

SURVIVALWARE PRIVACY POLICY

At Luhring SurvivalWare, we place the highest importance on respecting and protecting the privacy of our customers. Our most important asset is our relationship with you. We want you to feel comfortable and confident when using our Web site. Therefore, we would like to share with you the following principles that govern our information practices and other privacy aspects of our Web site. Throughout this policy, we refer to information that personally identifies you as "personal information".

We protect your information

We protect the confidentiality and security of your personal information by using industry-recognized security safeguards such as firewalls, coupled with security procedures to protect your information from loss, misuse or unauthorized alteration. Whenever we ask for sensitive information, such as credit card numbers, we encrypt it as it is transmitted to us.

Our employees are trained and required to safeguard your information and, using physical, electronic and procedural safeguards, we restrict access to personal information to those employees and agents for business purposes only. Additionally, we use internal and external resources to review the adequacy of our security procedures.

Although they may be difficult to identify, you may receive hoax e-mails (e.g.: "phishing" e-mails) that look authentic and appear to have been sent by a company you recognize. These e-mails ask you to provide or confirm your sensitive personal information by clicking on links. To entice you, they often claim an urgent or threatening condition concerning your account, or offer you a prize.

You should not reply or click on any links in the e-mail or provide any personal information without first verifying that the source of the e-mail is legitimate through some other existing communications channel that you already know.

Luhring SurvivalWare does not solicit sensitive customer information via e-mail. If you do receive an e-mail message that appears to come from Luhring SurvivalWare that requests such information, please forward it immediately to: custsupport@survivalware.com, so that we can respond quickly to mitigate potential damage.

We tell you how we use your information

When we ask you for information, we will tell you, – or it will be clear – what we need to know to fulfill your request and how the information you provide to us will be used. For example, if you order a product or register for a service from us, we will ask you for your name and contact information such as mailing address, phone number, and e-mail address. In addition to responding to your request, we may use your contact information to tell you about products or services we think might interest you or to invite you to participate in a product or service-related survey. Because of the financial nature of our business, this Web site is not designed to appeal to children under the age of 13. We do not knowingly request or receive any information from children.

- **We do not sell or rent your personal information to anyone.**
- **We do not share your personal information with anyone outside of Luhring SurvivalWare for promotional and/or marketing use.**

We tell you about our relationships with third parties

We have business partners that provide services, some of which are co-branded. We clearly identify partner services and sites. When you request any of these products or services, you are permitting us to provide your

personal information to the partner to fulfill your request. We may disclose your information if we are required to by a law enforcement action such as a court order, subpoena or search warrant.

Should we sell, merge or transfer any part of our business, part of the sale may include your personal information. If so, you will have the opportunity to ask not to receive promotional information following any change of control.

We may use sources outside of Luhning SurvivalWare to supplement the information you give us. For example, we may validate your address using other sources. We use this data to help us maintain accuracy and provide you with better service.

We may provide you information about products or services we believe you may be interested in unless you have asked us not to contact you.

We may also enter into "joint marketing" relationships with carefully selected partners who offer products or services that may be of interest to you. When we do, they are prohibited from using any of your personal information for anything outside the joint venture, unless you choose to give them your information or become their customer. Our contracts with them protect the confidentiality of the limited information we share with them.

We tell you how we use Web technology

We use a variety of technologies on our Web site. Among these are cookies, which are pieces of information that our Web sites provide to your browser. Cookies allow us to track overall site usage and determine areas users prefer. Cookies also allow us to customize your visit to our Web site by recognizing you when you return. You can choose to decline cookies while at our Web site, however, this may limit your ability to access certain areas of the Web site. Most browsers accept and maintain cookies by default. Check the "Help" menu of your browser to learn how to change your cookie preference.

When we track activity on this Web site, we collect information such as your IP address, browser type and version, and pages you view. We also keep track of how you get to our sites and any links you click on to leave our sites. We do not track URLs that you type into your browser, nor do we track you across the Internet once you leave our site. We use your Web site activity to assist you by reducing the need to re-enter your data and to help us resolve technical support issues. We may also use this information to offer you a personalized Web experience, and to tailor our offerings to you. Remember, you control whether you receive Luhning SurvivalWare promotional materials.

We may access and set cookies using Web beacons, also known as single-pixel GIFs, which are invisible graphical images. These Web beacons tell us useful information regarding our site such as which pages users access. When we send you e-mails, we may include a single-pixel GIF to determine the number of people who open our e-mails. When you click on a link in an e-mail, we record this individual response to allow us to customize our offerings to you.

We use third-party service providers to serve ads on our behalf on other Web sites. These network advertising companies use pixels, or transparent GIF files to help manage our online advertising. These third party cookies are placed by the ad network to recognize a unique cookie on your Web browser, which in turn enables us to learn which advertisements bring users to our Web site. They may also collect anonymous information about your visits to our Web site and your interaction with our ads. Intuit does not control these companies' use of cookies. If you would like to opt out of the cookies set by these companies, you can do so by following the options provided by the Network advertising Initiative at http://www.networkadvertising.org/optout_nonppii.asp.

To assist us in collecting site usage data, we use service providers to place web beacons on specific pages of our site and pass back usage information about that page via the use of cookies to these service providers. Personally

identifiable information is not sent to Intuit or our service providers through the use of these cookies or web beacons and all web navigation data is used only in the aggregate to improve our product and site performance.

To provide you with a seamless experience, we may occasionally use framing. Though your browser may indicate you are at survivalware.com, you may be on a partner's site. To determine which site you are on, right-click on the page and then select "properties". Mac users should press the control key, and click their mouse on the site and then look at "View Source".

We give you choice and control

We may use your contact information to tell you about other products we think might interest you. However, if you don't want us to contact you for promotional purposes, you can tell us when you provide the information. Your contact preferences only apply to marketing contact. We may need to communicate with you regarding the usability of your product or critical messages relating to your service or software (such as service messages, subscription renewal notices, critical notices, or legally mandated notices).

You can update or correct your contact information relating to your account by contacting us at custsupport@survivalware.com.

You can contact us

If you have privacy-related questions that are not addressed here, please contact us at custsupport@survivalware.com or write us at: Customer Support, Luhring SurvivalWare, 8403 Porter Lane, Alexandria, Virginia 22308.

If we make material changes to any of our privacy policies or practices regarding personal information we will update our statement and post a notice on our site 30 days before they take effect.

Last Updated: April 29, 2008