

## Sofa Outlet

### PRIVACY POLICY

This Sofa Outlet Privacy Policy (the "Policy") was developed by CALIFORINA FURNISHINGS INC., DBA, Sofa Outlet, a California corporation ("Sofa Outlet"), as an extension of our commitment to combine the highest-quality products and services with the highest level of integrity in dealing with our valued customers, and the companies, businesses and organizations they represent (collectively, "you").

#### **IMPORTANT:**

If you do not agree to the policy, you should not use this internet website (the "website"). Sofa Outlet may modify the policy from time to time and post those modifications here. Continued use of the website after any such modifications constitutes your acceptance of the modified agreement.

**1. INFORMATION.** Sofa Outlet obtains information from and about you in a number of different ways, including:

**A. General Information.** Some information ("General Information") is gathered automatically when you access the Website. This General Information (which includes Website pages visited, type of web browser used, type of operating system, the domain name of your Internet service provider, and similar information) does not identify you personally.

**B. Personal Information.** Some information ("Personal Information") is not gathered automatically when you access the Website and instead is provided by you voluntarily. Personal Information is information that is identifiable as yours, and may include without limitation your name, address, telephone number, email address, and other personal information to verify your identity, as well as financial information such as your credit card number. You must provide Personal Information to Sofa Outlet if you wish to purchase gift cards or other items, or if you wish to receive coupons, newsletters or other information.

The following are some of the kinds of Personal Information you may choose to provide:

**(i) Third Party Information.** When you register at a third party website, and provide Personal Information to such third parties, Sofa Outlet may (pursuant to agreements between Sofa Outlet and those third parties) obtain such information to populate Sofa Outlet registration forms for use when you hyperlink to the Website; and

**(ii) Email Information.** When you send Sofa Outlet email messages or call Sofa Outlet by telephone, Sofa Outlet may retain the content of your email or

telephone messages, together with your email address and Sofa Outlet response to you.

**C. Cookies.** Cookies are small pieces of data that are stored by a user's web browser on the hard drive of a user's computer. Cookies can "remember" what information ("Cookie Information") a user accesses on a website to simplify subsequent interactions with that website by the same user, or can use that Cookie Information to streamline the user's transactions on related websites. The Cookies Sofa Outlet uses on the Website may be "session" Cookies that are erased when you leave the Website, or may be "persistent" Cookies that remain on your computer's hard drive after you leave the Website.

**D. Hyperlinks.** The Website contains hyperlinks to third party websites, including those to one (1) or more third party referral websites. This Policy applies only to General Information, Personal Information and Cookie Information, and does not apply to information collected at such other websites. Sofa Outlet is not responsible for the privacy practices of such other websites, and you understand and agree that those privacy practices may be significantly different than those stated in this Policy.

**2. GENERAL USE AND DISCLOSURE OF INFORMATION.** Sofa Outlet uses and discloses your information as follows:

**A. General Information.** Sofa Outlet uses and discloses General Information to understand Website demographics and content preferences, and shall do so without notice to, or permission from, you or any third party. In particular, Sofa Outlet may provide aggregate information about Sofa Outlet customers, sales, Website traffic patterns and related information to Sofa Outlet affiliates or third parties;

**B. Personal Information.** As further provided in SECTION 3 ("OTHER USE AND DISCLOSURE OF PERSONAL INFORMATION"), Sofa Outlet uses Personal Information solely for purposes of administering Sofa Outlet business activities, providing customer service and making available coupons and other products and services to you and other Sofa Outlet customers and prospective customers, and does not sell or rent this information to any third parties other than those who are administering the website and mailing list as an agent of Sofa Outlet. This may include focused advertising, online banner advertisements, new services, promotions and other responses to you. Sofa Outlet discloses your Personal Information only as described in Section 3 of this Policy. Sofa Outlet may also use Personal Information to notify you about important changes to the Website or Sofa Outlet's business, new Sofa Outlet services and special offers you may find valuable.

**C. Cookie Information.** Sofa Outlet uses Cookie Information to improve the Website and better serve you and Sofa Outlet other customers, and may do so without notice to, or permission from, you or any third party.

**3. OTHER USE AND DISCLOSURE OF PERSONAL INFORMATION.** Sofa Outlet may use and disclose your information when legally compelled to do so, or when Sofa Outlet, in good faith, believes that the law requires it or for the protection of Sofa Outlet legal rights or those of a third party. Sofa Outlet does not otherwise use or disclose your Personal Information except as

follows:

**(i)** Sofa Outlet may use your Personal Information and disclose your Personal Information: (a) in the course of providing services to you; (b) to law enforcement; (c) to a representative of a payment verification service, financial institution or credit card company only when you have authorized such disclosure; or (d) to third party service providers, such as administrators of Sofa Outlet mailing list;

**(ii)** Sofa Outlet may use and disclose your Personal Information: (a) in connection with the sale, purchase, merger or reorganization of Sofa Outlet; or (b) when Sofa Outlet believes it is necessary to protect the rights, property or safety of Sofa Outlet or other persons, or to comply with a judicial proceeding, court order or legal process served on Sofa Outlet;

**(iii)** Sofa Outlet may use and disclose your Personal Information to notify you about changes to the Website or Sofa Outlet business, or new Sofa Outlet services and special offers you may find valuable; and

**(iv)** Any Personal Information you provide may also be collected by Sofa Outlet merchandise and service suppliers in order to process, bill and fulfill your orders.

**IMPORTANT:**

Sofa Outlet does not sell your personal information to third parties, or use your personal information other than as described in this policy.

**4. SECURITY STANDARDS.** The security of your Personal Information is important to Sofa Outlet. All Personal Information is encrypted using certain secure socket layer ("SSL") technology or other applicable tools. If you have any questions about security of your Personal Information or the security on the Website, you can send Sofa Outlet an email at [CustomSofaOutlet@gmail.com](mailto:CustomSofaOutlet@gmail.com). Sofa Outlet expressly disclaims any promise or representation, express or implied, as to the company's security measures regarding Personal Information.

**5. OPT OUT.** If you have so agreed on the Website, you may receive marketing messages and materials from Sofa Outlet, including without limitation a "welcome" email and subsequent newsletters and other emails. If you do not wish to receive such messages or materials, you may notify Sofa Outlet of your preference by following the instructions included in each communication, by emailing [CustomSofaOutlet@gmail.com](mailto:CustomSofaOutlet@gmail.com), or by contacting Sofa Outlet at 650-570-5534, or by regular mail at: Sofa Outlet Customer Service, Sofa Outlet of 25 West 43<sup>rd</sup> Avenue San Mateo, CA 94403.

**6. CHILDREN'S PRIVACY.** The Website is not intended for the use by anyone under the age of

eighteen (18). Sofa Outlet does not knowingly solicit and does not wish to receive any information from children.

**7. ACCESS TO PERSONAL INFORMATION.** If you would like to review your Personal Information, contact Sofa Outlet at [CustomSofaOutlet@gmail.com](mailto:CustomSofaOutlet@gmail.com), or call 650-570-5534. If you need to make changes to, but not purge, your Personal Information, you may do so by calling Sofa Outlet. Customer Service at 650-570-5534, or by mail sent to Sofa Outlet Customer Service, Sofa Outlet, 25 West 43<sup>rd</sup> Avenue San Mateo, CA 94403.

You hereby agree that Sofa Outlet may use and disclose any suggestions, ideas, concepts or information (other than your Personal Information) that you provide to Sofa Outlet regarding this Policy, Sofa Outlet business or any other matter, without obligation to you or any third party.

**8. MERCHANT SERVICES.** You may be able to access certain information related to third parties at the Website, or via hyperlinks, banner ads, or "click-throughs" from the Website, regarding the goods or services of third parties (collectively, "Merchant Services"). You understand and agree that your access to or use of Merchant Services is a matter entirely between you and the associated third parties, and Sofa Outlet shall have no liability whatsoever for any such access or use.

**9. ASSIGNMENT.** Sofa Outlet may assign this Policy, in whole or in part, to any third party without notice to or permission from you or any third party.

**10. SECURITY.** We take security very seriously. However, due to the open communication nature of the Internet, we cannot guarantee that communications between you and Sofa Outlet, and Sofa Outlet and you, will be free from unauthorized access by third parties. Users of the Website use the Website at their own risk.

Sofa Outlet and the Sofa Outlet logo are trademarks of Sofa Outlet, a California corporation, and may not be used without prior written permission.

If you have any questions or comments about Sofa Outlet or this Policy, you may contact Sofa Outlet at:

Sofa Outlet  
25 West 43<sup>rd</sup> Avenue  
San Mateo, CA 94403  
650-570-5534