

TCA Marketing and TCAMarketing.com knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. By visiting TCAMarketing.com, you are accepting the practices described in this Privacy Policy.

### **What Personal Information About Customers Does TCAMarketing.com Gather?**

The information we learn from customers helps us personalize and continually improve your experience at TCAMarketing.com. Here are the types of information we gather.

The information you provide for your personal VIP membership account is used exclusively for TCAMarketing.com. It is our goal to make your visits to our site easy and enjoyable. However, be assured that the VIP club will not disclose your personal information to third parties without your consent. TCAMarketing.com may disclose user information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) TCAMarketing.com rights or property, other VIP Club users, or anyone else that could be harmed by such activities. TCAMarketing.com may disclose user information when we believe in good faith that the law requires it.

TCAMarketing.com shares aggregate information about our users with business partners, sponsors and other third parties. For example, we will say the VIP audience is x percent females and y percent males. This data is used to customize TCAMarketing.com content and advertising to deliver a better experience for our users.

**Information You Give Us:** We receive and store any information you enter on our Web site or give us in any other way. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, and communicating with you.

**Automatic Information:** We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses TCAMarketing.com. A number of companies offer utilities designed to help you visit Web sites anonymously. Although we will not be able to provide you with a personalized experience at TCAMarketing.com if we cannot recognize you, we want you to be aware that these tools exist.

**E-mail Communications:** To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from TCAMarketing.com if your computer supports such capabilities. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers. If you do not want to receive e-mail or other mail from us, please adjust your Customer Communication Preferences.

**Information from Other Sources:** We might receive information about you from other sources and add it to our account information.

## **Use Of Cookies**

What are cookies? Cookies are pieces of information that a Web site transfers to an individual's hard drive for record-keeping purposes. Cookies make Web-surfing easier for you by saving your preferences while you're at our site. We never save passwords or credit card information in cookies. The use of cookies is an industry standard -- you'll find them at most major Web sites.

By showing how and when guests use a site, cookies help us see which areas are popular and which are not. Many improvements and updates to the site are based on such data as total number of visitors and pages viewed. This information is most easily tracked with cookies. We use the information from cookies to provide services better tailored to our users needs.

TCAMarketing.com has two primary uses for its cookies. First, we use them to specify unique preferences. Secondly, we use cookies to track user trends and patterns. This helps us better understand and improve areas of the VIP service that our users find valuable. While both of these activities depend on the use of a "cookie," visitors to TCAMarketing.com always have the option of disabling cookies via their browser preferences. Information from cookies is sometimes attached to messages sent to our Customer Service department.

Most browsers are initially set up to accept cookies. You can reset your browser to refuse all cookies or indicate when a cookie is being sent. However, note that some parts of the VIP service will not function properly or may be considerably slower if you refuse cookies. For example, without cookies, you will not be able to set personalized news preferences or you may have difficulty completing shopping transactions or entering contests.

## **Does TCAMarketing.com Share the Information It Receives?**

Information about our customers is an important part of our business, and we are not in the business of selling it to others. We share customer information only as described below and with subsidiaries of TCA Marketing, Inc. controls that either are subject to this Privacy Notice or follow practices at least as protective as those described in this Privacy Notice.

**Affiliated Businesses We Do Not Control:** We work closely with our affiliated businesses. You can tell when a third party is involved in your transactions, and we share customer information related to those transactions with that third party.

**Agents:** We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail,

removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links) and processing credit card payments. They have access to personal information needed to perform their functions, but may not use it for other purposes.

**Promotional Offers:** Sometimes we send offers to selected groups of TCAMarketing.com customers on behalf of other businesses. When we do this, we do not give that business your name and address. If you do not want to receive such offers, please adjust your Customer Communication Preferences.

**Protection of TCAMarketing.com and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our Terms of Service and other agreements; or protect the rights, property, or safety of TCAMarketing.com, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from customers for commercial purposes in violation of the commitments set forth in this Privacy Policy.

**With Your Consent:** Other than as set out above, you will receive notice when information about you might go to third parties, and you will have an opportunity to choose not to share the information.

### **How Secure Is Information About Me?**

Ensuring secure online ordering is an important part of our pledge to honor your privacy. The Program utilizes SSL (secure socket layers) to protect your credit card information. SSL encrypts all ordering information, such as your name and credit card number, so that it cannot be read in transit. When you place an order with the VIP Club your credit card information is captured and stored separately from your order, so that it cannot be read by anyone other than our customer service staff.

If you don't have a browser that supports SSL or if you feel uncomfortable sending your credit card information via the Web, we offer you the option of mailing or calling our Customer Service Center to complete your order. Once you've selected the items you wish to order we'll ask you to choose a shipping method and provide a shipping address. After you've entered shipping information, you will have the option to proceed with your order online or to mail to our Customer Service Center, TCA Marketing, 877 West Carmel Drive, Carmel, In 46032 with your credit card number.

It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.

### **Links to Other Sites**

Users should be aware that when you are on TCAMarketing.com, you could be directed to other sites that are beyond our control. There are links to other sites from TCAMarketing.com pages that take you outside our service. For example, if you "click" on a product catalog link, the "click" takes you off the TCAMarketing.com site. This includes links from partners that may use the TCAMarketing.com logo as part of a co-branding agreement. These other sites may send their own cookies to users, collect data or solicit personal information.

### **Which Information Can I Access?**

There are cases where TCAMarketing.com may ask you for personal information such as your name, email address, and birth date. For example, we request personal information when you register for a VIP account, for online shopping or transactions, or for services that require registration or subscription. TCAMarketing.com needs to collect this information for fulfilling prizes, tracking/verifying compliance with TCAMarketing.com policies as well as federal, state and local laws and/or for editorial and feedback solicitation purposes.

In case you change your mind or some personal information may change (such as your zip code), we will endeavor to provide a way to correct, update or remove the personal data you give us.

### **What Choices Do I Have?**

As discussed above, you can always choose not to provide information, even though it might be needed to make a purchase or to take advantage of some TCAMarketing.com features.

You can add or update certain information on pages.

Information provided at the time of Registration or submission from a guest who is 13 years of age or over may be used for marketing and promotional purposes by TCAMarketing.com and our affiliates or companies that have been prescreened by TCAMarketing.com. To keep you in control of your personal information and the communications directed to you, we allow you to opt-out of the following services: sharing your information in our member directory, receiving communications from TCAMarketing.com about new features or services, and receiving communications about offers from third-party companies that offer a product or service that we think would be of value to you. If a guest objects to such use for any reason, he/she may stop that use -- either by e-mail request to [webmaster@TCAMarketing.com](mailto:webmaster@TCAMarketing.com) or by modifying his/her member information online.

Information provided when purchasing products from any of our online stores may be used for marketing and promotional purposes and is subject to the opt-out processes described on, or linked to, each order form.

If you do not want to receive e-mail or other mail from us, please adjust your member information preferences..

The Help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. However, you will not be able to use some important features of TCAMarketing.com.

### **Children**

TCAMarketing.com does not sell products for purchase by children. We sell children's products for purchase by adults. If you are under 13, you may use TCAMarketing.com only with the involvement of a parent or guardian.

TCAMarketing.com encourages parents and guardians to spend time online with their children and to participate in the activities offered on the site. No information should be submitted to or posted at TCAMarketing.com by guests under 13 years of age without the consent of their parent or guardian.

Unless otherwise disclosed during collection, TCAMarketing.com does not provide any personally identifying information, regardless of its source, to any third party for any purpose whatsoever from our guests under 13 years of age. All registrants receive an e-mail confirming their Registration. In addition, when a guest under 13 registers, he/she is required to provide the e-mail address of his/her parent or guardian and that parent or guardian receives an e-mail alerting them to that Registration. The parent or guardian must validate the account, as described in the e-mail, in order for the potential member to use most TCAMarketing.com interactive services. No information collected from guests under 13 years of age is used for any marketing or promotional purposes whatsoever, either inside or outside TCAMarketing.com except as explicitly stated during registration for contests or promotions (and in that case, the information collected is used only for the specific contest or promotion).

Although guests under 13 years of age may be allowed to participate in some contests and promotions, if such a guest wins, notification and prizes are sent to the parents or guardians identified in the initial registration process. Publication of contest winners names, ages, or images for individuals under 13 require parental or guardian consent.

We do not allow guests under 13 years of age to be listed in our member directory or to receive direct marketing communications from TCAMarketing.com or to be sent our third-party offers.

### **Conditions of Use, Notices, and Revisions**

If you choose to visit TCAMarketing.com, your visit and any dispute over privacy is subject to this Notice and our Terms of Service, including limitations on damages, arbitration of disputes, and application of the law of the state of Indiana. If you have any

concern about privacy at toebash.com, please send us a thorough description to [webmaster@TCAMarketing.com](mailto:webmaster@TCAMarketing.com), and we will try to resolve it.

### **Your Acceptance of These Terms**

By using this site, you signify your assent to the TCAMarketing.com Privacy Policy. If you do not agree to this policy, please do not use our site. Your continued use of the TCAMarketing.com site following the posting of changes to these terms will mean you accept those changes.

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 the consent of affected customers.

Questions regarding this statement should be directed to Member Services by email at [webmaster@TCAMarketing.com](mailto:webmaster@TCAMarketing.com), or by postal mail at:

TCA Marketing

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Carmel, IN 46032