

## Website Privacy Policy

**Last Modified: August 17, 2011**

Leigh's of Western Michigan, Inc. ("Leigh's", "we" or "our") respects your privacy and is committed to protecting it through compliance with this privacy policy. "**Personally identifiable information**" or "**personal information**" mean any information by which you can be identified or contacted, such as your name (first and last), address (city, state, zip), e-mail address, and telephone number.

This policy (together with our terms and conditions (the "**Terms**") and any other documents that may be referred to in the Terms) describes the personal information that we collect from you, or that you provide on our family of websites, including but not limited to [www.leighsfashions.com](http://www.leighsfashions.com) and [www.shopleighs.com](http://www.shopleighs.com) (collectively, our "**Website**"), and how that information may be used or disclosed by us.

This policy does not apply to information we collect through any other means, or to information collected on any other Company, affiliate or third-party site or by any third-party application that may link to or be accessible from the Website.

Please read this policy carefully to understand our policies and practices regarding your personal information. **By using or accessing our Website, you unambiguously consent to any collection, processing, transfer or use of your personally identifiable information and to this privacy policy. If you do not consent to any collection, processing, transfer, or use of such information, please discontinue use of the Website.**

We may change this policy from time to time and at any time. Your continued use of the Website is deemed to be acceptance of such changes, so please check the policy periodically for updates.

### **Children Under the Age of 13**

We do not knowingly collect personal information from children under 13. If you are under 13, please do not register on the Website, make any purchases through the Website or send any information about yourself to us, including your name, address, telephone number or e-mail address.

In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information. If you believe that we might have any information from or about a child under 13, please contact us at using the contact information provided at the bottom of this Policy.

### **Categories of Personally Identifiable Information We Collect**

We collect personally identifiable information, as defined above, by filing in forms on our Website. This includes joining our electronic mailing list, registering for a shopping account, placing an order with us, registering for a wish list account, requesting that merchandise be sent

to you or others, requesting an e-receipt, or through communications with you (e.g., by phone or by electronic mail).

### **How We Use Your Information**

We use your personally identifiable information that we collect to conduct our business and to provide you with our products, services and a great user experience.

We do not sell or otherwise disclose your personally identifiable information except as described here. We may share your personal information with service providers or other third parties we retained to perform services on our behalf such as third parties who assist us with payment processing, billing, and promotions. Service providers, third parties who perform services on our behalf, will have agreed with Leigh's to follow or already have privacy practices no less protective than our practices described in this policy, to the extent allowed by applicable law.

We may also, in certain instances, disclose your personally identifiable information when we have reason to believe that it is necessary to identify you, contact you, or bring legal action to protect your rights or our rights or those of others. We may also disclose your personally identifiable information when you ask us to do so or when we believe it is required by law.

We reserve the right to transfer your personally identifiable information in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use your personally identifiable information in a manner that is consistent with this policy.

### **Usage Details, IP Addresses and Cookies**

***Usage Details and IP Addresses.*** As you navigate through our Website, we may also collect details of your visits to our Website, including, but not limited to, traffic data, location data, and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access, as well as information about your computer and internet connection, including your IP address, operating system and browser type, for system administration. This is statistical data about our users' equipment, browsing actions and patterns.

***Cookies.*** For the same reasons described above, we may obtain information about your general internet usage by using cookies.

A cookie is a small data file that is placed on the hard drive of your computer when you visit a website. A "session cookie" expires immediately when you end your session (*i.e.*, close your browser). A "persistent cookie" stores information on the hard drive so when you end your session and return to the same website at a later date, the cookie information is still available. A "flash cookie" (also called "Local Shared Objects") is similar to a session cookies, except that it can store data more complex than simple text and is stored in your Macromedia Flash directory.

Using cookies helps us improve our Website and to deliver a better and more personalized service by enabling us to: (i) estimate our audience size and usage patterns; (ii) store information about your preferences, allowing us to customize our Website according to your individual

interests; (iii) recognize you when you return to our Website. We may use flash cookies to provide you with a better user experience.

You may refuse to accept session and persistent cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

To learn about managing and disabling flash cookies, please visit the Adobe Flash Player help website,

[http://kb2.adobe.com/cps/526/52697ee8.html#main\\_Where\\_can\\_I\\_change\\_the\\_settings\\_for\\_disabling\\_or\\_deleting\\_local\\_shared\\_objects\\_](http://kb2.adobe.com/cps/526/52697ee8.html#main_Where_can_I_change_the_settings_for_disabling_or_deleting_local_shared_objects_).

### **Links to Other Websites and Services**

Our Website may include links to other Internet sites maintained by third parties (“Linked Sites”). Leigh’s provides Linked Sites to you solely as a convenience, and the inclusion of Linked Sites does not imply our endorsement of the Linked Sites. You access Linked Sites at your own risk and by accessing them you leave our Website. Linked Sites are not under the control of Leigh’s and Leigh’s is not responsible for the contents of any Linked Site.

### **Security**

We maintain physical and electronic safeguards to protect the confidentiality and security of personally identifiable information transmitted to us using this website. To guard your information, our website uses Secure Sockets Layer (SSL), which encrypts your credit card number, name and address. Please note that e-mail is not encrypted and is not considered to be a secure means of transmitting credit card information.

To be sure your connection is secure, look at the bottom status bar of your browser window. If you see an unbroken key or a closed lock (depending on your browser) the SSL is active and your information is secure.

### **Data Retention**

Leigh’s will not retain your personally identifiable information longer than is legally allowed.

### **International Customer Privacy**

While we recognize that it is possible for you to obtain access to this Website from any jurisdiction in the world, and we have no practical ability to prevent such access, this Website and this policy has been designed to comply with the laws of the State of Michigan of the United States. If any material on this Website, or your use of the Website, is contrary to the laws of the place where you are when you access it, the Website is not intended for you, and we ask you not to use the Website.

You are responsible for informing yourself of the laws of your jurisdiction and complying with them.

### **Additional Information**

If you are not comfortable shopping online (and would prefer to make your purchase via telephone), please call us at (616) 942-6300. We will be happy to assist you.

### **How to Contact Us**

If you have questions regarding our Privacy Policy please contact using the information provided on our Map to Store page, located here: <http://www.leighsfashions.com/map.html> or

Leigh's  
Breton Village  
1942 Breton Rd. SE  
Grand Rapids, MI 49506  
(616) 942-6300

The examples contained in this Privacy Policy are illustrations only, and are not intended to be exhaustive.