

## Privacy Policy

Dennis East International, LLC values the business and respects the privacy of our customers. We believe you have a right to know what type of information we may collect while you interact with us, and our practices with respect to that information. By using our website you agree to the terms of this privacy policy. Dennis East reserves the right to change the content of its websites, this Privacy Policy and its Terms and Conditions at any time without prior notice.

This Site is intended as a business to business site. It is not designed for personal or family use. We do not knowingly accept orders directly from persons under the age of 18 or for personal or family use by the purchaser.

**General Information Collected**—Our web server automatically collects some information about you, including your IP address/Domain name combinations and any referring sites. Dennis East may use several technologies to accomplish this, including cookies and Web beacons. This information does not identify you personally but is necessary for you to receive data such as web pages. We may also collect data regarding traffic to our website pages. This information may be shared with investors, vendor partners or business consultants for the purpose of business development. "Cookies" store certain information on your computer which will allow us to customize your experience to better match your interests and preferences or to simply facilitate your signing in to use our site and services. Most browsers will allow you to erase cookies from your computer hard drive, block acceptance of cookies, or receive a warning before a cookie is stored. Please refer to your browser instructions or "help" screen to learn more about these functions. Dennis East may also itself use, or engage third parties to use, Web beacons for researching certain usage and activities on our Web site. The information collected by us or requested from third parties through these Web beacons is in an aggregate, non-individually identifiable form and is used to find out more about users including demographic information and usage patterns for more accurate reporting and to improve the effectiveness of our marketing. We may also use, or engage third parties to use, pixel tags or other technology to research or track your usage activities with respect to emails from us.

While Dennis East does not generally require that you provide us with personally identifiable information (for example, in order to visit and use our site and web pages), please note that in order to purchase products and participate in some activities, it will be necessary for you to provide this information. If you choose not to provide it for those activities, you may not be able to purchase products or participate in the activities.

**Notice to California Residents – Your California Privacy Rights:** If you are a California resident, you have the right to receive: (a) information identifying any third party company(ies) to whom Dennis East may have disclosed, within the past year, personal information pertaining to you and your family for that company's direct marketing purposes; and (b) a description of the categories of personal information disclosed. To obtain such information, please email your request to [Privacy@denniseast.com](mailto:Privacy@denniseast.com).

**Registering with Us.** Dennis East may ask you to provide "personal information", meaning individually identifiable information such as your email address, name, mailing address, telephone number, taxpayer identification number, credit card number, or persistent identifier (such as a customer number held in a cookie) which is associated with individually identifiable information, to enable you to order products and services using our sites. Dennis East may combine the information you provide on our Web sites with information we may collect offline from you or from third parties so that we can more effectively tailor our site, services and offerings to you.

Dennis East will not share the personal information you provide with any other parties, except (a) to a successor to our business, (b) any company of which 50% or more of its outstanding shares or equity are owned by Dennis East or its parent companies from time to time, directly or indirectly, (c) with your consent (see paragraph below), (d) as may be required by law or court order, (e) to persons or companies with whom Dennis East engages to carry out or provide support for the operations of the sites or our business, (f) to appropriate third parties, including law enforcement or other government agencies, in connection with a criminal investigation, fraud prevention, or other legal action, (g) credit card processing companies, credit reporting agencies, banks and other financing entities with which Dennis East has a relationship, or (h) if Dennis East reasonably believes it is necessary to do so to protect Dennis East, its customers, or the public.

Unless you instruct us otherwise, Dennis East may contact you to provide information about products, services, promotions, contests, or other activities or offerings that may be of interest to you.

**Opt-Out:** You may opt out of our mailing list at any time by requesting to opt out at our "Contact Us" page or by contacting us at:

**Dennis East International, LLC**

**221 Willow Street**

**Yarmouthport, MA 02675**

**508-375-0009 ext 210**

**[customerservice@denniseast.com](mailto:customerservice@denniseast.com)**

Dennis East may also collect, aggregate and maintain anonymous information about you, such as your hobbies, interests, purchasing habits, music preferences, and the like. This data can then be used to tailor Dennis East's promotions, advertising, and communications to deliver a better experience for you. Dennis East may also share such aggregate information with advertisers, business partners, sponsors, and other third parties; for example, to inform them about the percentage of male/female visitors to our site or the percentage of visitors within a particular age range.

**Security.** Dennis East takes great care in maintaining the security of your personal information and in preventing unauthorized access to it through the use of appropriate technology and internal procedures. However, we do not guarantee that unauthorized access will never occur.

**Notice To/Regarding Children Under the Age of 13.** Dennis East sites are not intended for children. Dennis East believes that children using the Internet require special protection, and we urge parents or guardians to explain Internet safety to their children. Parents are urged to spend time online with their children to become familiar with the types of content available on the Dennis East sites and the Internet in general. Control tools are available from online services and software manufacturers to help create a safer environment for children.

**Links.** Our website contains links to other websites. This privacy statement and Terms and Conditions apply only to our website. We encourage you to read the privacy statements and Terms and Conditions of the websites you link to from our site.

**Policy Governs Use: Changes to Privacy Policy.** The terms of this policy will govern the use and any information collected while it is in place. Dennis East reserves the right to change this policy at any time, so please re-visit this page as often as you wish. In case of any material change, we will change the "Last Update Date" in this privacy policy and/or post a notice on the site. Changes to this privacy policy are effective as of the stated "Last Update Date" and your continued use of this site on or after the "Last Update Date" will constitute acceptance of, and agreement to be bound by, those changes.

Questions:

If you have any questions or comments about our personal information practices or about this Privacy Policy, please feel free to send us an email at [Privacy@denniseast.com](mailto:Privacy@denniseast.com) write us at:

**Dennis East International, LLC**

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**Attn. Privacy Officer**

Last Update Date: June 9, 2010