending messages, or performing searches. Some or all of the functionality contemplated in the preceding sentence may or may not be available at any given time.

You may choose not to provide us with certain information, but that may prevent you from: participating in or utilizing the activity or service (*e.g.*, e-mail alerts), posting comments to our Website, creating a user profile, performing searches or queries, sending messages, identifying products for purchase or other services, or communicating with us.

We may use information you provide to us to: provide our offerings to you; improve our offerings; analyze Website use; enhance the operation of the Website; improve our marketing and promotional efforts; administer sweepstakes and contests; and as provided in Section 2 of this Privacy Policy, to enhance and customize your experience with any third party and promote our offerings to third parties. We may also use Personally Identifiable Information to: contact you; troubleshoot; resolve disputes; perform administrative tasks; enforce our agreements with you (including this Privacy Policy and our Terms of Use); track complaints; and cooperate with governmental agencies and otherwise comply with applicable law. For example, if you send our customer service an e-mail we may use your comments and feedback to tell others about our services, and may post your comment in our marketing materials or on our Website. Your comments may contain personal information such as your name, and if it does and you have not already posted it for public view, we will obtain consent from you to post your name along with your comment before posting it for public view.

**B. Cookies or Other Data Tracking:** A cookie is a small file that is stored on a user's computer for record-keeping purposes that contains information about that user. We may use cookies to save you time while using the Website, remind us who you are, and track and target user interests in order to provide a customized experience. Cookies may also allow us to gather Non-Personally Identifiable Information from you, like the web pages you have visited while on the Website and the links you have clicked on while on the Website. We use this information to help us create a more user-friendly experience for all visitors. In addition, we may use third party advertising companies to place advertisements on our Website. As part of their service, those third-party advertisers may place separate cookies on your computer. We have no access to or control over such third-party cookies. This Privacy Policy covers the use of cookies by our Website only and does not cover the use of cookies by any advertiser or other third party.

Most browsers automatically accept cookies, but you may be able to modify your browser settings to decline cookies (the "help" portion of the toolbar on the majority of browsers will direct you on how to prevent your browser from accepting new cookies, how to command the browser to tell you when you receive a new cookie, or how to fully disable cookies). We encourage you to leave the cookies activated, however, because cookies may enable you to take advantage of some of our features and if you decline or delete cookies, parts of the Website may not work effectively or at all.

In addition to cookies, we may use other technologies like web beacons and pixel tags to track your use of our Website pages and promotions, or we may allow our Third Party Service Providers to use these devices on our behalf. Web beacons and pixel tags are small graphic images placed on websites or in e-mails that indicate whether you have performed a specific action. When you access these pages or open or click an e-mail, such web beacons and pixel tags generate a notice of that action. Web beacons and pixel tags may provide information about visitor traffic and behavior on our Website and provide a way to measure the effectiveness of any marketing or promotions. We may also utilize web beacons and pixel tags provided by our affiliated businesses for the same purposes.

**C. Automatic Information:** We may receive and store certain types of information whenever you interact with us. For example, like many web sites and as addressed above, we may use "cookies," and we may automatically collect certain types of information when your Web browser accesses our Website or advertisements and other content served by or on behalf of us on other sites. This may include information about your operating system and browser, the site accessed immediately before accessing our Website, the website access after leaving our Website, your IP address, pages you requested, shopping and purchase preferences, and history. We may use this data to, among other things, customize and enhance our Website and offerings as well as your experience with third parties (as provided in Section 2), and to help operate and administer our Website.

Generally, our Website may automatically collect usage information, such as the numbers and frequency of visitors to our Website and its components. We may use this data in the aggregate to design and improve our Website and offerings, and we may provide this information to affiliated businesses so they can understand how often users use areas of our Website, to help enable them to provide you with an optimal Web experience. We may also collect and use that information for internal purposes.

We may use Non-Personally Identifiable Information to: troubleshoot; administer our Website; analyze trends; gather demographic and preference information; enhance and customize our offerings; measure the effectiveness of any online advertising, content, and programming; cooperate with governmental authorities and otherwise comply with applicable law. We may also share this information with our authorized affiliated businesses and advertisers for these purposes. We may also publish this information for promotional purposes or as a representative audience for advertisers.

**D. E-mail Communications:** We may receive confirmation via HTML code when you open an e-mail from us. We may use that information to measure the effectiveness of our Website and offerings and reduce or eliminate duplicate e-mails. If you no longer wish to receive promotional e-mails from us, please unsubscribe or change your profile settings. Even if you opt-out of promotional e-mails, however, we may continue to send you any necessary administrative or transactional e-mails, such as those regarding purchase transactions.

**E. Information from Other Sources:** We may receive information about you from other sources and add it to our account information to help personalize our offerings.

## **2. Will Fixture Lab Share Any of the Information It Receives?**

We neither rent nor sell your personally identifiable information to anyone. We share your personal information only as provided in this Policy or with your consent, to the entities described below.

**Affiliated Businesses We Do Not Control:** We may affiliate with a variety of businesses and provide or promote products jointly with those affiliated businesses. You will easily recognize when an affiliated business is involved in your transaction. We will only share

personal information that is related to those transactions or is necessary for the affiliated business to complete the transaction.

**Agents/Third Party Service Providers:** We may employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you ("Third Party Service Providers"). Examples include sending postal mail and e-mail, removing repetitive information from customer lists, performing surveys, tracking clicks, analyzing data, performing administrative functions and website operations, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. We may also provide your personal information to agents who will use it to verify aggregate usage data that we provide to our affiliated businesses. These agents may not use your information for any other purposes.

**Promotional Offers:** We may send you offers on behalf of other businesses. But when we do so, we will not give the other business your name and address. If you do not wish to receive these offers, please notify us by e-mail through the "Contact Us" link on our Website.

**We may remarket your information.** Remarketing is a way for us to connect with users, based upon your past interactions with our Website. We may hire third-party marketing vendors, such as Google, to perform remarketing services. As a result, such third-party vendors may show our ads on sites on the Internet, and may use cookies to serve specific ads based on a user's prior visits to our Website. Users may generally opt out of third party use of cookies on the third party's opt-out page. We cannot control how Google or other third parties use information stored in cookies.

**Discussion Forums, Blogs, Comments, and User-Generated Content:** The information you provide us in connection with your user profile and any content you post to the Website may be used to facilitate and provide your requested services within the Website or your requested services through other websites (such as if you request our assistance with any affiliated businesses). Any personal information or content that you voluntarily disclose online (on discussion boards, in blogs, comments, messages, and chat areas, and within your public profile page, etc.) becomes publicly available and can be collected and used by us and others; such information may be redistributed through the Internet and other media channels and may be viewed by the general public.

**Communication About the Website or in Response to Your Requests:** As part of the Website and our services, you may receive e-mail and other communication relating to your use of the Website or your user account. You acknowledge and agree that by posting information on the Website or otherwise using the Website, we and our agents may send you e-mail or otherwise contact you as we determine necessary in our sole discretion related to your use of the Website. We may use your e-mail address to send updates, a newsletter, or other news regarding the Website or our offerings.

**Business Transfers:** In some cases, we may choose to buy or sell assets or the business itself. In these types of transactions, customer information is typically one of the business assets transferred. Moreover, if Fixture Lab, or substantially all of its assets, were acquired, customer information would be one of the assets transferred or acquired by a third party, and you consent to that transfer as well as the successor entity's continued use of your information as provided in this Policy.

**Protection of Fixture Lab and Others:** We may release personal information when we believe in good faith that release is necessary to: comply with the law; enforce or apply our Terms of Use and other agreements; or protect the rights, property, or safety of Fixture Lab, our employees, our users, or others. This includes, without limitation, exchanging information with other companies and organizations for fraud protection and credit risk reduction.

**With Your Consent:** Other than those instances above in which we have specified that we will share information with third parties, you will be notified when your personal information may be shared with third parties.

### **3. User Choices on Collection and Use of Information**

As stated above, you can always opt not to disclose information, but then you may be unable to use certain features on our Website.

#### **How Do I Opt Out, What Information Can I Access, and What Can I Delete?**

If you create digital content on or through our Website (such as reviews, comments, or a blog) you may delete that content, but if the content has been reposted on other sites by Fixture Lab or other users, it cannot be deleted. Users may comment on posts. Such comments cannot be deleted. You may request deletion of your Fixture Lab account by sending a message to the "Contact Us" link at the Website. But even after your account has been disabled, information may remain in our records after deletion of your account.

As a condition of your use of the Website or participation in our offerings, we may send you Administrative and Promotional e-mails. We may send you information regarding your account activity as well as updates about our offerings. You cannot opt-out of "Administrative E-mails," which relate to a user's activity on the Website, such as activity regarding your account, requests or inquiries, or purchases of products and services. If you no longer wish to receive Promotional e-mails, you may unsubscribe from the Service or Website by e-mailing us via our "Contact Us" link. When contacting us, please indicate your name, e-mail address, and what Promotional E-mails you do not want to receive. Please note that if you do not want to receive legal notices from us, such as this Privacy Policy, those legal notices will still govern your use of the Fixture Lab Website, and you are responsible for reviewing such legal notices for changes.

#### **4. Security of Information**

We take security seriously and take numerous precautions to protect the security of Personally Identifiable Information. We recommend that you do not share your password with anyone. In addition, your Personally Identifiable Information resides on a server that only selected personnel and contractors have access to. We do not obtain any financial information from you through our Website.

We try to protect user information so that the user account information is kept private, but unauthorized use or entry, hardware or software failures, and other factors may undermine the security of user information at any time and no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. Accordingly, while we employ reasonable security measures to protect data and seek to affiliate with companies that do the same, we cannot guarantee the security of account information transmitted to or from the Website, and are not responsible for the actions of any third parties that may receive any such information.

#### **5. Third Party Websites**

This Privacy Policy only addresses the use and disclosure of information we collect from you on the Website. Fixture Lab may permit you to link to other websites on the Internet, and those other websites may contain links to the Fixture Lab Website. These other websites are not under our control, and any links to those websites do not constitute an endorsement by Fixture Lab of those other websites or their services, or otherwise suggest any agency or partnership between Fixture Lab and any third parties. Any other websites that may be accessible through this Website have their own privacy policies and data collection and use practices. This Privacy Policy does not cover any third-party policies and practices. If you click through to any other websites, you should review the website's privacy policy. We are not responsible for the policies or practices of third parties.

#### **6. Does the Website Collect Information from Children Under 13?**

Our Website and our offerings are not intended for children under the age of 13. We do not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow persons under 13 to register. If you are under 13, please do not attempt to register for our website or send any information about yourself to us, including your name, address, telephone number, or e-mail address. Fixture Lab does not provide services for purchase and our offerings are not intended for use by children. Our offerings are intended for use by adults, but those adults may be using our offerings for the benefit of children.

## **7. Conditions of Use and Amendments to this Policy:**

If you decide to visit the Fixture Lab Website, your visit and any possible dispute over privacy is subject to this Privacy Policy and our Terms of Use, including limitations on damages, arbitration of disputes, and application of Utah state law.

We may amend our Privacy Policy and Terms of Use from time to time in our sole discretion. Unless stated otherwise, our current Privacy Policy 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 notice to affected customers.

## **8. Questions/How to Contact Us:**

If you have any questions or concerns regarding this Privacy Policy, about our practices with respect to personal information, if you wish us to delete your personal information from our database, or should you wish to stop receiving communications from us, please notify us via the "Contact Us" link.

Should you contact us by any of the above means, please provide sufficient information for us to identify your account. Your privacy is important to us and we will make every effort to resolve your concerns as soon as reasonably possible.

**Last Updated on March 1, 2014**