

PRIVACY STATEMENT

This privacy policy explains what personal information is collected through this Web site, how that information is used, to whom it's disclosed, and how it's safeguarded. This policy applies only to personal information collected through the Web site, microsites, and mobile sites of Tikini Hut that display or link to this policy. By "personal information" we mean your identifying information (like name, home address, and email address), and possibly descriptive information (like tastes and preferences) if coupled with your identifying information ("personally identifying information"). We may refer to Tikini Hut as "we," "us," or "our" throughout this privacy policy.

WHAT PERSONAL INFORMATION IS COLLECTED AT OUR WEB SITE AND HOW IS IT USED?

1. Information Collected Directly from You and Others through this Site

We collect personal information directly from you to do all the things typically associated with electronic and mobile commerce Web sites. Examples of the information we collect include name, address, telephone number, mobile phone number, email address, personal preferences, credit card number, purchase and ordering information, demographical information, and sizing information.

This information is collected at various places: for instance, when you check out with your online order; subscribe to catalogs, email offers, and mobile messaging offers; participate in surveys, contests, or sweepstakes; or interact with special-event or program offers.

We collect information about you. And, when you provide it, we collect information about those you know. For example, we collect your gift recipient's contact information to process your gift orders. We use this information to do things like:

- process your online orders;
- open an online account at your request;
- personalize your online experience with content and offers that are tailored to your interests;
- provide customer service, whether it's responding to a request or following up on an order;
- include you in surveys and contests;
- enable you to post your content, such as comments, images;
- facilitate networks of online social activity centered around our products and services;
- enable you to interact with third-party content service providers, whether by linking to their sites, viewing their content within our Web environment, or by viewing our content within their Web environment; and
- market our products and services—for instance, by adding you to our email or print-catalog list when you make an online purchase.

2. Information We Observe or Collect through Technology

Navigational Information

When you visit this Web site, we collect navigational information, such as browser type and version, service-provider identification, IP address, the site from which you came, and the site to which you navigate. Navigational information is largely anonymous in the sense that it doesn't contain your name, address, phone number, email address or other information that directly identifies you. However, we may associate this navigational information with your personal information if you provide it.

- c. Cookies and Clear gifs

d. To better understand what you do while on our site, we use a browser feature known as a cookie. A cookie is a small data file that's stored by your Web browser on your computer. It's used to do things like see how you navigate our Web site, and

remember you and your online purchases when you return. This helps us improve our site, provide better customer service, personalize your online experience, and personalize offers to you based on your unique tastes and purchase history.

e. We also use clear-gifs (also known as a Web beacon or Web bug) on our Web site and in our emails. A clear gif is a nearly invisible pixel-sized graphic image on a Web page, Web-based document or e-mail message. It helps us do things like view the URL of the page on which the clear gif appears and the time our Web site or email in question is viewed. Clear gifs in e-mails help us confirm the receipt of, and response to, our emails, including those that you forward to friends and family; and they help deliver a more personalized online experience. Overall, these technologies may be used to help us see which of our interactive experiences online users like most—for example, by keeping track of the number of times a video, widget or other media is accessed or embedded on social networking sites; and on which social networking sites it is embedded, based on inquiries that are sent to our Web site. Cookies and clear gifs also allow us to associate your online navigational or transactional information with any personal information you provide (such as name, address, phone number, and email address). We'll associate this information only for our purposes: to deliver products and services to you; to improve our business; to transact business; and to market our products and services through a variety of media like email, mobile advertising, and direct mail. As an example, we may use cookies to keep track of what you put into your shopping bag. That can help us contact you if your online session is disrupted in mid-purchase, resulting in an abandoned cart. We can also use this technology to determine whether you'd be interested in participating in special events, given your preferences.

The end result is a more personalized experience that's tailored to your needs and tastes.

3. Information Others Observe or Collect through Technology

Third-party service providers help us analyze our visitor's site and purchase preferences, and may help us deliver ads to you about our products through banner ads when you visit other web sites (often referred to as "online network advertising"). The following provides more information about these service providers and the choices you have with respect to their services.

Analysis

We contract with analytics companies to better understand your use of our Web sites, and Web capabilities like embeddable widgets.

Advertising

d. We contract with third-party advertising companies that, in turn, collect non-personally identifying information by placing cookies on your browser when you visit us here. These companies may use information (not including your name, address, credit card information, e-mail address, or telephone number) about your visit to deliver our ads on this and other Web sites through their online advertising networks. These companies also provide this information to us which we, in turn, use to gauge how effective our ads are. |

WHAT CHOICES DO YOU HAVE OVER HOW YOUR INFORMATION IS USED?

Email

If at any time you'd like to stop future delivery of our email offers, simply follow the removal instructions located at the bottom of each message or complete the Remove From Email. This will stop future email offers from us, but won't stop operational or transactional messages such as email confirmations of your online orders, or customer service communications. We may occasionally provide you with the opportunity to opt in to receive email messages from third parties. If you do opt in, we'll share your e-mail address with the specific third party with which you have opted in.

Please review their privacy policies to see how they treat your personal information.

Mobile Messaging

If you've signed up for mobile messaging (e.g., SMS and MMS) offers but later decide you no longer wish to receive them, simply follow the opt-out instructions included in the mobile message.

Postal Mail: Catalogs

f.. Cookies, Clear Gifs, and Online Network Advertising

g. You may always choose to block cookies or even clear cookies from your computer.

Simply follow your browser's instructions on how to block and clear cookies. Note that blocking cookies may not block the "first-party" cookies that are placed on your computer when you visit this site. By first-party cookies, we mean those cookies (whether placed by us or a contractor) that help us see how visitors use our site, and enable us to deliver our ads on our site (as opposed to ads on an online advertising network of third-party Web sites). Clearing cookies after each visit here will prevent observations from multiple sessions being aggregated over time.

Please consider the consequences of blocking or clearing cookies. Many Web sites rely on their cookies to provide you with services or features that you have requested or expect.

HOW MAY I UPDATE MY PERSONAL INFORMATION?

We prefer to keep your personal information accurate and up-to-date. You may update or modify your billing- and shipping-related information by logging onto Your Account.t.

HOW DO WE SECURE YOUR INFORMATION ON OUR SITE?

This Web site has the following types of security measures: limited access data-centers, firewall technology, and secure-socket-layer (SSL) certificate authentication. SSL is encryption technology that provides security for information that's transmitted over the Internet. This site accepts orders only from Web browsers that permit communication through SSL technology-for example, Internet Explorer (version 6.0 or higher), Firefox (version 3.0 or higher), Safari (version 4 or higher), Chrome (version 2 or higher), and AOL (version 9 or higher).

While we implement the above security measures on this site, you should be aware that 100% security is not always possible.

WHOM MAY YOU CONTACT WITH QUESTIONS OR CONCERNS?

If you have questions or concerns with respect to our Privacy Policy, please feel free to contact us.