

## OUR PRIVACY POLICY

We at King Street Marketing Group are committed to respecting your privacy and recognizing your need for appropriate protection and management of personal information you share with us (the phrase "personal information" means any information by which you can be identified, such as your name, mailing address, email address, telephone number, etc.). The purpose of this privacy policy is to inform you what personal information we may collect from you, how we use such information, and the choices you have regarding our use of, and your ability to review and correct, the information. This policy applies only to customers in the United States.

As a part of our commitment to your privacy, King Street Marketing Group supports and adheres to the guidelines and practices adopted by the Direct Marketing Association's "Privacy Promise to American Consumers." We have agreed to (1) honor customers' requests not to share their information with others; and (2) honor customers' requests not to receive mail, telephone or other solicitations from King Street Marketing Group.

### Collecting Information About You

There may be times (such as when you subscribe to a service, register to receive catalogs, or to participate in contests, sweepstakes or promotions, etc.) when we ask you to provide certain information about yourself, such as your name, address, telephone number or email address.

In general, you can visit many of our web pages without telling us who you are or revealing any personal information about yourself. We may track the Internet domain address from which people visit us and analyze this data for trends and statistics, but individual users will remain anonymous, unless you voluntarily tell us who you are.

### Using Information About You

We use the personal information you provide for internal purposes, such as confirming your subscription or registration, analyzing trends and statistics, informing you of our new products, services and offers, and providing you with information from and about King Street Marketing Group. We may also disclose your personal information when we believe the law requires it.

### Editing, Updating, Correcting and Deleting Information About You

We want to communicate with you only if you want to hear from us. If you prefer not to receive information from us, please let us know by calling us at 1.843.303.1113, or by sending us an email, or by clicking Safe Unsubscribe at the bottom of any email we may send you. Please be sure to include your email address, mailing address, full name, and specifically what information you do not want to receive. If you would like to update or correct your email address, mailing address or other personal information with us please contact us the same way.

### Cookies

Our web sites may use "cookies." A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. Generally, we would use cookies to remind us of who you are, tailor our services to suit your personal interests, estimate our audience size and/or analyze your visiting patterns. You can generally set your browser to not accept cookies or to notify you when you are sent a cookie, giving you the chance to decide whether or not to accept it.

#### Security

We take precautions to protect the security of your personal information that you share with us. Unfortunately, however, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee or warrant the security of any information you transmit to or from our web sites, and you do so at your own risk.

#### Links to Third Party Sites

Our web sites may contain links to web sites operated and maintained by third parties, over which we have no control. Privacy policies on such linked sites may be different from our privacy policy. You access such linked sites at your own risk. You should always read the privacy policy of a linked site before disclosing any personal information on such site.

#### Policy Changes

If we decide to change our privacy policy in whole or in part, we will inform you by posting a notice on our web site. Those changes will go into effect on the date posted in the notice. The new policy will apply to all current and past users of our web site and will replace any prior policies that are inconsistent. This policy was posted in May 2009.

#### Your Feedback

To help us improve our privacy policy and practice, please give us your feedback. You may email us or call us at 1.843.303.1113.

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