

Sew Essential, LLC and our various Sew Essential sites, subsidiaries and affiliates ("SEW" or "we") respect your preferences concerning the treatment of personal information that we may collect from your use of the SEW products that may link to this privacy statement and your interactions any and all Sew Essential websites that we have SEW created for various cities, events and any linking to third party sites that we utilize for promotion, photos and just being social (collectively "web sites"). This statement lets you know how we collect and use your personal information, and how you can control its use. This policy describes the broadest potential use of personal information throughout the named Sew Essential web sites and products that link to this policy and in services that we provide that is consistent with the terms of this statement; however, we may make far less use of your personal information.

Sew Essential has created this privacy statement to inform you of the information collection practices for this Web site, including what type of information is gathered, how the information is used, and with whom the information is shared. In addition, we explain how Sew Essential provides services for our clients as described in "Customer Information and Services Data Privacy" below.

### **What Do We know About You and How are We Using It?**

In general, you can visit our Web site without identifying yourself or revealing any personally identifiable information. There are times, however, that you may choose to give us personally identifiable information, such as your name, address, phone number, e-mail address and other information about yourself. For example, if you would like to receive information about Sew Essential, our services, schedule a demonstration of our services, or just set up your own "Playground," you will need to provide us with your name, address, phone, email and depending upon what you want, a fax number.

We allow users to provide us with testimonials. In all cases where personal information is posted to any site, we receive permission to post such information. If you sign up for our e-mail updates, you will need to provide us with your e-mail address when applicable. If you choose to unsubscribe from promotional emails, please click unsubscribe in any promotional email message. We also provide you with the opportunity to e-mail us questions or comments about this Web site and our Company at [Threader@sew-essential.com](mailto:Threader@sew-essential.com)

Sew Essential is privately branded, but may interact with other brands by third parties, so please note that the information provided on non Sew Essential applications are governed by the third parties' privacy statement. We encourage you to review the policies of these third parties. When possible, we will link the third party's privacy statement to our site if we find that to be necessary. To correct, edit or delete information provided through a branded application you must contact the third party. Sew Essential operates globally and has hosting centers that may store and process your data in various locations in the United States. Please be assured that Sew Essential takes

reasonable precautions to protect personal data in these centers and in other locations in the United States from loss, misuse and unauthorized access, disclosure, alteration, and destruction.

We only use the personally identifiable information which is provided by you through our Web sites to help us improve our services to you, to provide you with the information you have requested, to respond to your questions, and for other internal purposes.

### **Third Party Access to Your Personally Identifiable Information**

Sew Essential will not sell, rent, or lease your personally identifiable information to third parties unless we have your permission or as described in this privacy policy (see "Gordon Gekko"). We will only share the personally identifiable information you provide online with other Sew Essential entities and/or business partners who are acting on our behalf as service providers (such as marketing partners) for the uses described in this Privacy Statement. Our service providers are prohibited from using your personally identifiable information for their own promotional purposes.

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Web sites. All Sew Essential entities and/or business partners having access to your personally identifiable information are subject to this privacy statement with respect to the use of your personally identifiable information.

### **Selling , Merging, Cashing Out**

We love what we do, but just in case we decide to go all "Wall Street" and sell it off, or in case someone comes up with a great idea and wants to merge with us because we didn't think of it ourselves and Hey! We're smart like that here is what we'll do. We'll let you know. Lawyer speak follows:

In the event Sew Essential goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. You will be notified via email or prominent notice on our Web site for 30 days of any such change in ownership or control of your personal information.

### **Security**

The security of your personal information is important to us. REALLY important because we have worked long and hard to be PCI Compliant and all of the Federal-VISA Rules stuff, and we're like you and real people that want our stuff secure.

When you enter sensitive information (such as credit card number) on our registration or order forms, we encrypt that information using secure socket layer technology (SSL).

We follow generally accepted industry standards to protect the personally identifiable information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can email us at [Threader@sew-essential.com](mailto:Threader@sew-essential.com)

## **Summoning Us**

Summon us and we will respond in a timely manner to your requests to correct inaccuracies in your personal information. To correct inaccuracies or to delete the personal information Sew Essential has collected from you send us an e-mail at [Threader@sew-essential.com](mailto:Threader@sew-essential.com) with "Remove" in the subject line. We will respond to your request within 30 days.

To correct, edit or delete information provided through a branded application you must contact the third party.

## **Cookies and other Delicious Tech-eze**

As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

We do not link this automatically-collected data to personally identifiable information. We use a third-party tracking service that uses tracking technologies to track non-personally identifiable information about visitors to our site in the aggregate in order capture usage and volume statistics. We use this information to improve our Web site.

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use cookies on this site. We do not link the information we store in cookies to your personally identifiable information you submit while on our site.

Some of our business partners (such as a tracking utility company) use cookies and Web beacons on our sites. We have no access or control of these third party tracking utilities.

## **Links**

From time to time, our Web sites may contain links to other Web sites. If you use these links, you will leave our Web sites. The privacy policies of such other Web sites govern the information collection and dissemination practices occurring on such Web sites. We encourage you to review the policies of these third party sites.

## **Have Any Questions?**

Questions regarding this Privacy Statement should be directed to Sew Essential at [Threader@sew-essential.com](mailto:Threader@sew-essential.com)

We reserve the right to modify this privacy statement at any time, and if we decide to change our privacy statement, we will post those changes to this privacy statement, the home page, and other places we think you might find easy to locate, so that you have a heads up. We have nothing to hide, so it will be there for you to find.

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