

Savvy Home Design Forum, c/o Vision Critical, as part of a specialty-branded marketing and survey program (“SHD Surveys”) has created this privacy statement in order to show our firm commitment to your privacy. The following discloses our information gathering and sharing practices for this specialty-branded web site and its related mobile marketing channel (“Web Site”). Please note that if we provide access other websites via links on this Web Site, those websites may have different privacy policies specific to those websites. We encourage you to read all third-party privacy policies because they will be different from this Web Site, and may pose different privacy and security risks.

1. Personal Information Collection

Via this Web Site, SHD Surveys may collect personal information like name, telephone number, email address, date of birth, Internet Protocol (IP), Media Access Control (MAC), International Mobile Equipment Identity (IMEI) addresses or similar identifiers, and home mailing address when you access certain areas of this Web Site that require registration. For the surveys provided as a part of our programs, we may need to collect certain additional non-personally identifiable information, such a preferences and answers to specific survey questions. In some cases, this type of non-personal information may be linked to personally identifiable information and in other cases it may not be linked back to individuals. For example, we may combine non-personal information about you and others who visit this Web Site, in which case, this aggregated information will not contain any information that can be linked directly back to you.

2. How SHD Surveys Collects Personal Information

SHD Surveys may use any number of tools to collect information about you, your computer access points, and the web browser that you use to connect to this Web Site. For example, cookies are tiny text files that we place on your computer’s hard drive when you visit this Web Site. We may use cookies to personalize your interactions with this Web Site. You do not have to accept our cookies, you may set your browser to restrict their use, and you may delete them after we have placed them on your hard drive. If you do not accept or delete our cookies, some areas of this Web Site may take more time to work or may not work properly.

SHD Surveys may collect information from your web browser each time you visit this Web Site. We may collect information about the pages that you visit and the time spent on each web page or area of the Web Site, the products and services that you click on, and other steps that you take while using this Web Site. This information may include the type of browser, the time that you opened this Web Site, and the referring web site’s address.

Our Internet Service Providers (defined below) may use other standard web-based tools to analyze your use of this Web Site. The tools include web “beacons,” “pixel tags,” and “clear gifs.” These tools help us ascertain information such as the effectiveness of our product and service marketing programs, allow us to tailor the services offered on or through this Web Site, and help promote the best use for the Web Site’s content, and product and service offerings. Some of this information, including the IP, MAC, or IMEI addresses may be stored on our Internet Service Provider’s servers and logs for extended periods.

3. Our Use and Disclosure of Your Personal Information

At times, SHD Surveys may use the services of third-party companies that in some cases may be located outside the United States to provide certain services to you, including, without limitation, website-hosting services, credit card processing, order processing and shipping

services, and program participant surveys (“Internet Service Providers”). SHD Surveys may share your personal information with the Internet Service Providers as appropriate. We do not share personally identifiable information with outside third parties without your consent, except to the extent necessary to complete your request for products and services offered through the Web Site.

SHD Surveys may use your personal information to contact you via mail, e-mail, or electronic messaging in order to give you updates about SHD Surveys’ special events, new products and services, current information regarding our products and services, or other promotions that may be of interest to you. We use return e-mail addresses to answer the e-mail we receive from you. SHD Surveys will not share your e-mail address with outside third parties for their direct marketing unless you give us permission to do so, but by registering with this Web Site, you authorize SHD Surveys to use your personal information for SHD Surveys’ and affiliates’ marketing purposes. We may use your IP address to help protect SHD Surveys and our Internet Service Providers from fraud.

Additional uses of your non-personal and personal information will allow us to tailor products and services specific to your needs. The information will help us organize and manage our relationship with you, conduct business, provide program participant support, perform functions that are described to you at the time of collection, and enforce this Web Site’s Terms of Use.

We may use non-personal aggregate information to improve this Web Site. For example, our Internet Service Providers may report to us that there were a particular number of visitors to a certain area of this Web Site, or that a certain number of program participants completed our registration forms in particular areas of our Web Site. SHD Surveys may use such information to analyze the effectiveness of our marketing models.

SHD Surveys may disclose your personal information as is necessary to: (a) comply with a subpoena or court order; (b) cooperate with law enforcement or other government agencies; (c) establish or exercise our legal rights; (d) protect the property or safety of our company and employees, contractors, vendors, suppliers, and customers; (e) defend against legal claims; (f) help with internal and external investigations; or (g) as otherwise required by law or permitted by law. We may disclose your information in connection with the sale or merger of Kohler Co., or any transaction that involves the sale or assignment of some or all of our assets.

4. Your Logon & Password

In order to maintain a secure environment, all program participants are required to use a login identification and password assigned to them by SHD Surveys to access the Web Site. The use of this logon identification and password provides program participants access to the information and data within the Web Site to which they, and they alone, have been specifically authorized access.

SHD Survey program participants are also responsible for the control and use of assigned login identifications and passwords assigned to them. They should not be shared with anyone.

Some general guidelines regarding passwords are as follows:

- As a best practice, your password should be changed every 30 days -- or whenever a compromise of the password is suspected.

- When you change your password, you should not reuse prior passwords for at least 6 months.
- Your password is not to be shared with others.
- Passwords should not be associated with personal information -- for example, PIN used for bank cards, date of birth for self or family members, telephone numbers, first or last name of self or family members. Additionally, SHD Surveys will not provide your logon/password combination to anyone other than you.

5. Data Storage and Security

SHD Surveys makes reasonable efforts to ensure that our Internet Service Providers have implemented physical, electronic, and procedural security measures to assist with safeguarding your personal information, and to help protect against unauthorized access and disclosure. Only our authorized personnel and our Internet Service Providers who perform legitimate business functions for SHD Surveys are authorized to access your personal information. Notwithstanding our efforts, the Internet has inherent security risks. SHD Surveys cannot promise, and you should not expect, that your personal information, personal searches, and other communications would always remain secure. You should take care with regard to how you handle and disclose your personal information or any login or password that you are required to use to access services on this Web Site.

6. Children and Data Collection

SHD Surveys' Web Site is a general audience Web Site. SHD Surveys does not direct its Web site content toward children under 13 years old. We do not knowingly collect personal information from children. If SHD Surveys or its Internet Service Providers become aware that a child has provided us with personal information without parental consent, SHD Surveys will delete that information from our databases. If you have questions about personal information related to a child, please email us at privacyofficer@visioncritical.com, mail at: VisionCritical, Suite 700, 858 Beatty Street, Vancouver, BC V6B 1C1.

7. Your California Privacy Rights

SHD Surveys will not share any personal information about you with outside third parties for their direct marketing purposes to the extent prohibited by California law, unless you agree otherwise as authorized by your prior written consent.

California residents have the right to request information from SHD Surveys regarding the manner that we may share personal information with affiliated companies and third parties for their direct marketing purposes. To find out what and how we share such information, you may send us an e-mail request at privacyofficer@visioncritical.com:

- A. The categories of information we disclosed to third parties for their direct marketing purposes during the preceding calendar year, if any;
- B. The names and addresses of the third parties who received information for their direct marketing purposes; and

- C. Examples of the products and services subject to the third parties' direct marketing programs, if the nature of the third parties' business cannot be determined from their names.

8. How You May Access and Change the Information that SHD Surveys Collects

The first time that you register with the Web Site, SHD Surveys will subscribe you to the SHD Surveys commercial e-mail or digital messaging distribution list and you will receive information about our products and services. Each commercial e-mail that we send to you will offer you the opportunity to opt-out of continuing to receive such messages. We may take up to 10 business days to process your opt-out requests. In some instances, we may have already shared your information with one of our authorized third parties before you changed your information preferences, and you may briefly continue to receive e-mails even after you have opted out. FTC e-mail compliance guidance allows us to send you transactional and relationship e-mails without offering you the opportunity to opt-out of receiving those types of e-mails. For digital message, your carrier's standard rates will apply and you may incur additional charges based on your carrier's data plan.

9. General Information and Privacy Support Contact

SHD Surveys may update this privacy policy from time to time, and you should take the time to review it each time that you visit this Web Site. SHD Surveys is committed to protecting your personal privacy. If you have questions or comments about our efforts to protect your personal privacy, or if you require additional information about SHD Surveys' privacy commitment, please contact us at privacyofficer@visioncritical.com.