HDS MEDALLION PRIVACY POLICY

Updated May 1, 2015

At hdsmedallion.com we know that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. **By visiting HDSMEDALLION.com, you are accepting the practices described in this Privacy Notice.**

- Information We Collect
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- Making Communication Choices
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Information We Collect
We may collect information (including name, address, telephone number, email address, shipping address, transaction information, credit or debit card information, when you:

- Make a purchase with us online or by telephone.
- Save your information with us online.
- Ask to receive our emails, brochures or other marketing information.
- Participate in a contest, sweepstakes, drawing, promotion, or survey.
- Are referred to us through a marketing promotion
- Are referred to us through an affiliate.
- Visit our website (see **Cookies** below).

We do **not retain credit or debit card information after a purchase** and the information is encrypted when transferred. We use authorize.net, paypal, Shopify and square (at tradeshows only) to process payments. They securely retain these numbers as appropriate.

How We Use This Information
We use your personal information to:

- Process, track and fulfill your order.
- Contact you about the status of your order.
- Answer email or site inquiries you initiate.
- Process any returns.
- Inform you of and administer any promotions, drawing winners, contests or sweepstakes.
- Learn about your shopping preferences and improve your shopping experience.
- Help us address any website problems and improve our site and merchandise.
- Analyze trends.
- Protect the security and integrity of our website.
- Contact you for other business reasons, if necessary.

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You always have the right to "opt out" of receiving communications from us. (See **Making Communication Choices** below.)

Sharing Information
We may share your personal information in the following ways:

- We contract with other companies to provide certain services, such as order fulfillment, shipping, name and address verification, email distribution, market research and promotions management just for our company. We provide these companies with only that information needed in order for them to render the services we request and they are not entitled to use it for their own marketing or any other purpose. This information will **NEVER** be sold.
- On rare occasion, we may disclose information upon law enforcement's request, in response to a court order, or when required by law. We may also share information to assist in fraud investigation and protection or as necessary to protect our rights and interests.
- In the event of a sale or merger of Leader Management Corporation (the holding company of HDS MEDALLION®) or any of its affiliated companies, information we have collected as described in this policy may be among the transferred business assets.

We do not provide customer lists to third party vendors, distributors, companies providing mailing or email lists to other companies, etc.

Making Communication Choices
If you do not wish to be contacted via email, direct mail or telephone, please let us know your preferences by contacting customer service. (See **Contact Us** below.) Please provide your exact name, mailing address, email and/or telephone number so that we may identify you correctly. You may also unsubscribe from our emails or newsletters using the link provided in each email. If you ask us to remove you from promotional lists, we will maintain your name on a "do not contact" list to ensure that we continue to honor your requests. Due to privacy concerns and our inability to verify individual requests and contact information, we are unable to honor "opt out" requests made by a third party on your behalf.

It may take up to 10 days to process your email request and, due to the fact that mailings are planned long in advance, 6 to 8 weeks to process your postal mail request. When you purchase online, we will continue to confirm your order and shipment status via email and, if questions arise concerning your order, we may contact you via email, postal address or telephone number. If you change your mind about your choices, you may start receiving promotional communications from us again by logging on to your online account and changing your preferences, by signing up for our newsletter when you visit our website, when you enter a contest, sweepstakes or survey, or by contacting customer service.

Accessing and Changing Your Information
To review or change the information previously provided, sign on to and click "My Account". You may update stored information by clicking "Account Profile". Be sure to click "Save" when you complete your changes. You may also change or access this information by calling 877-646-1941 or by emailing service@hdsmedallion.com.

Cookies
Our website uses "cookies" which are small data files stored on your computer when you

visit a website. Cookies may be used in a variety of ways to enhance or personalize your online browsing and shopping experience. For instance, cookies allow us to remember what's in your shopping cart, recognize you when you return to our site, track your orders, and monitor and maintain information about your visits to our website. You may set your browser not to accept cookies or to notify you when you receive cookies, giving you the opportunity to decide whether to accept cookies. If you do not accept cookies however, you will not be able to access your account information or make purchases on our website.

Third-Party Ads
We use a third-party service provider to service internet ads on our behalf. This provider may collect anonymous information about your visits to our website, and your interaction with our products and services. Information about your visits to this and other websites may be used for targeted advertising purposes. This anonymous information is collected through the use of a pixel tag, which is industry standard technology used by most major websites. No personally identifiable information is collected or used in this process, meaning that your name, address, email address or telephone number is not collected.

Security
We use a variety of technologies and processes for protection of our customer data. We use encryption technology whenever transmitting sensitive data such as credit and debit card information. We have our own secure site certification through our cart company, Shopify. Please note however that absolute security can never be guaranteed. We will never request your credit card or other personal information by email. If you receive an email that appears to be a request from us for such personal information, do not respond as this may be a "phishing" scam designed to steal your personal information. Email is not a secure means of communication of sensitive information. Never include in an email your credit card number or other sensitive information. We will only request such information during secure transactions at our website or by calling you directly.

Links to Other Websites
Our website may contain links to websites owned or operated by third parties such as affiliates, companies involved in providing information or care, and other companies we think you may find useful. Please review the privacy policy of any site you access through our website.

Policy Changes
If our privacy policy changes, we will post these changes to our website with the date of revision. We encourage you to review our privacy policy periodically.

Contact Us
To "opt out" or make other choices about receiving communications, to update your personal information, to place an order, or to submit comments or ask questions about our privacy policy, please contact us by email or telephone:

HDS MEDALLION® Customer Service
Contact Us page at www.hdsmedallion.com or
service@hdsmedallion.com or
877 646-1941