



# SAVVI

## PRIVACY POLICY

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**EFFECTIVE NOVEMBER 11, 2019**

UNITED STATES OF AMERICA



We gather and utilize various types of information listed below. By using this Site, you signify your acceptance of this Policy. Note that this Policy applies only with respect to the information collected by Savvi and not any information collected or obtained through other methods or sources.

#### Public Definition

Public information will include that information available for registered members to view, or demographic information. This includes your demographic information such as gender, name, age, birth date, purchase history information, browsing history information, appearance, zip code, and geographical location or any other information deemed necessary by Savvi. We use your IP and/or Mac address to avoid fraudulent registrations and monitor site usage demographics and dynamics. Information that we may obtain regarding your browser and browser settings may be used to ensure that our site's technical features are available to you. Except as permitted herein, the specific information we collect is not rented, sold, or shared with any third party without your explicit consent and is only ever disclosed in situations where required by law.

#### Sharing of Information

While data from the member sites is maintained in a common database, only the public information located in your profile will be shared. Private information such as your real name or email address is never shared without your explicit consent. Savvi adheres to a consistent set of privacy policies and therefore follow the same principles outlined in this privacy policy. The public demographic information contained in your profile may be presented and/or displayed, however at no time will your private information be disclosed or presented except in accordance with the provisions of this policy. Except as permitted herein, Savvi does not rent, sell, or share personal information about you with any third party. However, we may use demographic information to tailor the Site and communications to your interests.

#### Cookies

In the course of serving advertisements to users in e-mails, third-party advertisers or ad servers may place or recognize a unique cookie on your browser. The use of cookies by such third-party advertisers or ad servers is not subject to this Policy but is subject to their own respective privacy policies.

#### Single-Pixel Gifs

The Owner and its advertisers may use single-pixel gifs (also known as web bugs, web beacons, or tracking pixels) on the Site. The purpose of these single-pixel gifs is to verify and count web page accesses and gather some statistical information. These single-pixel gifs gather usage and demographic information, but do not gather any personal information.

#### Email

To enhance your experience as a Site member, we send out message notifications, newsletters and site announcements, and from time to time third party offers from companies that we feel may have something that will benefit you. Our site provides you with the opportunity to opt-out of receiving different types of communications



(except system communications, or communications required for account maintenance), and each email that we send out has a method for opting-out located at the bottom of the message.

#### Children

Unless otherwise noted, the Site, Savvi.com, e-mails, and the content available in connection therewith, are neither intended for, nor directed to, children under the age of 18. Except as otherwise noted.

#### Links

Savvi may have links to other websites on our Site. Some of these other websites contain our brand names and trademarks and other intellectual property that we own; others do not. When you click on these links and visit these other websites, regardless of whether or not they contain our brand names, trademarks and other intellectual property, you need to be aware that we do not control these other websites or these other websites' business practices, and that this privacy policy does not apply to these other websites.

#### Changes to our Privacy Policy

Savvi may, from time to time, amend this Policy, in whole or part, in its sole discretion. Any changes to this Policy will be effective immediately upon the posting of the revised policy on the Site.