

HiMARK\$ Privacy Policy

At HiMARK\$, we value the trust you place in us. Accordingly, we want you to understand what information we collect about you, how we use it, and the safeguards we have in place to protect it.

The Information We Collect

- Whenever you purchase from HiMARK\$, we obtain from you the information we need to complete your transaction. This information may include your name, address, telephone number, driver's license number, birth date, and email address. If you use a credit or debit card or pay by check, it will include your account number.
- If you register with HiMARKS.net, we will collect the information you submit online.
- If you choose to use or participate in one of our various services, promotions, programs, surveys, sweepstakes or clubs, we may collect additional information about you.
- From your transactions and other interactions with us, we obtain information concerning the specific products or services you purchase or use.
- We may also obtain information about other people from you. For example, if you order HiMARKS products to be delivered directly to a third party, you would need to give us that business or individual's name and address.

We receive information from other companies and collect consumer information from third-party providers in order to improve the accuracy of our customer database or increase our understanding of our customers.

We work with certain websites to present advertising to known groups of our customers when they visit those websites. This practice, referred to as "data matching" is facilitated by a third-party service provider for HiMARKS and the advertising website. This practice avoids direct sharing of any personal data with the advertising website. Data received back through this process is used to analyze the effectiveness of such advertising to groups of customers.

Using the Information We Collect

We use the information we collect for various purposes, including:

- completing your purchase transactions
- providing the services you request
- contacting you about the status of your orders
- responding to your customer service inquiries or requests
- notifying you of product warranty or providing other information concerning products you have purchased
- helping to protect against fraudulent use of your personal information
- sending you our catalogs or other direct mail offerings
- sending you email communications
- administering customer recognition programs, sweepstakes, contests and similar promotions
- identifying your product and service preferences, so that you can be informed of new or additional products, services, and promotions that might be of interest to you
- providing mobile marketing and service messages when requested
- inviting you to participate in surveys
- improving merchandise selections, customer service, and the overall customer shopping experience

Information We Share With Others:

- **Service Providers:** We provide information to other companies that provide support services that help us bring you the products and services we offer, market our products and services, or process your transactions.
- **Promotion Sponsors:** If you enter a contest, sweepstakes or other promotion sponsored or co-sponsored by a third-party company, we may forward information about you to that company.
- **Others:** On rare occasions, we may be required to disclose the information we collect pursuant to lawful requests, such as subpoenas or court orders, or in compliance with applicable laws. We may also disclose that information when we believe disclosure is appropriate to protect the rights, interests and property of HiMARKS or others, and to protect the safety of customers, associates or others. This may include sharing information with other companies, attorneys, credit bureaus, agents or governmental agencies in connection with issues related to fraud, credit or debt collection. Also, if the ownership of all or part of a business within HiMARKS were to change, information about customers pertinent to that business's operations would likely be transferred to, or licensed for use by, the new owner. The applicable member of HiMARKS might also retain a copy of that information.

Safeguarding the Information We Collect

Whether you are shopping online, in our stores or through our catalogs, protecting your personal information is important to us. We have appropriate physical, technical and procedural safeguards in place to secure the personal information we collect from you.

We limit the information we provide to outside companies to only information we believe is appropriate to enable them to carry out their responsibilities under our contracts or to offer you their products and services. We contractually require that they have appropriate information security safeguards, and that the information provided be used only for the specifically authorized purpose.

Your Choices Regarding the Use of the Information We Collect

Postal Mail

If you do not want to receive promotional mail (catalogs, postcards, etc.) from HiMARKS, you may:

- write to us at HiMARKS, P.O. Box 753, Oak Grove, Missouri 64075
- call us at 816-289-5555, or
- email us at info@himarks.net

Emails

If you have subscribed to receive promotional email offers and updates, you may unsubscribe at any time.

- write to us at HiMARKS, P.O. Box 753, Oak Grove, Missouri 64075
- call us at 816-289-5555, or
- email us at info@himarks.net

Please note that even if you opt out from promotional email offers and updates, information about your order status will continue to be provided via email when you purchase from HiMARKS.net.

Sharing with Other Companies

If you prefer that we:

- NOT share information about you with any of the companies outside HiMARKS that we have authorized to contact you regarding their products or services, or
- NOT share your HiMARKS credit account history information with affiliated companies within HiMARKS

Please let us know by:

- writing to us at HiMARKS, P.O. Box 753, Oak Grove, Missouri 64075
- calling us at 816-289-5555, or
- emailing us at info@himarks.net

Notice to California Residents - Your California Privacy Rights

Under California law, a California resident with whom HiMARKS has an established relationship has the right to request certain information with respect to the types of personal information HiMARKS has shared with third parties for their direct marketing purposes, and the identities of those third parties, within the immediately preceding calendar year, subject to certain exceptions. All requests for such information must be in writing and sent to: HiMARKS, P. Box 753, Oak Grove, Missouri 64075

This same California law permits HiMARKS to provide you, in response to your written request, with a cost-free means to choose not to have your information shared rather than providing the above described information. You may exercise that choice by any of the means described under "Sharing with Other Companies".

Updating Your HiMARKS Contact Information

You can update or correct your name, address, telephone number, or email address by:

- writing to us at HiMARKS, P.O. Box 753, Oak Grove, Missouri 64075
- calling us at 816-289-5555, or
- emailing us at info@himarks.net

The Privacy of HiMARKS Customers

Online Security

We use Secure Socket Layering (SSL) technology to encrypt ("scramble") your credit or debit card information, including the account number, while it is transmitted over the Internet between your computer and our website servers. SSL is an industry standard technology for secure online transactions.

Unauthorized Charges

If unauthorized charges (as determined by your card issuer) are made on your credit or debit card as a result of purchases made on himarks.net utilizing our secure servers, HiMARKS will reimburse you for up to \$50 of any amounts you are required to pay by the card issuer. Also, under the Fair Credit Billing Act, your credit card provider cannot hold you liable for more than \$50 of unauthorized charges on a credit card. Your liability for unauthorized use of a debit card may be higher, but many debit card issuers voluntarily apply the \$50 limit to their cards as well.

Remember: In the event of unauthorized use of your credit or debit card, you must promptly notify the card issuer pursuant to its reporting rules and procedures.

Our Use of Cookies and Web Beacons

HiMARKS uses browser tracking cookies. A "cookie" is a small file stored by your web browser on your computer. Cookies allow us to recognize who you are, when you arrive at our site, by associating an anonymous identification number in the cookie with other information you as a customer have provided us. That customer information is stored on our secured database. At no time is your name, street address, or credit card number stored within one of our cookies. Your email address is saved in your cookie if you register with us at www.himarks.net.

Cookies allow us to understand how you clicked to our site and what pages you click on during your visit to our site. Knowing how you prefer to shop allows us to improve your shopping experience and speed your checkout process. We do not use the current www.himarks.net cookie to track your activity on sites other than those operated by HiMARKS.

Accepting cookies through your web browser is your personal choice. At this time, you can still shop and purchase from himarks.net even if you set your browser to disable cookies. However, if you choose not to accept cookies, we may not be able to provide you with as exceptional a shopping experience as one that is specifically tailored to your needs.

HiMARKS works with a variety of advertising companies to place our advertising at websites across the Internet. These advertising companies collect anonymous information about your visits to our web site, other advertising websites or interaction with our email through the use of "web beacons". This technology allows them to develop HiMARKS advertising about goods and offers that may be of interest to you.

Web beacons are also used to review how visitors to himarks.net navigate our site or interact with our email advertising. Third-party companies assist in the collection and analysis of this data. These companies may access your email address through these web beacons. Your name, street address or credit card number is not accessed by or shared with other companies through these web beacons. If you would like to learn more about the use of web beacons and your browser options, please click [here](#) to visit the Network Advertising Initiative (NAI) website.

You may also contact us to:

- review a list of each company that currently deploys an advertising web beacon on our behalf
- visit each company's website to review their privacy policies
- opt out of cookies for one or more of these companies

Aggregate Information

We collect non-personal information about how users navigate through our web site. We aggregate this information in order to improve our site, and we may share this information with our affiliates or other outside companies. This aggregated information does not include individual names or personal data, so it does not identify you or any other customer.

Children's Privacy

We do not knowingly collect personally identifiable information from children under the age of 13 on our web site.

Links to Other Sites

While visiting HiMARKS.net, you may link to other web sites. Other sites have their own policies regarding privacy. When you provide personal information at one of those sites, you are subject to the site operator's privacy policy, not the HiMARKS privacy policy. We encourage you to read that policy before submitting any personal information.

Mobile Marketing

We distribute advertising messages via text message to mobile devices to customers that have provided us permission via an opt in request. The opportunity to opt out of a specific text message marketing campaign will be made available with the messages we send.

Please note that, with text message campaigns, an opt-in or opt-out request is currently associated only with a specific marketing campaign and a specific mobile phone number. As a result, a request associated with one campaign and phone number will not apply to other campaigns or numbers.

Changes to this Policy

We may change our privacy policy from time to time. When considering any change, your privacy will remain a priority. If we change our privacy policy in the future, we will let you know by posting the updated policy at this website. We encourage you to check our policy periodically. You can tell if it has changed by checking the revision date that appears at the beginning of the policy. If you would like further information, or have any questions about our privacy policy:

- write to us at HiMARK\$, P.O. Box 753, Oak Grove, Missouri 64075
- call us at 816-289-5555, or
- email us at info@himarks.net