

# Privacy Policy

*Last Updated: 11/18/2016*

Voxx Accessories Corporation (“**Voxx**”) respects your privacy. We have prepared this Privacy Policy (“**Privacy Policy**”) to describe to you our practices regarding the Personally Identifiable Information (“**PII**”) and Anonymous Data (collectively “**Data**” and each defined below) we collect from users of (a) our website, located at <http://www.projectnursery.com/>; (b) the services made available through the website; (c) the services made available through our **Project Nursery WiFi Monitor** device (the, “**PN Device**”); and (d) the mobile downloadable software application associated with the PN Device (the “**App**”) (the website and all such services, PN Device and the App are hereinafter collectively referred to as the “**Services**”).

## **1. USER CONSENT.**

By submitting Data through our website, the App and/or Services, you agree to the terms of this Privacy Policy and you expressly consent to the processing of your Data in accordance with this Privacy Policy.

## **2. A NOTE TO USERS OUTSIDE OF THE UNITED STATES.**

Your Data may be processed in the country in which it was collected and in other countries, including the United States where laws regarding processing of Data including PII may be less stringent than the laws in your country.

## **3. TYPES OF DATA WE COLLECT.**

In order to provide you with Services, Voxx and/or its vendors and contractors, as appropriate, collect PII and Anonymous Data (as defined below) from you when you visit our website, when you send us information or communications, when you order products (“**Products**”) on our website and/or when you use the Services. We may combine Data collected from you with information from other company sources or third parties to provide a better user experience, including customizing content for you. “Personally Identifiable Information” or PII means data that allows someone to specifically identify or contact you, including, for example, your name, address, telephone number, account numbers, e-mail address, as well as any other non-public information about you to the extent such information is associated with or linked to any of the foregoing data. “Anonymous Data” means data that is not associated with or linked to your PII and which would not, in and of itself, enable someone to specifically identify or contact you. We collect PII and Anonymous Data, as described below:

### **3.1 Data You Provide to Us.** We collect Data from you as set forth below:

- When you create an account to log in to the Services or sign up to our mailing lists and product alerts, we collect PII such as your name, postal address, e-mail address, and zip code.
- When you order Products on our website, we collect all information necessary to complete the transaction, including your name, credit card or payment account information, billing information and shipping information.
- We also retain information on your behalf, such as your step counts, estimated stair counts and profile information.
- If you provide us feedback or contact us via e-mail, we collect your name and e-mail address, as well as any other content included in the e-mail, in order to send you a reply, and any information that you submit to us.

- We may collect and use your PII to respond to your comments and questions and provide customer service;
- When you participate in one of our surveys, we may collect additional profile information.
- When you post messages on message boards we may offer on our website, the information contained in your posting will be stored on our servers and other users will be able to see it.
- We may also collect Anonymous Data, such as demographic information, from you on our website and in surveys.

**3.2 Personal Data Collected via Technology.** To make our Services more useful to you, our servers (which may be hosted by a third party service provider) collect PII and Anonymous Data from you, including internet protocol address, geographic location, operating system, browser type, domain name, and a date/time stamp for your visit. We also use Cookies (as defined below) and navigational data like Uniform Resource Locators (URL) to gather information regarding the date and time of your visit and the solutions and information for which you searched and which you viewed. Like most Internet services, we automatically gather this Data and store it in log files each time you visit our website or access your account on our network. **“Cookies”** are small pieces of information that a website sends to your computer’s hard drive while you are viewing a web site. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our website. Persistent Cookies can be blocked or removed by following the help file directions in your web browser. If you choose to disable Cookies, some areas of our website may not work properly.

**3.3 Personal Data That We Collect from You About Others.** If you decide to invite a third party to use the Services, we will collect such third party’s name and e-mail address so that we may send such third party an invitation to use the Services and other information about the Services. If you decide to use our Services with social networking platforms, we may collect information about your interactions with people with whom you associate through those platforms.

**3.4 Personal and/or Anonymous Data Collected by Third Parties.** We may receive Personal Data and/or Anonymous Data about you from other sources like telephone or fax, or from third-party companies that offer their products and/or services on our website (**“Third Party Companies”**). We may add this information to the information we have already collected from you to improve the Services and to better understand and communicate with you about additional products and services that may interest you. If you decide to use our Services with social networking platforms, we may collect information about you made available through those platforms.

## **4. USE OF YOUR DATA.**

**4.1 General Use.** In general, Voxx will only use the information you provide us for the purpose for which such information was provided. Voxx and/or its vendors or contractors, as appropriate, use your Data in the following ways:

- to provide you with the Services;
- to personalize and better tailor the features, performance and support of the Services for your use;
- to send you administrative notifications, such as security or support and maintenance advisories;
- to respond to your inquiries related to employment opportunities or other requests;
- to send you newsletters, surveys, offers or other information;

- to provide you with opportunities and functionality that we think would be of particular interest to you;
- to improve the quality of the website and the Services;
- to analyze, benchmark and conduct research on user data and user interactions with the Services;
- to conduct market research, planning, troubleshooting, and problem-solving;
- to detect and protect against error, fraud, or other criminal activity; and
- to solicit your feedback.

**4.2 Creation of Anonymous Data.** We may create Anonymous Data records from PII by excluding information (such as your name) that make the data personally identifiable. We use this Anonymous Data for a variety of purposes, including to analyze request and usage patterns so that we may improve our Services, improve site navigation and conduct market research. Voxx reserves the right, in its discretion, to disclose Anonymous Data to Third Party Companies for their own business purposes.

**4.3 Product Registration.** You provide certain Data to officially register your Product(s) with Voxx. We may use some of the Data you provide to us, but nothing which would personally identify you. We may use one or more Third Party Companies and/or Vendors to collect statistical information for us. This practice may be changed or discontinued at any time.

**4.4 Software Downloads.** Certain software downloads, including the App, require installation to your computer, smartphone, tablet or other mobile devices including the installation of a widget, thumbnail, icon or other shortcut. By installing the App you may receive notifications (authorizing us to send information) about your Product(s), the Services, and be notified of contests, giveaways, special offers and discounts or rebates from Voxx or its Vendors. You may be notified when product information about your Product(s) or the Services is updated.

## 5. DISCLOSURE OF YOUR DATA.

**5.1 Affiliates/Licensors.** Voxx may have the need to share, in its sole discretion, information with its parent company, subsidiaries, joint ventures, or other companies under common control with us (collectively, “**Affiliates**”). In addition and in order to provide you with and enhance the value of the Services, Voxx has contracted with Third Party Companies, third party licensors and vendors including Project Nursery, LLC (collectively, “**Vendors**”) Voxx may share some or all of your PII Data with these Affiliates and Vendors, in which case we will require our Affiliates and Vendors to honor this Privacy Policy. PII may be shared with another company in connection with or during the negotiation of any merger or acquisition of Voxx or Voxx’s Affiliates or our assets or the financing or acquisition of all or a portion of our business; if that company acquires PII it will assume the rights and obligations regarding your PII as described in this Privacy Policy.

**5.2 Forums, Message Boards and Chats.** We may make message boards, chat rooms, and other interactive forums available on the Services. You should be aware that any information that you post to these interactive forums, or that you otherwise choose to make publicly available (including any PII), may be disclosed and available to all users who have access to that portion of the Services, and is, therefore, no longer private. By using these interactive forums, you agree that we are not responsible for any information that you disclose or communicate in such forums, and any disclosures you make are at your own risk. Please be thoughtful about what you post and make publicly available through the Services.

**5.3 Other Disclosures.** Regardless of any choices you make regarding your PII (as described below), Voxx may disclose PII if it believes that such disclosure is necessary to (a) comply with

relevant laws or to respond to subpoenas or warrants served on Voxx or its Affiliates; or (b) protect or defend the rights or property of Voxx or users of the Products or Services.

## **6. THIRD PARTIES.**

**6.1 Links to Third Party Websites.** Our provision of a link to any other website or location, such as the Amazon Payments, Google Checkout or Paypal payment processing websites, is for your convenience and does not signify our endorsement of such other website or location or its contents. When you click on such a link, you will leave our website and go to another website. During this process, another entity may collect PII or Anonymous Data from you. We have no control over, do not review, and cannot be responsible for, these outside websites or their content. Please be aware that the terms of this Privacy Policy do not apply to these outside websites or content, or to any collection of data after you click on links to such outside websites.

**6.2 Disclosure to Third Party Service Providers.** Except as otherwise stated in this policy, we do not sell, trade, share, or rent the PII collected from our Services to other entities. However, we may share your Data with our third party service providers and Vendors who may use the PII or Anonymous Data to provide services on behalf of Voxx. Those services may include providing you with the Products and Services that we offer you through our website; facilitating creation of accounts; and providing technical support. You expressly consent to the sharing of your PII with our contractors and other service providers for the sole purpose of providing the Services to you.

## **7. YOUR CHOICES REGARDING YOUR PII.**

**7.1 Choices.** We offer you choices regarding the collection, use, and sharing of your PII. We may periodically send you newsletters and e-mails that directly promote the use of the Services or the purchase of our Products. When you receive newsletters or promotional communications from us, you may indicate a preference to stop receiving further communications from us and you will have the opportunity to "opt-out" by following the unsubscribe instructions provided in the e-mail you receive or by contacting us directly (please see contact information below). Despite your indicated promotional e-mail preferences, we will continue to send you transactional emails such as notices of any updates to our Terms of Service or Privacy Policy.

**7.2 Changes to Personal Data.** You may change any of your PII or Data in your account by editing your profile on the Services or by sending an e-mail to us at the e-mail address set forth below. You may request deletion of your PII by us, but please note that we may be required (by law or otherwise) to keep this information and not delete it (or to keep this information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements). When we delete any information, it will be deleted from the active database, but may remain in our archives.

## **8. SECURITY OF YOUR PII.**

Voxx is committed to protecting the security of your PII. We use a variety of industry-standard security measures and procedures to help reasonably protect your PII from unauthorized access, use, or disclosure. We also require you to enter a password to access your account information. Please do not disclose your account password to unauthorized people. When users submit sensitive information via the website, your information is protected both online and off-line. While there is no such thing as "absolute security" on the Internet, we make good faith efforts to take every step to ensure the safety of your personal information, whenever reasonably possible.

Should we ask to enter sensitive information (such as credit card number), that information is secure and protected with secure socket layer (SSL) technology to help keep the personal information you provide on this Website secure. While on a secure page the lock icon on the bottom of Web

browsers such as Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when you are just "surfing".

**9. CHILDREN'S PRIVACY.** The Website, Services and the Product(s) are not directed to children under the age of thirteen and we do not knowingly collect personal information from children under the age of thirteen. If we become aware that we have inadvertently received personal information from a visitor under the age of thirteen on the Website, we will delete the information from our records. We encourage parents and guardians to take a proactive role in their children's online activities and interests.

**10. CONTACT INFORMATION.**

Voxx welcomes your comments or questions regarding this Privacy Policy. Please e-mail us at [\[electronics@projectnursery.com\]](mailto:electronics@projectnursery.com) or contact us at the following address or phone number:

[Project Nursery  
ATTN: Customer Service  
150 Marcus Blvd.  
Hauppauge, NY 11788]

**11. DISPUTE RESOLUTION.**

If you believe that Voxx has not adhered to this Privacy Policy, please contact Voxx by email at [\[electronics@projectnursery.com\]](mailto:electronics@projectnursery.com). We will do our best to address your concerns. If you feel that your complaint has been addressed incompletely, we invite you to let us know for further investigation.

**12. CHANGES TO THIS PRIVACY POLICY.**

This Privacy Policy is subject to occasional revision, and if we make any material changes in the way we use your PII, we will notify you by sending you an e-mail to the last e-mail address you provided to us and/or by posting notice of the changes on our website at [\[http://projectnursery.com\]](http://projectnursery.com). For existing users of our website or the Services, any material changes to this Privacy Policy will be effective upon the earlier of thirty (30) calendar days following our dispatch of an e-mail notice or thirty (30) calendar days following our posting of notice of the changes on our website. These changes will be effective immediately for new users of our website or the Services. Please note that at all times you are responsible for updating your PII to provide us with your most current e-mail address. In the event that the last e-mail address that you have provided us is not valid, or for any reason is not capable of delivering to you the notice described above, our dispatch of the e-mail containing such notice will nonetheless constitute effective notice of the changes described in the notice. In any event, changes to this Privacy Policy may affect our use of PII that you provided us prior to our notification to you of the changes. If you do not wish to permit changes in our use of your PII, you must notify us prior to the effective date of the changes that you wish to deactivate your account with us. Continued use of our website or the Services following notice of such changes shall indicate your acknowledgement of such changes and agreement to be bound by the terms and conditions of such changes.