

DRY GOODS, LLC. (“DRY GOODS”) PRIVACY NOTICE
Updated May 24, 2017

Dry Goods cares about how your personal information is collected and used. Protecting your privacy and security is very important to us. This Notice describes our privacy policy. Please read this Notice carefully to understand what types of personal information we collect, how we use it, how we protect it, and choices you have in providing or limiting the use of your personal information. By visiting DryGoodsUSA.com (our “Website”), you are accepting the terms described in this Privacy Notice. Updates to this Privacy Notice will be published on our website.

What Kind of Personal Information Does Dry Goods Gather?

We may collect personal information when you shop in our stores or when communicating or interacting with you through our Website. In this policy, "Personal Information" means information which can be used to identify or contact you. We collect Personal Information at various times depending on the nature and extent of your interactions with us. For example, we may collect Personal Information when you do any of the following:

- Register for an account on our Website;
- Purchase or return merchandise or place an order;
- Request communications with us;
- Apply for a charge account;
- Participate in promotional programs;
- Contact us with a comment or question.

The information we collect helps us to personalize and improve our service to you and your Dry Goods shopping experience. Here are the kinds of information we gather:

- **Information you provide.** We collect and store any information you enter on our Website or you provide to us when shopping in our stores. We may collect information such as your name, address, telephone number, birth date, and email address. When completing a transaction using a debit card, credit card, charge card or personal check, it will include your card number or bank account number. When opening a charge account, we may collect additional Personal Information such as your social security number. We collect and use only the minimum Personal Information necessary to complete a transaction.
- **Information collected automatically.** Our Website may use "cookies" to obtain certain types of information. A cookie is a unique text file that a Website can send to your browser software. Cookies allow our website to tailor information presented to you based on your browsing preferences. Our Website may use cookies to personalize your experience through webpage design, products, services, advertising campaigns, and to remember you if you register for an account. If you do not want our Website to deploy cookies in your browser, you can set your browser to reject cookies or notify you when our Website tries to put a cookie in your browser software. (Rejecting cookies may affect your ability to use of some of our products and/or services.) Our Website may also use cookies to track your visits to our Website. We may track your domain names, IP addresses, and browser types when you visit

our Website. We may also use Flash Cookies (local stored objects) or similar technologies. We use these technologies to enhance your experience and make our future service and marketing efforts more efficient and personalized for you. Information obtained through cookies and tags may be shared with our service providers on our behalf.

How Does Dry Goods Use the Information It Collects and Stores?

Dry Goods uses the Personal Information it collects to conduct business with you and provide our customers with the best possible shopping experience. We use the information for various purposes including:

- Completing shopping transactions on our Website or in our stores;
- To provide you with information on new products, events, informative emails or updating you on the status of your orders;
- Responding to inquiries or requests;
- Notifying you of product recalls or other information concerning your purchases;
- To provide you with personalized marketing and special offers that may be of interest;
- To thank you for shopping with Dry Goods;
- Improving your overall shopping experience.

Does Dry Goods Share the Information It Collects and Stores?

Information about our customers is an important part of our business. We do not sell or otherwise share your Personal Information with others, except as provided in this Policy. We share customer information only as described below:

- **Release as required by law.** We may be required to release Personal Information when we believe it is necessary to comply with the law or to enforce and/or protect the rights and/or property of Dry Goods, its customers, or others. We may also release your Personal Information when we have reason to believe it is necessary to inform you of a product recall, detect and protect you or us from fraud or to manage information security.
- **Release with consent.** We may share your personal information with trusted Dry Goods service providers that assist us in marketing our products and services in a personalized manner. Third Parties who perform services on our behalf, are contractually restricted from using your information in any manner other than in assisting us to provide you with the products and services available.

How Does Dry Goods Protect the Information It Collects and Stores?

Dry Goods has adopted and maintains physical, electronic and procedural safeguards to protect the Personal Information we collect from you. These measures include technical and procedural steps to protect your information from misuse, unauthorized access or disclosure, loss, alteration, or destruction.

What Choices Do You Have When Providing Personal Information?

You may decide whether to proceed with any activity that requests your Personal Information. You can always choose not to provide your Personal Information. However, not providing the requested information may prevent you from completing a transaction or participating in certain activities. Dry Goods provides a number of ways for you to ‘opt-out’ of receiving additional information from us or to update or correct your Personal Information:

- **Customer Preferences.** If you do not want to receive promotional mail or other communications from Dry Goods or wish to change your communication preferences at any time, you may contact us using one of the options below:

Dry Goods USA
Attn: Advertising – Website Privacy Policy
6565 Brady Street
Davenport, IA 52806
Telephone: (563) 388-2200
Fax: (563) 388-2242
Email: contact@drygoodsusa.com

- **Emails.** If you receive promotional emails from us, you may unsubscribe at any time by editing your preferences located in the footer of the email or clicking to unsubscribe.

We make a sincere effort to respond to your requests to update or correct your Personal Information. If you believe that Dry Goods does not have your current Personal Information, you can update it by using one of the other communication channels referenced above.

Mobile Privacy

Dry Goods may offer mobile applications that allow you to shop from a mobile device. All Personal Information collected by the Dry Goods mobile application is protected by this Privacy Notice. When you use our mobile application or visit our Website on your mobile device, we may determine your location from data received from your mobile device. We may also update mobile applications through automatic “push” notifications. If you have questions about location and notification privacy please contact your mobile service provider or the manufacturer of your mobile device to adjust your settings.

Children's Privacy

We do not knowingly collect Personal Information from children under the age of 13. Our Website does not sell products for purchase by children. If you are under 13, you may use our Website only under the supervision of a parent or guardian. If we become aware that an individual under the age of 13 has submitted any information to Dry Goods for any purpose, without prior verifiable parental consent, we will delete this information from our files.

Social Media Interactions

Dry Goods invites you to socialize and share your finds and purchases with your friends using social media such as Facebook, Twitter, Pinterest, Tumblr, LinkedIn, YouTube and Instagram. If you choose to use social media sites, you may be sharing certain profile information, including your comments. This sharing is subject to each social media site's privacy policy. We also use social media to share information and activities. Dry Goods does not control the content on social media sites. Facebook may show your "likes" on our product pages. We may allow you to sign into our Website using social media sites. If you choose to do this, we may collect personal information from the social media site if your privacy settings on the social media site allow it. We will use this information only to create and facilitate bringing you products, services and promotions from Dry Goods. Dry Goods will always comply with our own privacy policy and the social media site's terms regarding the use of profile information. You must be at least 13 to participate in any social media sites.

Third-Party Advertising

We may use third-party services to provide advertisements (banners or links) on our behalf on the internet. These service providers may collect non-identifiable information about your visits to our Website and your interaction with our products and services. This non-identifiable information is anonymous and does not include your name or other personal information. Anonymous information is collected through the use of a pixel tag which is used by most major websites where service providers may use anonymous information about your visit to other websites to target advertisements for products or services available from Dry Goods. In the future we may partner with other companies to provide interest-based advertising and marketing on DryGoodsUSA.com.

Employment Privacy Policy

When you apply for employment on our Website, you will be asked to provide certain types of personal information and other types of information you voluntarily provide to us, such as a résumé or cover letter. We may gather this information through a third-party service provider who may also maintain and process your information on our behalf. We may also use other service providers to assist us in the employment application process. The information you provide us will be used to consider your application for employment and we may retain your application for employment and the information from our interview process for a reasonable period of time in accordance with applicable law. If you are offered employment, your Personal Information will be used for our employment purposes. We restrict access to your Personal Information to those persons who are involved in the employment application process. We may use your Personal Information to contact you regarding your employment application or for employment opportunities. We may disclose your Personal Information if required by law. By applying for employment on our Website you authorize us to use your Personal Information for employment purposes.

Sales Associates

To better serve you, our sales associates in our stores may ask you for your name, address, telephone numbers, email address and other personal information. Dry Goods sales associates may use your Personal Information to allow them to serve you in a professional manner. This may include letting you know when new products have arrived that may be of interest to you, notifying you about products, prices, and thanking you for your business with Dry Goods. All Dry Goods associates are required to use your Personal Information only in a professional, ethical and appropriate manner.

Notice to California Residents – Your California Privacy Rights

Under California Civil Code sections 1798.83-1798.84, a California resident with whom Dry Goods has an established relationship has the right to request certain information with respect to the types of Personal Information Dry Goods has shared with other 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:

Dry Goods USA
Attn: Advertising – Website Privacy Policy
6565 Brady Street
Davenport, IA 52806

In responding to your request, Dry Goods may provide you with a cost-free means to choose not to have your information shared.

Changes to This Policy

Dry Goods may change its Privacy Policy time to time and at any time without notice. If a policy change occurs in the future, we will post the updated policy and the date of the last update.