

PRIVACY POLICY

Your privacy is important to us. To better protect your privacy, Heritage Cards, LLC (“Company”) has created this website Privacy Policy to explain our online information collection and use practices in connection with www.myheritagecards.com (the “Site”). The Site provides visitors with information about the Company and our products and services. In using and viewing the Site, you understand that the Company may use your “Personally Identifiable Information” (such as name, email address, street address, or telephone number) subject to the terms of this Privacy Policy.

The terms stated herein are not intended to conflict with the Terms of Use. In the event any term stated herein conflicts with the Terms of Use, the Terms of Use shall govern.

Please note that any video, image, or other content which you post on the Site becomes published content and is not considered personally identifiable information subject to this Privacy Policy.

USE OF INFORMATION

In order to make this Site as customized as possible to your needs and interests, we will gather certain information from you. We will use this information to tailor our services, content and advertising to you. In order to accomplish this we will ask you to register with the Site and provide certain personal information prior to allowing you to enter any contests, post any comments or otherwise visit and utilize certain areas of the Site. If you opt to not register then you may not have access to the areas of the Site which require your personal information.

Due to the business-oriented nature of our business and the Site, the Site is not designed to appeal to anyone under the age of 18. We do not knowingly request or receive any information from children.

We may offer the following free services, which will require some type of voluntary submission of personal information by users:

- **Electronic newsletters**

We will offer a free electronic newsletter to users. The Company gathers the email addresses of users who voluntarily subscribe. Users may remove themselves from this mailing list by following the link provided in every newsletter that points users to the subscription management page. Users can also subscribe to the newsletters at the time of registration.

- **"Tell a friend"**

Our site users can choose to electronically forward a link, page, or documents to someone else by clicking "tell a friend." The user must provide their email address as well as that of the recipient. This information is used only in the case of transmission errors and, of course, to let the recipient know who sent the email. The information is not used for any other purpose.

- **Polling**

We may offer interactive polls to users so they can easily share their opinions with other users

and see what our audience thinks about important issues. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. The Company may use a system to "tag" users after they have voted, only so that they can vote just once on a particular question. This tag is not correlated with information about individual users.

• Surveys

The Company may occasionally conduct user surveys to improve our products and our customer service. We never share any of this information about specific individuals with any third party.

The following information is collected by the Company, and defined as follows:

Provided Information: The personal information which you provide to us, including your name, address and email address, while using the Site, such as during the account registration process, responding to surveys, uploading videos, posting messages or comments, entering contests, subscribing to newsletters or other mailing lists or entering promotions.

Web Beacons: While you are on the Site, we may use Web Beacons or clear GIFs. These tools allow us to track the online usage patterns of our customers in a non-personally-identifiable fashion. We may also use Web Beacons in HTML-based emails sent to you by the Company or its affiliates in order to determine whether or not the emails have been read.

Cookies Information: We may opt to send one or more cookies to your computer that uniquely identifies your browser while you are on the Site in order to better customize your experience on the Site. A "cookie" is a small line of text that is stored with your Web browser for record-keeping purposes and to help us provide better service to you. The cookie will enable us to relate your use of this site to information that you have specifically and knowingly provided. The only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. We also use cookies to temporarily identify users as "logged in" to our secure servers. You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you opt to refuse all cookies on your computer you may not be able to access certain areas of the Site or take advantage of certain functions available on the Site, such as place an order, since our server would no longer be able to identify you as "logged in." You can delete cookies from your computer by following the directions found in your web browser help file.

Placing an Order: To place online orders and check order status via the Site, you must create a profile. This information is essential to use our services correctly. Mandatory fields include: username and password you create, e-mail address and mailing address. We may request authorization to contact you for specials and promotional offers, but it is not mandatory. The information you give is not transferred, shared or sold, unless you authorize consent or we are legally required. However, an exception to sharing information is when it is needed by a Third Party that helps us serve you, such as providing your name and address to a shipping agent or payment processor.

Log File Information: Whenever you visit the Site, our web servers will automatically record certain information from the web server from which you are using, including the IP address, the type of browser which you are utilizing, the pages viewed from the web browser and other usage details available from your server. This information will allow us to assist in the analysis and correction of technical problems and to better protect the equipment of our users and ourselves.

NOTE: The Site may include links to other websites, such as banner ads and other advertising tools. These websites and other advertisers may place and access their cookies on your computer. Any such actions or use of cookies by any other entity other than the Company, is subject to such third-parties' privacy policies and not the privacy policy of the Company. The Site may also provide links to other websites via banner, pop-up or other forms of ads. If the link directs you to a third-party website, such websites are not bound by this policy or any of the other policies of the Company. Accordingly, we are not responsible for the content or actions of such third-party websites. If you have any questions or concerns regarding any website you visit, you should review the privacy policy and/or terms of conditions of the website before utilizing any of the tools or features presented on the website. Please be aware that the Company may, from time to time, use the personal information which it collects on its users to gear advertisements towards its users.

Applications you use or download from our Site may contain digital rights management systems ("DRMS") from the Company or third parties. DRMS provide a means of communication between your software and the third parties and allows third parties to embed certain security features into the software. DRMS are often used to prevent the distribution of or access to software in the event of unauthorized use. These DRMS are subject to their own license agreements. By your use of this Site, you agree that the Company shall not be responsible for any loss or damage of any sort relating to the use of the DRMS or your dealings with such third parties.

The Site may allow user reviews, chat sites, bulletin boards, or other public functions and anything that you post in any such sites will be considered public information available to other users. Please be sure not to include any personal information in any such postings or your screen name. If you do, it is considered public information. All such posting is governed by our Terms of Use.

SECURITY

We use industry-standard security measures in place to protect the loss, misuse, and alteration of the information under our control, and we make good-faith efforts to store your information in a secure operating environment. However, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your information, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk. If you created an account on the Site with a User ID and password to access portions or features of the Site, the Company disclaims any responsibility for a breach of privacy as a result of your willingly or inadvertently disclosing your User ID and/or password to others.

Password Protection

Sensitive information is always stored under a password, thus adding an additional layer of security. When you set up an account at myheritagecards.com, you choose your own password for the account and you control who has access to your account. You may change your password at any time.

Security Email Confirmation

Upon placing an order, myheritagecards.com will send you an email confirming the order. This will not only inform your order's progress, but will also alert you if someone is using your account or computer without your permission. If you receive a confirmation for an order you did not place, please email us immediately at: billing@myheritagecards.com.

How you may access & update your information

If you would like to change your personally identifiable information in our databases, you may do so through your Account Profile when you are “logged in” to the Site, or by contacting support@myheritagecards.com. We will make all reasonable efforts to comply with your request. Keep in mind, however, that there will be residual information that will remain within the Company databases, access logs, and other records, which may or may not contain inaccurate or outdated personally identifiable information. The residual information will not be used for commercial purposes; however, the Company reserves the right, from time to time, to re-contact former users of our Services for the purpose of informing them of changes in our service or hours of service.

Credit Card, Email Address, and Shipping Information

The Company customers are asked to provide their email address upon ordering cards from us. This is used to send notification of updates and changes in our services and/or products, as well as to communicate with our customers about their orders.

The Company uses a few third parties (FirstData(Clover), Paypal, Stripe, Square) for credit card processing. These parties are solely a link in the distribution chain, and are not permitted to store, retain, or use the information provided except for the sole purpose of credit card processing.

We do not disclose to any third party the information provided by our customers. All financial/billing information is used solely to invoice our customers for our services and products. This information is not used for marketing purposes.

DISTRIBUTION OF YOUR PERSONAL INFORMATION

Unless you choose to allow us to share your personal information, we will not share your personally identifiable information with third parties other than those parties that are contracted by the Company to provide services for us, have agreed to be bound by our privacy policy or have a policy to protect your personal information. As noted earlier, it is your decision whether or not to share your personal information with us. If you opt to provide us with your personal information by logging into our site (e.g. creating an account), this action will be considered

opting-in to sharing your personal information. At any time you may opt out of this. Please see below in order to learn more about our Opt Out Plan. Even if you have not opted to provide us with your personal information, we may use a third-party service to obtain your personal information to provide services or products to you on our behalf, such as taking and processing orders. The Company shall be free to distribute or use non-personally identifiable information, such as your age, website usage patterns, education level or household income, from time to time. We will not share that information in a manner that identifies you as an individual with any other entity, unless you have provided your previous consent to such disclosure.

Notwithstanding anything else to the contrary, the Company is free to disclose your personal information if it is required to do so by law or if we have a good faith belief that disclosure is necessary to (1) comply with the law or with legal process served on us; (2) protect and defend our rights or property; or (3) act in an emergency to protect someone's safety.

Opt-In Plan

With permission, the Company reserves the right to utilize or reproduce the name, photo and/or information contained on trading cards, or trading cards themselves, as samples, for promotional/advertising purposes including as part of our site gallery.

Opt-Out Plan

After you create an account on the Site and "opt in" to providing your personal information, you may at any time unsubscribe from the Site. In order to "opt out," please email us at privacy@myheritagecards.com. Please note that there might be a delay between when you submit your email to opt-out and when it is processed. We appreciate your patience during this period. We maintain archives of our web logs, database, and other systems and information for legal, disaster recovery and other purposes. If you request that we delete your information from our active database, please understand that it is possible some of your information may remain archived after we delete the information from its active database.

Privacy of Children Under 13

The Company does not knowingly collect or maintain the personally identifiable information of children under the age of thirteen. The Site is not directed to children under the age of thirteen. If you are under the age of thirteen, we ask that you do not use or view the Site. If the Company learns that it has collected information from someone under the age of thirteen, then the Company will take all steps necessary to delete such personal information. If you believe that your child has provided his or her information to us, please send us an email or a written letter at the address below so that we may delete such information.

International Users

The Site is hosted in the United States and is intended for and directed to users in the United States. If you are a User accessing the Site from any country other than the United States, please be advised that your country's laws or regulations governing personal data collection, use, and

disclosure, may differ from United States laws. If you opt to continue to use the Site, any such continued use shall be governed by U.S. law, this Privacy Policy and the Site's Terms of Use. Furthermore, you hereby consent that during your use you may be transferring your personal information to the United States and you consent to that transfer.

In the Event of Merger, Sale, or Bankruptcy

If the Company is acquired by or merged with another entity, the Company shall have the right to transfer or assign the information we have collected from you in connection with such corporate transaction. In the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how your personal information is treated, transferred, or used and assume no liability for any such improper distribution or use.

Changes and updates to this Privacy Notice

From time to time, the Company may revise this Privacy Policy. Please visit this section of the Site often in order to make sure that you are aware of the terms of the most recent version of the Privacy Policy. Your continued use of the Site constitutes your agreement to this Privacy Policy and any future revisions of the Privacy Policy.

The date of the last update of the Privacy Policy will always be posted below:

THIS PRIVACY POLICY WAS LAST REVISED ON February 13, 2018.

TERMS & CONDITIONS

Please visit our Terms & Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our Site at: www.myheritagecards.com/TermsConditions.

Contact Information: All questions or concerns regarding this Privacy Policy should be forwarded to: privacy@myheritagecards.com.

Or write to:

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