

## JENNA IN WHITE PRIVACY POLICY

This Privacy Policy discloses the privacy practices for the jennainwhite.com and winweddingdress.com sites and various related services (together referred to as the “Sites”). Jenna In White, LLC, the provider of the site (referred to as “us” or “we”), is committed to protecting your privacy online. Please read the information below to learn the following regarding your use of this site.

You acknowledge that this Privacy Policy is part of the Terms of Use of our Sites, and by accessing or using our Sites, you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use the Sites.

We reserve the right to change this Privacy Policy at any time. Such changes, modifications, additions, or deletions shall be effective immediately upon such change. If we make material changes to this Privacy Policy, we will provide appropriate notice to you, which may include posting a notice on the Sites or notifying you via an email address you have provided us. You acknowledge and agree that it is your responsibility to review the Sites and this Privacy Policy periodically, and to be aware of any modifications. Your continued use of the Sites after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by the modified Privacy Policy.

### **1. Types of Information Collected**

In order to better provide you with our numerous services, we collect two types of information about users of our Sites: Personally Identifiable Information and Non-personally Identifiable Information. Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using our Sites.

**Personally Identifiable Information:** This refers to information that lets us know the specifics of who you are. When you engage in certain activities on the Sites, such as registering for a membership, ordering a product or service, submitting content and/or posting content in discussion forums or other public areas, entering a contest or sweepstakes, filling out a survey, or sending us feedback, we may ask you to provide certain information about you by filling out and submitting an online form. It is completely optional for you to engage in these activities. If you elect to engage in these activities, however, we may ask that you provide us personal information, such as your first and last name, mailing address (including zip code), email address, employer, job title and department, telephone and facsimile numbers, and other personal identifying information. Depending upon the activity, some of the information we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

**Non-personally Identifiable Information:** This refers to information that does not by itself identify a specific individual. We gather certain information about you based upon the pages you visit on our Sites in several ways. This information is compiled and analyzed on both a personal and an aggregated basis. This information may include the Uniform Resource Locator (“URL”) of the website you came to one of our Sites from, which URL you next go to, what browser you are using, and your Internet Protocol (“IP”) address. A URL is the global address of documents and other resources on the World Wide Web. 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 like the Web 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.

### **2. Collection Methods and Use of Information**

We do not collect any Personally Identifiable Information about you unless you voluntarily provide it to us. You provide certain Personally Identifiable Information to us when you: (a) register for our services and register your email address with us; (b) enter sweepstakes or contests sponsored by us or one of our partners; (c) sign up for special offers from selected third parties; (d) or send email messages, submit forms or transmit other information by telephone or letter. We may also collect information from you at other points on our Sites that state that such information is being collected.

In addition, we, or our third party ad server and/or content server, may collect certain Non-personally Identifiable Information. This information is ultimately stored in the form of store categories, and, in some cases, specific URLs. We use your IP address to diagnose problems with our Sites, servers, and software, to administer our Sites, and to gather demographic information. We

may use third party ad servers, which will provide us with summary, but not individual, reports that will tell us how many ads were presented and clicked upon at our Sites.

We will primarily use your Personally Identifiable Information to provide our services to you, as required by our agreements with you. We will also use Personally Identifiable Information to enhance the operation of our Sites, fill orders, improve our marketing and promotional efforts, statistically analyze site use, improve our product and service offerings, and customize our Sites' content, layout, and services. We may use Personally Identifiable Information to: (i) deliver information to you and to contact you regarding administrative notices, (ii) run and publicize contests and sweepstakes, as well as their results, according to the Official Rules that we develop for such contests and sweepstakes, and (iii) resolve disputes, troubleshoot problems, and enforce our agreements with you, including matters relating to the Sites' Terms of Use and this Privacy Policy.

### **3. Release of Information**

We do not sell, trade, or rent your Personally Identifiable Information to others. We do provide some of our services through contractual arrangements with affiliates, services providers, partners, and other third parties, and, if you elect to receive information from or be contacted by one or more of our affiliates, service providers, partners, and other third parties, we may provide them with the Personally Identifiable Information you submit to us. We and our service partners use your Personally Identifiable Information to operate our Sites and to deliver their services. For example, we must release your address information to the delivery service to deliver products that you ordered; release pertinent information for partners assisting us in contests and sweepstakes; provide order information to third parties that help us provide customer service; and provide your contact information to a third party if you elect to learn more about their products or services.

We will encourage our service partners to adopt and post privacy policies. However, the use of your Personally Identifiable Information by our service partners is governed by the privacy policies of those service partners, and is not subject to our control.

Occasionally we may be required by law enforcement or judicial authorities to provide Personally Identifiable Information to the appropriate governmental authorities. We will disclose Personally Identifiable Information upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful.

We may also provide Nonpersonally Identifiable Information about our customers' sales, traffic patterns, and related site information to third party advertisers, but these statistics do not include any Personally Identifiable Information.

### **4. Updating and Correcting Information**

We believe you should have the ability to access and edit the Personally Identifiable Information that you have provided to us when feasible. If we maintain user accounts, you may change any of your Personally Identifiable Information in your account online at any time by linking to your account in accordance with instructions posted on the Sites. You may also access and correct your personal information and privacy preferences by writing us at:

Jenna In White, LLC  
2685 Coolidge Hwy.  
Berkley, MI 48072

Please include your name, address, and/or email address when you contact us.

We encourage you to promptly update your Personally Identifiable Information if it changes. You may ask to have the information on your account deleted or removed; however, because we keep track of past transactions, you cannot delete information associated with past transactions on the Sites. In addition, it may be impossible to completely delete your information without some residual information due, for example, to site backups.

### **5. User Choices on Collection and Use of Information**

We may, from time to time, call you or send you email regarding our products, services, contests, or sweepstakes. In addition, if you indicated to us when providing your information that you are interested in receiving offers or information from us and our partners or participating in contests, sweepstakes, or other events we are associated with, we or our partners may occasionally send you direct mail or call you about products and services or contests, sweepstakes, and events that we or our partners feel may be of interest to you. Only JIW (or agents working on behalf of JIW) and, as applicable, its partners, will send you these direct mailings or call you and only if you indicated that you do not object to these offers.

You also have choices with respect to cookies, as described below. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies some parts of our site may not work properly in your case.

## **6. Security of Information**

You can be assured that your Personally Identifiable Information at our Sites is secure, consistent with current industry standards. The importance of security for all Personally Identifiable Information associated with our user is of utmost concern to us. Your Personally Identifiable Information resides on a secure server that only selected JIW personnel and contractors have access to via password.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personally Identifiable Information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

## **7. Cookies**

When you use our Sites, we will store cookies on your computer in order to facilitate and customize your use of our Sites. A cookie is a small data text file, which a website stores on your computer's hard drive (if your web browser permits) that can later be retrieved to identify you to us. Our cookies store randomly assigned user identification numbers and the country where you are located. The cookies make your use of the Sites easier, make the Sites run more smoothly, and help us to maintain the security of our Sites. You are always free to decline our cookies if your browser permits, but some parts of our Sites may not work properly in that case.

We may use an outside ad serving company to display banner advertisements on our Sites. As part of their service, they will place a separate cookie on your computer. We will not provide any third-party ad server with any of your Personally Identifiable Information or information about your purchases. We and our third party ad server will collect and use Non-personally Identifiable Information about you, such as your IP address, browser type, the server your computer is logged onto, the area code and zip code associated with your server and whether you responded to a particular ad. Other advertisers may also place banner ads on our site in the same manner as above, but we will not disclose any Personally Identifiable Information to them.

## **8. Privacy Policies of Third Party Sites**

Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. Other sites accessible through our Sites have their own privacy policies and data collection, use, and disclosure practices. Please consult each site's privacy policy. We are not responsible for the policies or practices of third parties. Additionally, other companies that may place advertising on our Sites may collect information about you when you view or click on their advertising through the use of cookies. We cannot control this collection of information. You should contact these advertisers directly if you have any questions about their use of the information that they collect.

## **9. Opt-Out Policy**

If at any time you do not wish to receive offers and e-mails from us, we ask that you tell us. You may remove your name from our mailing list by sending us an e-mail addressed to [jenna@jennainwhite.com](mailto:jenna@jennainwhite.com) and indicating in the subject line "No Offers or

E-mail.”

#### **10. Miscellaneous Privacy Issues**

You must be at least 18 years old to have our permission to use the Sites. Our policy is that we do not knowingly collect, use, or disclose Personally Identifiable Information about visitors that are under 18 years of age.

You should also be aware that when Personally Identifiable Information is voluntarily disclosed (i.e. your name, email address, etc.) in the discussion forums or other public areas on the Sites, that information, along with any information disclosed in your communication, can be collected and used by third parties and may result in unsolicited messages from third parties. Such activities are beyond our control and this Policy does not apply to such information. Any submissions to chat rooms or other public areas on the Sites are accepted with the understanding that they are accessible to all third parties. If you do not want your comments to be viewed by third parties, you are advised not to make any submissions. Ultimately, you are solely responsible for maintaining the secrecy of your password and/or account information, if applicable.

If you have any questions about this Privacy Policy, the practices of the Sites, or your dealings with the Sites, please contact us by sending a letter to:

Jenna In White, LLC  
Attn: Privacy Compliance Officer  
2685 Coolidge Hwy.  
Berkley, MI 48072

You may also contact us by email at [jenna@jennainwhite.com](mailto:jenna@jennainwhite.com).