

2 SIMPLE ONLINE PRIVACY STATEMENT

2 Simple Limited ("2 Simple") respects your privacy and are also committed to protecting it. This statement is provided to inform you of our Privacy Policy and practices and how information supplied by you is used.

1. SITES COVERED BY THIS PRIVACY STATEMENT

This Privacy Statement applies to all 2 Simple.com-owned websites and domains ("2 Simple websites.")

Links to non-2 Simple websites

The 2 Simple websites may sometimes include links to third party websites. You will leave the 2 Simple website if accessing any third party websites. 2 Simple does not endorse or make any representations about such websites. Any personal data you choose to give to unrelated third parties is not covered by the 2 Simple Privacy Statement. Some third party companies may choose to share their personal data with 2 Simple; that sharing is not regulated by 2 Simple but is governed by that third party company's privacy policy.

2. TYPES OF INFORMATION WE COLLECT

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

- 2.1 **Personal information** is any information that can be associated with your name or personal identity. If you provide us with personal information, it will be used solely for the purpose of supporting your customer relationship with 2 Simple. We take seriously the trust you place in us. 2 Simple will not at any time sell, rent or lease your personal information to others.

On some 2 Simple websites, you can order products or request further information. The types of personal information you provide to us may include name, address, phone number, e-mail address, user IDs and passwords, billing and transaction information, credit card information and contact preferences.

- 2.2 **Non-personal information** is data about usage and service operation that is not associated with a specific personal identity. We collect non-personal information to analyse and evaluate how our visitors use the 2 Simple websites.

Non-personal data we collect may include the pages visited on the 2 Simple websites, unique URLs¹ visited within 2 Simple.com, browser type and IP² address. Most non-personal data is collected via cookies or other analysis technologies. 2 Simple.com Web pages use cookies, Web beacons and other technologies for data analysis and personalisation services.

3. CHILDREN'S PRIVACY

2 Simple encourage parents and guardians to take an active role in their children's online activities and interests.

4. HOW WE USE YOUR INFORMATION

- 4.1 2 Simple uses your personal information so that we can provide you with products and to help us better understand our customers needs and interests. Specifically, we will use your information to help you complete a transaction or order, to communicate with you, to provide service and support, to update you on services and benefits. We may on occasion also use your information to contact you for market research of our products. Credit card information is used only for payment processing and fraud prevention.
- 4.2 Non-personal data is aggregated for reporting about 2 Simple website usability, performance and effectiveness.
- 4.3 Personal data provided by you and collected online may also be used in conjunction with information you provide 2 Simple through other sources such as product registration, call centers and public events such as trade shows.
- 4.4 2 Simple may transfer personal data given to 2 Simple across state and country borders for the purposes of data consolidation, storage and simplified customer information management.

5. WHO WE SHARE YOUR INFORMATION WITH

- 5.1 We will not disclose your personal information to others. 2 Simple will not share your personal information with third parties except in responding to your requests for our products.
- 5.2 Suppliers and service providers engaged by 2 Simple are under an obligation to keep confidential the information received on behalf of 2 Simple and are not allowed to utilise it for any purpose other than to carry out the services they are performing for 2 Simple. 2 Simple will not share personal information with any other third parties without your permission, unless required by law.
- 5.3 2 Simple will make every reasonable effort to notify you in the event we share with a merging or acquiring entity some or all of your personal information to continue serving you.

6. YOUR PRIVACY PREFERENCES

2 Simple will not use your personal information for a different purpose than the one stated when you provided your data.

7. ACCESS TO AND ACCURACY OF YOUR INFORMATION

We aim to keep your personal information as accurate as possible. We will provide you with access to your information, and the opportunity to change your information.

8. KEEPING YOUR INFORMATION SECURE

2 Simple is committed to protecting the information you provide us. 2 Simple has in place appropriate physical and managerial procedures to safeguard the information we collect from our customers.

We use Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive data such as credit card information. SSL encryption is designed to make the information unreadable by anyone but us.

Credit card numbers are used only for processing payment and are not used for other purposes. As part of real-time payment processing, 2 Simple subscribes to a fraud management service. This service gives you and 2 Simple an extra level of security to guard against credit card fraud to protect your financial data.

9. CONTACTING US

We value your opinions. If you have comments or questions about our privacy policy, please send them to info@2simple.com

¹ URL (Uniform Resource Locator) is the global address of documents and other resources on the World Wide Web.

² An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol (TCP/IP) network, such as the World Wide Web. Networks use the TCP/IP protocol to route information based on the IP address of the destination. In other words, an IP address is a number that is automatically assigned to your computer whenever you are surfing the Web, allowing Web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet, browse and shop.