



## **Summary of our Privacy Policy**

This policy tells you about how we use and protect your personal information.

## **Scope**

This Privacy Policy describes how we handle your personal information for our services on the reFINEstyle websites. It applies generally to reFINEstyle.com website and content. This policy does not apply to the practices of companies that reFINEstyle does not own or control, or to individuals that reFINEstyle does not employ or manage.

By accepting the Privacy Policy and the User Agreement in registration, you expressly consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy. This Privacy Policy is effective upon acceptance.

## **Collection**

In order to provide you with a friendly, customized, and efficient experience, we collect personal information of several types from our customers. Please note that our site is not intended for use by persons under the age of 18, and we do not knowingly collect personal information from people under the age of 18.

You can browse our sites without telling us who you are or revealing any personal information about yourself. Once you give us your personal information, you are not anonymous to us. If you choose to provide us with personal information, you consent to the transfer and storage of that information on our servers located in the United States.

We may collect and store the following personal information:

- email address, physical contact information, and (depending on the service used) sometimes financial information, such as credit card or bank account numbers;
- transactional information based on your activities on the sites (such as bidding, buying, selling, item and content you generate or that relates to your account);
- shipping, billing and other information you provide to purchase or ship an item;
- community discussions, chats, dispute resolution, correspondence through our sites, and correspondence sent to us;
- other information from your interaction with our sites, services, content and advertising, including computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information;
- additional information we ask you to submit to authenticate yourself or if we believe you are violating site policies (for example, we may ask you to send us an ID or bill to verify your address, or to answer additional questions online to help verify your identity or ownership of an item you list);

- reFINEstyle uses the information you provide to us in order to improve the quality of the site and services, in certain instances, provide you with customized content according to your preferences, fulfill your requests for reFINEstyle's products or services, and send you information about reFINEstyle and its products and services; and
- information from other companies, such as demographic and navigation data.

## **Opt-Out**

At your election you may choose to stop receiving future electronic communications from reFINEstyle by:

- Clicking on the "unsubscribe" link and follow the instructions on how to unsubscribe included in each edition of our reFINEstyle emails;
- changing your preferences on your account information at [www.reFINEstyle.com](http://www.reFINEstyle.com); or
- emailing reFINEstyle Customer Service at [customerservice@reFINEstyle.com](mailto:customerservice@reFINEstyle.com).

Please note that any requests to remove or change your information or preferences may take up to ten business days to take effect.

## **Marketing**

We may combine your information with information we collect from other companies and use it to improve and personalize our services, content and advertising. We will not share your personal information with other individuals or non-affiliated companies except in the following circumstances:

**Consent:** reFINEstyle may disclose or share information with our reFINEstyle affiliates when you have provided consent to do so.

**Protection of reFINEstyle and Others:** reFINEstyle may disclose personally identifiable data if it is required to do so by law or if the reFINEstyle has a good faith belief that such action is necessary to conform to applicable laws or comply with any legal, regulatory or similar requirement or investigation, to protect or defend the rights or property of reFINEstyle or another user or to enforce the Terms of Use.

**Business Transfers:** reFINEstyle may transfer personally identifiable information to any successor to all or substantially all of its business or assets that concern the business.

**Aggregation:** reFINEstyle may share aggregated usage and demographic information collected via our site and services. However, no personally identifiable information will be included in these aggregations.

**Agents:** We may employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, processing credit card payments, and providing customer service.

## **Security**

Our Site incorporates physical, electronic, and administrative procedures to safeguard the confidentiality of your personal information. Information collected by reFINEstyle is stored in secure operating environments that are not made generally available to the public. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, reFINEstyle cannot ensure the

security of any information you provide, and you do so at your own risk. Once reFINEstyle receives your transmission, we will make reasonable efforts and comply with industry practices to ensure its security on its systems.

## **Use**

Our primary purpose in collecting personal information is to provide you with a safe, smooth, efficient, and customized experience. You agree that we may use your personal information to:

- provide the services and customer support you request;
- resolve disputes and troubleshoot problems;
- prevent potentially prohibited or illegal activities, and enforce our User Agreement;
- customize, measure and improve our services, content and advertising;
- tell you about our services and those of our corporate family, targeted marketing, service updates, and promotional offers based on your communication preferences; and
- compare information for accuracy, and verify it with third parties.

## **Our Disclosure of Your Information**

We may disclose personal information to respond to legal requirements, enforce our policies, respond to claims that a listing or other content violates the rights of others, or protect anyone's rights, property, or safety. Such information will be disclosed in accordance with applicable laws and regulations.

We may also share your personal information with:

- Members of the reFINEstyle LLC. corporate family;
- Service providers under contract who help with our business operations (such as fraud investigations, and bill collection);
- Other third parties to whom you explicitly ask us to send your information (or about whom you are otherwise explicitly notified and consent to when using a specific service);
- Law enforcement or other governmental officials, in response to a verified request relating to a criminal investigation or alleged illegal activity. In such events, we will disclose information relevant to the investigation, such as name, city, state, zip code, telephone number, email address, Online ID history, IP address, fraud complaints, and bidding and listing history;
- Other business entities, should we plan to merge with or be acquired by that business entity; and
- If your personal information will be used contrary to this policy, you will receive prior notice.

Without limiting the above, in an effort to respect your privacy and our ability to keep the community free from bad actors, we will not otherwise disclose your personal information to law enforcement, other government officials, or other third parties without a subpoena, court order or substantially similar legal procedure, except when we believe in good faith that the disclosure of information is necessary to prevent imminent physical harm or financial loss or to report suspected illegal activity.

## **Information You Share on reFINEstyle**

Your Online ID is displayed throughout reFINEstyle (and so available to the public), and is connected to all of your reFINEstyle activity. Other people can see your bids, purchases, items for sale, feedback, ratings and associated comments. Notices sent to other community members about suspicious activity and policy violations on our sites refer to Online IDs and specific items. So if you associate your name

with your Online ID, the people to whom you have revealed your name will be able to personally identify your reFINEstyle activities.

If you access our sites from a shared computer or a computer in an internet café, certain information about you, such as your Online ID, activity or reminders from reFINEstyle, may also be visible to other individuals who use the computer after you.

### **Using Information from reFINEstyle**

reFINEstyle cannot 100% guarantee the privacy or security of your information and therefore we encourage you to evaluate the privacy and security policies of PayPal before entering into a transaction and choosing to share your information. When users are involved in a transaction, they may have access to each other's name, Online ID, email address and other contact and shipping information. In all cases, you must give other users a chance to remove themselves from your database and a chance to review what information you have collected about them.

You agree to use user information only for:

- reFINEstyle transaction-related purposes that are not unsolicited commercial messages;
- using services offered through reFINEstyle, or
- other purposes that a user expressly chooses.

### **Cookies**

We use "cookies" (small files placed on your hard drive) on certain of our pages to help analyze our web page flow; customize our services, content and advertising; measure promotional effectiveness, and promote trust and safety.

**Cookies and Other Technology.** Like many sites, our Site employs cookies and web beacons to speed your navigation of the Site, recognize you and your access privileges, and track your Site usage.

(a) Cookies are pieces of information that a website transfers to your computer's hard disk to enable saving of your Site preferences, and other record-keeping purposes. Cookies in and of themselves do not personally identify users, although they do identify a user's computer. We do not combine personal information you provide to us with information collected through cookies. Most web browsers can be set to refuse cookies, although this may cause certain features of our Site or Service to cease functioning properly. The "help" portion of the toolbar on the majority of browsers will direct you on how to prevent your browser from accepting new cookies, how to command the browser to tell you when you receive a new cookie, or how to fully disable cookies. Please note, however, that if do not cookies, you will not be able to take advantage of some of our attractive features.

(b) Web beacons assist in delivering cookies and help us determine whether a web page on this Site has been viewed and, if so, how many times. For example, any electronic image on this Site, such as an ad banner, can function as a web beacon.

(c) We may use certain third-party companies to help us tailor site content to users. These companies may employ cookies and web beacons to help us deliver an optimized user experience on the Site. Any information that these third parties collect via cookies and web beacons is not linked to any personal information collected by us. These companies are usually prohibited by contract from using this information for their own marketing purposes or from sharing this information with anyone other than reFINEstyle. For example, when you submit a "product review" to the Site, your information will be

received and managed by an independent contractor that organizes the reviews and manages that element of our Site. Before you submit a review, you should review the “Terms of Use” and “Standards for Reviews” that are linked on our Site so that you can understand the terms and conditions for acceptance and use of your information.

(d) Log Files. When you visit the Site, web servers collect information "traffic data" (such as, for example, time and date, the address of the website from which you entered the Site) about your visit, which is stored as anonymous, aggregate data. Collecting such data may entail the use of IP addresses or other numeric codes used to identify a computer. reFINEstyle uses "traffic data" to help diagnose problems with its server, analyze trends and administer the Site. Your IP address is not linked to personally identifiable information, but is used to gather broad demographic data and to monitor statistics to improve the Service. reFINEstyle may also use your IP address to help diagnose problems with its server. IP addresses are also used to provide an audit trail in the case of any attempted illegal or unauthorized use of the Site.

### **Spam, Spyware or Spoofing**

Spam is not tolerated. Please make sure you set your email filters so that you can receive email communication from reFINEstyle. You are not licensed to add other reFINEstyle users, even a user who has purchased an item from you, to your mailing list (email or physical mail) without their express consent. To report reFINEstyle-related spam or spoof emails to reFINEstyle, please forward the email to [customerservice@reFINEstyle.com](mailto:customerservice@reFINEstyle.com). You may not use our communication tools to send spam or otherwise send content that would violate our User Agreement.

### **Account Protection**

Your password is the key to your account. Use unique numbers, letters and special characters, and do not disclose your reFINEstyle password to anyone. If you do share your password or your personal information with others, remember that you are responsible for all actions taken in the name of your account. If you lose control of your password, you may lose substantial control over your personal information and may be subject to legally binding actions taken on your behalf. Therefore, if your password has been compromised for any reason, you should immediately notify reFINEstyle and change your password.

### **Accessing, Reviewing and Changing Your Personal Information**

You can see, review and change most of your personal information by signing on to reFINEstyle (under my reFINEstyle.com). Generally, we will not manually modify your personal information because it is very difficult to verify your identity remotely. You must promptly update your personal information if it changes or is inaccurate. Once you make a public posting, you may not be able to change or remove it. Upon your request, we will close your account and remove your personal information from view as soon as reasonably possible, based on your account activity and in accordance with applicable law. We do retain personal information from closed accounts to comply with law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigations, enforce our [reFINEstyle User Agreement](#), and take other actions otherwise permitted by law.

### **Third Parties**

Except as otherwise expressly included in this Privacy Policy, this document addresses only the use and disclosure of information we collect from you. If you disclose your information to others, whether they are bidders, buyers or sellers on our sites or other sites throughout the internet, different rules may apply to their use or disclosure of the information you disclose to them. reFINEstyle does not control the privacy

policies of third parties, and you are subject to the privacy policies of those third parties where applicable. You are encouraged to ask questions before you disclose your personal information to others.

### **General**

We may amend this Privacy Policy at any time by posting the amended terms on this site. All amended terms automatically take effect 30 days after they are initially posted on the site. You will also be notified via the email provided in your account set-up with such changes and/or amendments. If your questions are not answered online, you may write to us at [customerservice@reFINEstyle.com](mailto:customerservice@reFINEstyle.com).