

www.crmlivelab.com
Privacy Notice

Last updated: Monday, February 07, 2008.

Www.crmlivelab.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 www.crmlivelab.com, you are accepting the practices described in this Privacy Notice.**

What Personal Information About Customers Does www.crmlivelab.com Gather?

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

- **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, improving our stores, 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 Www.crmlivelab.com.
- **E-mail Communications:** To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from Www.crmlivelab.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.

What About Cookies?

- Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and to provide features such as storage of items in your Shopping Cart between visits.
- 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. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Website of its manufacturer. However, because cookies allow you to take advantage of some of www.crmlivelab.com's essential features, we recommend that you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to

Checkout, or use any www.crmlivelab.com products and services that require you to Sign in.

Does www.crmlivelab.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 www.crmlivelab.com, 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. In some cases, these businesses operate stores at www.crmlivelab.com or sell offerings to you at www.crmlivelab.com. In other cases, we operate stores, provide services, or sell product lines jointly with these 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.
- **Third-Party Service Providers:** 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), processing credit card payments, and providing customer service. 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 www.crmlivelab.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.
- **Business Transfers:** As we continue to develop our business, we might sell or buy stores, subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that PELAGIC SOLUTIONS INC or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.
- **Protection of www.crmlivelab.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 [Conditions of Use](#) and other agreements; or protect the rights, property, or safety of www.crmlivelab.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 Notice.
- **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?

- We work to protect the security of your information during transmission by using software which encrypts information you input.
- We reveal only the last several digits of your credit card numbers when confirming an order. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.
- 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.

What About Third-Party Advertisers and Links to Other Websites?

Our site includes third-party advertising and links to other websites. We do not provide any personally identifiable customer information to these advertisers or third-party websites. These third-party websites and advertisers, or Internet advertising companies working on their behalf, sometimes use technology to send (or "serve") the advertisements that appear on our website directly to your browser. They automatically receive your IP address when this happens. They may also use cookies, JavaScript, web beacons (also known as action tags or single-pixel gifs), and other technologies to measure the effectiveness of their ads and to personalize advertising content. We do not have access to or control over cookies or other features that they may use, and the information practices of these advertisers and third-party websites are not covered by this Privacy Notice. Please contact them directly for more information about their privacy practices. Wwww.crmlivelab.com also displays targeted advertising based on personal information about users. Although Wwww.crmlivelab.com does not provide any personal information to advertisers, advertisers (including ad-serving companies) may assume that users who interact with or click on a targeted advertisement meet the targeting criteria used to display the ad.

Which Information Can I Access?

www.crmlivelab.com gives you access to a broad range of information about your account and your interactions with www.crmlivelab.com for the limited purpose of viewing and, in certain cases, updating that information.

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 such Wwww.crmlivelab.com features.
- You can add or update certain information on pages. When you update information, we usually keep a copy of the prior version for our records.
- If you do not want to receive e-mail or other mail from us, please adjust your Customer Communication Preferences. (If you do not want to receive Conditions of Use and other

legal notices from us, such as this Privacy Notice, those notices will still govern your use of Www.crmlivelab.com, and it is your responsibility to review them for changes.)

- 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. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Website of its manufacturer. However, because cookies allow you to take advantage of some of www.crmlivelab.com's essential features, we recommend that you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to Checkout, or use any Www.crmlivelab.com products and services that require you to Sign in.

Are Children Allowed to Use www.crmlivelab.com?

www.crmlivelab.com does not sell products for purchase by children. If you are under 18, you may use www.crmlivelab.com only with the involvement of a parent or guardian.

Conditions of Use, Notices, and Revisions

If you choose to visit Www.crmlivelab.com, your visit and any dispute over privacy is subject to this Notice and our Conditions of Use, including limitations on damages, arbitration of disputes, and application of the law of the state of New York. If you have any concern about privacy at www.crmlivelab.com, please contact us with a thorough description, and we will try to resolve it.

Our business changes constantly, and our Privacy Notice and the Conditions of Use will change also. We may e-mail periodic reminders of our notices and conditions, unless you have instructed us not to, but you should check our Web site frequently to see recent changes. Unless stated otherwise, our current Privacy Notice 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.

Examples of Information Collected

Information You Give To Pelagic Solutions Inc.

You provide most such information when you search, buy, bid, post, participate in a contest or questionnaire, or communicate with customer service. For example, you provide information when you search for a product; place an order through www.crmlivelab.com or one of our third-party sellers; provide information in Your Account (and you might have more than one if you have used more than one e-mail address when shopping with us) or Your Profile; communicate with us by phone, e-mail, or otherwise; complete a questionnaire or a contest entry form; provide employer information when opening a corporate account; participate in Discussion Boards or other community features; provide and rate Reviews; and employ other Personal Notification Services. As a result of those actions, you might supply us with such information as your name,

address, and phone numbers; credit card information; people to whom purchases have been shipped, including addresses and phone number; content of reviews and e-mails to us; personal descriptions; and financial information, including Social Security and driver's license numbers.

Automatic Information

Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information such as browser type, version, and timezone setting, browser plug-in types and versions, operating system, and platform; purchase history, which we sometimes aggregate with similar information from other customers to create certain features; the full Uniform Resource Locator (URL) clickstream to, through, and from our Web site, including date and time; cookie number; products you viewed or searched for; your account history; and the phone number you used to call us. We may also use browser data such as cookies, Flash cookies (also known as Flash Local Shared Objects), or similar data on certain parts of our Website for fraud prevention and other purposes. During some visits we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

Information from Other Sources

Examples of information we receive from other sources include updated delivery and address information from our carriers or other third parties, which we use to correct our records and deliver your next purchase or communication more easily; account information, purchase or redemption information, and page-view information from some merchants with which we operate co-branded businesses or for which we provide technical, fulfillment, advertising, or other services; search term and search result information from some searches conducted through the Web search features offered by our subsidiaries; search results and links, including paid listings (such as Sponsored Links); and credit history information from credit bureaus, which we use to help prevent and detect fraud and to offer certain credit or financial services to some customers.

Third-Party Advertisers and Links to Other Websites

You can link to certain third-party advertisers and advertising companies from the Www.crmlivelab.com website. Some of them serve advertising content directly to your browser on certain www.crmlivelab.com pages. You can find out more about information collection and use practices, including how to opt out of cookies and other collection techniques that it uses, by visiting those advertisers' websites.

Information You Can Access

Examples of information you can access easily at Www.crmlivelab.com include up-to-date information regarding recent orders; personally identifiable information (including name, e-mail, password, and communications preferences); payment settings (including credit card information

and gift certificate, gift card, and check balances); e-mail notification settings (including Alerts); and your Profile (including your product Reviews, Requests, and Recommendations).