

[Note: Strawburry17 should put a link to these Terms: (1) at the bottom of each page of its website; (2) when creating a user account, as a link with a checkbox indicating that the user accepts the Terms; and (3) on the "About" pages of its social media accounts.

STRAWBURRY17 INC.

Privacy Notice

Strawburry17 Inc. ("us", "our", "we" or "Strawburry17") respects and is committed to protecting your privacy. That is why we have adopted this Privacy Notice. This Privacy Notice provides an overview of what information we may collect from you and how we may use it. We pledge that we will take reasonable steps to ensure that your personal information will only be used in ways that are in compliance with this Privacy Notice.

This Privacy Notice is only in effect for any collective nonuser-specific information and personal information collected on or through websites of Strawburry17 and its affiliates, purchasing Strawburry17's products, participating in any online features, or otherwise engaging in the services and/or programs offered by Strawburry17 (collectively, the "Web Properties").

What information do we collect from users who visit the Web Properties?

Strawburry17 may collect two types of information when you use the Web Properties: personal information and browsing information.

1. Personal Information

In order to participate in certain features, services and/or programs of the Web Properties, we may require that you provide us with certain specific information, such as your full name, mailing address, telephone number, email address, gender, personal interests and/or other information specific to you (collectively, "Personal Information"). You can choose whether or not to provide us with this information, but if you choose not to provide any required information, your experience with the Web Properties may be diminished and some features of the Web Properties may not be available or may not work as intended.

2. Browsing Information

Strawburry17 may obtain non-individualized, generic information about you when you use the Web Properties. This may include your IP address, Unique Device Identifier ("UDI") and arrival time (collectively, "Browsing Information"). The UDI reveals nothing personal about the user other than the UDI from which the user has accessed the Web Properties. We may use this information to examine our traffic in the aggregate, but do not collect and evaluate this information for individuals.

How do we collect this information?

In the course of our business, we may collect Personal Information about you from the following sources:

- information that we receive from you, or on your behalf, through forms you complete, or if you contact us, for example to ask a question;
- the correspondence that you and others send to us;
- information that we receive from you through the Web Properties, such as when you create an account, participate in a survey or join our mailing list;
- information that we receive from your computer or mobile device; and
- information that we receive from other sources, as permitted by applicable laws, rules and regulations.

We may sponsor giveaways, contests and/or other promotions through the Web Properties, including coupon promotions and discounts for special events. Your participation is entirely voluntary. You may be asked to provide Personal Information or to answer questions in order to participate. We may also transfer Personal Information to certain advertising or marketing partners from whom you have asked to receive information.

We may collect Browsing Information from you as follows:

Browser Log Files. Our servers automatically log each visitor to the Web Properties and collect and record certain Browsing Information about each visitor. The Browsing Information includes only generic information and reveals nothing personal about the user.

Cookies. Strawberry17 may use "cookies" to keep track of your use of the Web Properties. A cookie is a small piece of data that your browser stores on your computer's hard drive and uses to collect information, such as identifying those features of the Web Properties that you have used in the past in order to enhance your next use of the Web Properties.

Unique Identifier. We may assign you a unique internal identifier to help keep track of your future visits. We use this information to gather aggregate demographic information about our visitors, and we use it to personalize the information you see on the Web Properties and some of the electronic communications that you receive from us. We keep this information for our internal use, and this information is not shared with others.

Web Beacons. The Web Properties may also contain electronic images known as Web Beacons (sometimes referred to as "clear gifs"). Web Beacons collect only limited information that includes a cookie number, time and date of a page view, and a description of the page on which the Web Beacon resides. These Web Beacons do not carry any personally identifiable information and are only used to track usage of the Web Properties and activities associated with the Web Properties.

How do we use your information?

Information collected by Strawberry17 is used for three main purposes. First, we collect information to improve the Web Properties by determining which of our areas, features and forums are most popular. Second, we collect information to personalize the experience of the users of the Web Properties. For example, users of the Web Properties may be required to create a User Account, UserID and password in order to access certain features of the Web Properties. Third, we may collect information to enable our users to participate in features, services, programs and/or other activities from time to time.

When is information disclosed?

In addition to the other times or occasions on which we might disclose information about users of the Web Properties, we might also disclose information when required by law or in the good-faith belief that such disclosure is necessary to: (a) comply with a legal process; (b) enforce this Privacy Notice; (c) respond to claims that any materials, documents, images, graphics, logos, designs, audio, video and any other information provided from or on the Web Properties violates the rights of third parties; and/or (d) protect the rights, property or personal safety of Strawberry17, its clients or users or the public.

We use reasonable precautions to keep the information that is disclosed to us secure. We may provide your information to our subsidiaries, affiliated companies, clients, and other businesses or persons for the purposes of processing such information on our behalf and promoting the goods and services of our trusted business partners, some or all of which may store some or all of your information on servers outside of the United States. We require that these parties agree to process such information in compliance with our Privacy Notice or in a similar, industry-standard manner, and we use reasonable efforts to limit their use of such information and to use other appropriate confidentiality and security measures. The use of your information by one of our trusted business partners may be subject to that party's own privacy notice.

We may share non-personally identifiable information (such as anonymous user usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with third parties to demonstrate the usage patterns for content, functionality, promotions, and/or services on the Web Properties and/or on third party websites.

We also reserve the right to disclose your information in connection with the enforcement of our Terms of Service, to take precautions against liability, to investigate and defend against any third-party claims or allegations, to assist government enforcement agencies, to protect the security or integrity of the Web Properties, and to protect our rights, property, or personal safety and that of our users or others.

We reserve the right to transfer your information in connection with the sale or other disposition of all or part of our business and/or assets. We also cannot make any representations regarding the use or transfer of your information that we may have in the event of our bankruptcy, reorganization, insolvency, receivership or an assignment for the benefit of creditors, and you expressly agree and consent to the use and/or transfer of your information in connection with a sale or transfer of some or all of our assets in any of the above described situations. Furthermore, we cannot and will not be responsible for any breach of security by any third parties or for any actions of any third parties that receive any of the information that is disclosed to us.

The Web Properties may also link to other websites and contain advertisements of third parties. We are not and cannot be responsible for the privacy policies of those websites of third parties or for how they treat information (including, but not limited to personally identifiable information) about their users.

What value added benefits do we provide?

In order to provide users of the Web Properties with many of the added values and special offers

of reputable organizations and retailers, we may provide some or all of your personal information to reputable third-party companies. Additionally, we may from time to time send emails to you announcing new features, services and/or programs offered through the Web Properties. You may also receive mailings, telephone calls and/or facsimiles from other reputable, third-party companies. Users have the option of not participating in these value-added benefits by following the procedure for withholding your Personal Information that is set forth at the end of this Privacy Notice.

Whenever we collect personal information about you, we will make an effort to include a link to this Privacy Notice on that page.

How do we protect your information?

For certain features available through the Web Properties, we may require the use of encryption technologies provided for your protection and/or your use of a UserID and password after setting up a User Account. We use reasonable precautions to protect the privacy of your UserID, password and User Account information by utilizing an SSL connection. Accordingly, your UserID, password and User Account information are encrypted using an SSL connection and are not expected to be read in an intelligible form as they travel to the Web Properties. You, however, are ultimately responsible for protecting your UserID, password and User Account information from disclosure to third parties, and you are not permitted to circumvent the use of required encryption technologies. You agree to: (a) immediately notify Strawburry17 of any unauthorized use of your UserID, password and/or User Account, and/or any other breach of security, and (b) ensure that you log out of your User Account at the end of each session. While we may provide certain encryption technologies and use other reasonable precautions to protect your confidential information and provide suitable security, we do not and cannot guarantee or warrant that information transmitted through the internet is secure, or that such transmissions are free from delay, interruption, interception or error.

Do we collect information from children?

The Web Properties are intended for children thirteen (13) years of age and older. We do not collect Personal Information from any person that we know to be under the age of thirteen (13) without permission from a parent or guardian. Specifically, the Web Properties are not intended or designed to attract children under the age of thirteen (13). You affirm that you are more than thirteen (13) years of age, and are fully able and competent to enter into the terms, conditions, obligations, affirmations, representations, and warranties set forth in this Privacy Notice, and to abide by and comply with this Privacy Notice.

Parents and legal guardians should be aware that this Privacy Notice will govern our use of Personal Information, but also that information that is voluntarily given by children – or others – in email exchanges, bulletin boards or the like, may be used by other parties to generate unsolicited communications. We encourage all parents to instruct their children in the safe and responsible use of their Personal Information while using the internet.

How can you Opt Out?

You may choose to prevent Strawburry17 from disclosing or using your Personal Information and/or Browsing Information under certain circumstances ("Opt Out"). You may Opt Out of any

disclosure or use of your Personal Information and Browsing Information for purposes that are incompatible with the purpose(s) for which it was originally collected or for which you subsequently gave authorization by notifying us by one of the methods at the end of this Privacy Notice.

You can Opt Out of certain online behavioral services through any one of the ways described below (you do not need to go to each opt-out site, one is sufficient). After you Opt Out, you may continue to receive advertisements, but those advertisements will no longer be as relevant to you.

- You can Opt Out via the Network Advertising Initiative industry opt-out at www.networkadvertising.org.
- You can Opt Out via the Consumer Choice Page at www.aboutads.info.
- You can Opt Out via the IAB UK's industry opt-out at www.youronlinechoices.com.
- You can configure your web browser (Chrome, Firefox, Internet Explorer, Safari, etc.) to delete and/or control the use of cookies. More information can be found in the Help system of your web browser. You must choose whether to use the opt-out described above or to manage cookies via your browser.
- You can set preferences for how Google advertises to you using the Google Ad Settings page, and by using the Google Analytics Opt Out Browser add on.

Note: If you Opt Out as described above, you should not delete your cookies. The Opt Out instruction is stored in a cookie. If you delete your cookies, you will need to Opt Out again.

How do we address California specific privacy rights?

Under California's "Shine the Light" law, California residents who provide certain personally identifiable information in connection with obtaining products or services for personal, family, or household use are entitled to request and obtain from us (once per calendar year) information about the customer information we shared (if any) with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year (e.g., requests made in 2016 will receive information regarding 2015 sharing activities).

To obtain this information with respect to Strawberry17, please send an email message to website@strawburry17.com with "Request for California Privacy Information" in the subject line and in the body of your message. We will provide the requested information to you at your email address in response. Please be aware that not all information sharing is covered by the "Shine the Light" requirements, and only information on covered sharing will be included in our response.

How do the Web Properties handle do not track signals?

Because we may collect your Personal Information from time to time, California's Online Privacy Protection Act requires us to disclose how we respond to "do not track" requests and other similar mechanisms. Currently, our policy is that we do not recognize "do not track" requests from internet browsers and similar devices.

Accessing and Correcting Information

You have the right to access, update and correct factual inaccuracies in personally identifiable information that we collect through the Web Properties, subject to certain exceptions. To do so, you should email us at website@strawburry17.com. To help protect your privacy and the security of your personally identifiable information, we will take reasonable steps to verify your identity before granting access.

What if I am using the Web Properties in the European Union?

If you are visiting us from the European Union, please note that we may collect, transfer, and continue to use your Personal Information and/or Browsing Information outside the European Union for any of the purposes described in this Privacy Notice. By using the Web Properties and providing us with your Personal Information and/or Browsing Information, you consent to our collection, transfer, and continued use of such information in accordance with this Privacy Notice.

How do we handle privacy outside the Web Properties?

The Web Properties may contain links to various other websites. Strawburry17 is not and cannot be responsible for the privacy practices or the content of any of those websites. Please check with those websites in order to determine their privacy policies and your rights under them. Except as otherwise set forth herein, and other than under agreements with certain reputable organizations and companies, and except for trusted third party service providers whose services you voluntarily elect to utilize, we do not share any of the Personal Information that you provide to us with any of the websites to which the Web Properties link, although we may share aggregate, non-personally identifiable information with those other third parties. Please check with those websites in order to determine their privacy policies and your rights under them.

Terms of Service

Your use of the Web Properties will also be governed by the Strawburry17 Terms of Service at www.strawburry17.com/terms.

Governing Law

This Privacy Notice will be governed by the laws of the State of California, without giving effect to any principles of conflicts of laws. By using or accessing the Web Properties, you agree that any action at law or in equity arising out of or relating to your use of the Web Properties or this Privacy Notice will be filed only in the state or federal courts sitting in California, and you hereby consent and submit to the personal jurisdiction of such courts for the purpose of litigating any such action.

Your Consent To This Privacy Notice

By using the Web Properties, you consent to the collection and use of your information by us as specified above or as we otherwise see fit, in compliance with this Privacy Notice, unless you inform us otherwise by means of the procedure described below. If we decide to change this

Privacy Notice, we will make an effort to post those changes on this page so that you will always be able to understand what information we collect, how we use that information and under what circumstances we may disclose that information to others. Your use of the Web Properties following the publication of any amendment of this Privacy Notice will signify your assent to and acceptance of its revised terms for all previously collected information and information collected from you in the future. We may use comments, information or feedback that you may submit in any manner that we may choose without notice or compensation to you.

If you have additional questions or comments of any kind, if you see anything on the Web Properties that you think is inappropriate or if you would like to have any or all of your Personal Information withheld from third party organizations and companies and/or from third party service providers, please let us know by sending your comments or requests to:

Strawburry17 Inc.
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Attn: Customer Care – Web Properties Issues
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Effective as of: November 25, 2016
Last updated: November 25, 2016