

# Privacy Policy

## Privacy Protection

Stampin' Up!, Inc. (referred to as "we", "us", and "our") respects the privacy of our demonstrators, customers and those who visit our web sites, online areas, participate in interactive bulletin boards or forums, or purchase Stampin' Up! products. We provide this Privacy Policy to explain our practices regarding the information we collect when you enter our online areas or provide information to us in any other way. This Privacy Policy will also instruct you as to what to do if you want Stampin' Up! to modify or remove personal information we have collected from you.

## Consent

By using Stampin' Up! online areas, you agree to the terms of this policy. If you do not agree to this Privacy Policy, please do not use Stampin' Up! online areas. Stampin' Up! reserves the right to change this Privacy Policy at any time. Your continued use of Stampin' Up! online areas following the posting of changes to this Privacy Policy will signify your acceptance of those changes. Although we may make changes to this Policy, our fundamental commitment to privacy protection will not change.

## Applicable Web Sites

Our web site may contain links to other sites that are not controlled or operated by Stampin' Up! Once you access another site, you are subject to the privacy policy, if any, at the new site. Any links are provided as a service to you, and Stampin' Up! does not endorse and is not responsible for the content or policies of any other sites. Stampin' Up! can assume no responsibility or liability whatsoever for the practices, actions, or policies of these third-party sites, and cannot be responsible for the content or privacy practices of such sites.

## Information Collected

In general, you can browse our web site without disclosing any information about yourself. We may collect non-personal information automatically through the use of "cookies," a standard feature of browser software used by most web sites. A cookie is a small text file that is stored on your computer's hard drive. This allows us to tailor the Stampin' Up! Web site to your specific interests and preferences. In general, cookies do not contain any personally identifiable information unless you specifically supply that information. We use cookies to store information such as temporary session identification numbers and your Stampin' Up! account number, if you have established an account. If you want to disable these cookies, most Internet browsers will allow you to delete cookies from your computer hard drive, prevent them from being stored, or signal a warning before a cookie is stored. You should refer to your browser instructions or help screen to learn more about these functions.

We may also collect anonymous technical and navigational information to help us provide better customer service. The information collected may include the domains from which people visit, computer browser type, operating system type, pages visited and average time spent on our web sites. This information may be used, for example, to alert you to software compatibility issues, resolve technical or service problems, and improve our web site design and functionality. Stampin' Up! will not collect or retain any personal information about you (that is, your name, address, telephone number, or e-mail address) unless you provide it to us voluntarily. If you register for an account, online or via our help desk, we will ask you for personal information, including your name, address, e-mail address, and phone number. When you make a purchase, we will also ask for your credit card or other payment information, as well as billing and shipping information. This personal information will be stored in your personal profile and protected with a valid user name and password chosen by you. We will send out confirmation e-mails whenever you register or make a purchase to inform you that we received your personal information or to confirm your purchase. Registering for an account with us is optional. If you choose not to register or provide personal information, you can still use the Stampin' Up! web site. However, you will not be able to purchase items or receive e-mail alerts.

## *Our Use of Information*

As explained above, we use the information we collect to enhance your overall experience while visiting our online areas and to assist you in placing an order. We retain information about your previous purchases of Stampin' Up! products in order to customize our web site for your future visits and we may use your e-mail address to send you updates about new products, promotions, and other items of interest. When we collect personal data from you in connection with a transaction, we may extract some information about that transaction in an anonymous format and combine it with other anonymous information. This anonymous information is used and analyzed only at an aggregate level to help us understand trends and patterns.

Stampin' Up! is a direct sales organization that distributes products through a network of demonstrators. When placing an order through a demonstrator, personal information to process your order will be shared with your demonstrator. Stampin' Up! provides confidential reports containing customer information to the demonstrator so they may offer further assistance to the customer, to preserve the integrity of our compensation plan and to help the demonstrator manage their business. All demonstrators must abide by this Privacy Policy and must not share confidential information except in connection with their Stampin' Up! businesses.

We do not collect or use personal information for any purpose outside of customer service, web site administration, online shopping and company communications. Stampin' Up! does not sell, trade or rent your personal information to any outside parties.

## *Children*

We believe it is important to protect children's privacy. Stampin' Up! does not intentionally collect any personal information from persons under eighteen years of age. If you are under 18, you may use the Stampin' Up! web site only under the supervision of a parent or guardian.

## *How We Safeguard Your Personal Information*

Keeping personal information secure is a top priority. We allow access to information about you to only those Stampin' Up! employees who need to know the information in order to perform their jobs. To protect your personal information, we maintain physical, electronic and procedural safeguards, and we review and adjust these safeguards regularly in response to advances in technology. The Stampin' Up! web site uses some of the most secure forms of online communication available, including data encryption, Secure Sockets Layer (SSL) protocol, placing a firewall for data storage that contains personal information, and requiring user names and passwords. These technologies provide a high level of security and privacy when you access your account information, initiate online transactions or send secure messages.

## *What You Can Do*

For your protection, we strongly recommend that you do not provide your account information, user name, or password to anyone. If you become aware of any suspicious activity relating to your account, please contact us immediately. How to Update, Correct, or Remove Your Personal Information

We provide opportunities for you to review, correct, or delete your personal information through our web site and via the telephone. If you have registered with us, you will be able to view and modify any information contained in your personal profile by using the editing tools contained in the profile section of the Stampin' Up! web site. You may also contact us using the address, telephone and fax numbers listed in the "How to Contact Us" section of this policy statement. Before providing you with any personal data, we will ask you to provide proof of your identity. If you are not able to provide proof of your identity, we reserve the right to refuse to send you the personal data.

## *How to Contact Us*

We use e-mail links on our web site to allow you to contact us directly with any questions or comments you may have. You may also direct any inquiries or concerns to:

Customer Support  
Stampin' Up!  
P.O. Box 550  
Riverton, UT 84065  
1-800-iSTAMP2 (1-800-478-2672)  
ds@stampinup.com