

Submarina Online Privacy Policy and Consent

This privacy policy lets you know what information we collect, how we may share that information, and your choices regarding the sharing of your information. This policy applies to Submarina, Inc., Submarina® Franchisee's independently owned and operated stores, Submarina.com, Submarina Online Ordering, any Submarina Affiliate sites where you may interact with any of the Submarina Family of Companies (collectively "Submarina"), and other places where we may collect personal information. By visiting Submarina.com, you are accepting the practices described in this Privacy Notice.

Information Collected By Automated Means:

Personally Identifiable Information: Is information we collect that uniquely identifies you, the customer. This information may contain name, address, email address, phone number, and order information, as well as other information you may choose to share while interacting with our site and online services.

Non-Personal Information: Anonymous information is that information we collect that is not traceable to any individual person or computer. Submarina may utilize this data to analyze trends and understand customer needs while shopping and interacting on our site so that we can provide a better user experience. For example, Submarina may use cookies, web beacons, log files and other technologies to collect information about visitors to our Website, and interactions with our online offerings and/or advertisements.

Collection

You can browse our sites without telling us who you are or revealing any personal information about yourself. Once you give us your personal information, you are not anonymous to us. If you choose to provide us with personal information, you consent to the transfer and storage of that information on our servers.

We may collect and store the following personally identifiable information:

- Email address, physical contact information, and shipping, billing and other information you provide to purchase any item; however, we do not store any credit card information;
- Clicks and page information such as the address (or URL) of the web site that you came from before visiting our site, which pages you visit on our site, which browser you used to view our site and any search terms you have entered on our site;
- Chat session information for customers using our current or future Chat Service, which is logged for quality control purposes;

- Customer service history including dispute resolution, correspondence through our sites, and correspondence sent to us;
- Other information from your interaction with our sites, services, content and advertising, including computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information;
- Information you choose to provide through the linking of devices where you are actively choosing to share personal information, to interact with an application or program we or our affiliates host on our site;
- Information you choose to allow us access to through social media channels; and
- Information from other companies, such as demographic and navigation data.

We may collect and store the following Non-Personal Information:

Cookies and Beacons

"Cookies" are small files placed on the hard drive of your computer. Most cookies are "session cookies," meaning that they are automatically deleted from your hard drive once you sign out from Submarina.com or close your web browser.

We use cookies to provide features and services, such as:

- Allowing you to enter your password less frequently
- Remembering your preferences
- Presenting information that's targeted to your interests
- Measuring the effectiveness of our sites, services, content, and advertising
- Providing other services and features that are available only through the use of cookies

A "web beacon" is an electronic image placed in the code of a web page. We may use web beacons to monitor the traffic patterns of users from one page to another and to improve site performance.

Marketing

We don't sell or rent your personal information online to third parties for their marketing purposes.

- Personalization and experience improvements: We may combine your information with information we collect from other companies and use it to improve and personalize our services, content and advertising, as well as measure and improve its effectiveness.

- Submarina advertising on other websites: Submarina may collect information about your activities on certain websites to send you targeted ads through the use of Flash Cookies. Examples include location-based advertising to provide information relevant in your area, or advertising that is specific to your device (such as iPhones, tablets, or Android phones).
- Third Party Offers: We may send offers to selected groups of customers on behalf of other businesses. When we do this, we do not give that business your name and address.
- Third-Party Advertisements: Submarina may use third party advertising networks to serve advertisements on the website. The cookies received with the banner advertisements served by these networks may be used to collect and build behavioral profiles by these companies to deliver targeted advertisements on our website and tracking referrals across different websites.

Other Ways We May Use or Disclose Information

Our primary purpose in collecting personal information is to provide you with a safe, smooth, efficient, and customized experience.

- **Agents**: We may employ other companies and individuals to perform functions on our behalf. These functions may include fulfilling orders, hosting sites from this website or Submarina.com including online ordering, social media, product reviews, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, or processing credit card payments. They have access to personal information needed to perform their functions, but may not use it for other purposes.
- **Disclosures**: If required by law, we may disclose information which may relate to you.
- **Business Transfers**: As we continue to develop our business, we might sell or buy stores or assets. In such transactions, customer information generally is one of the transferred business assets. Also, in the unlikely event that Submarina or substantially all of its assets are acquired, customer information will of course be one of the transferred assets and is permissible under law.
- **Protection of Submarina and Others**: We release account and other personal information when we believe release is appropriate to comply with laws; enforce or apply our Terms of Use and other agreements; or protect the rights, property, or safety of this website or Submarina.com, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

Third Party Service Providers:

We may work with other companies who place cookies or web beacons on our websites. These companies help operate our websites and provide you with additional products and services.

- Our web site uses a third-party service provider to serve images. This service allows us to improve your overall customer experience.
- We may occasionally contract with third party service providers to assist us with a data collection and reporting service to measure the effectiveness of promotions and e-mails as well as perform analysis of our customers' activities on Submarina.com.

Third Party Partnerships:

We may work with other companies who operate their own websites or mobile apps, to allow them to offer Submarina customers the ability to connect to Submarina's services. These services give you more options for ways to use Submarina services from websites or apps that are not owned or operated by Submarina.

Does Submarina collect information from children?

It is our intent not to sell to persons under the age of 18 and it is our policy not to do so. We sell children's products for purchase by adults. If you are under 18, you may use this website only with involvement and approval of a parent or guardian.

How secure is the information I provided?

Submarina is committed to securing your personal information. We and any third party involved in the online processing of your order use technology that is designed for use with secure web servers. Secure Sockets Layer ("SSL") technology encrypts your personal information, and our online ordering sites are Payment Card Industry Data Security Standard (PCI) Compliant.

Only the last four digits of your credit card numbers are revealed when confirming an order. While your entire credit card number is transmitted to the appropriate credit card company during order processing this is effectuated via a SSL PCI compliant technology.

It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.

Actions You Can Take

We recommend that you take the following precautions to safeguard your data:

Use complex passwords with unique numbers, letters and special characters. If you do share your password or your personal information with others, remember that you are responsible for your own actions.

Keep your computer software up to date with the latest browser and anti-virus security software.

Be aware of increasingly common email scams that may use your email address to contact you and ask for personal or sensitive information. Always be cautious when opening links or attachments from unsolicited third parties. Also know that Submarina will not send you emails asking for your credit card number, social security number or other personally identifiable information. So if ever asked for this information, you can be confident it is not from Submarina.

Submarina Rewards Program Members have agreed to receive Submarina marketing materials as a condition of their membership in the Submarina Rewards Program. You may choose to stop receiving e-mail and/or mobile marketing communications at any time. You may reply STOP to our e-mails or text messages to stop receiving emails and SMS text messages. To request unsubscribing by email, contact CustomerService@Submarina.com. If you are a Submarina Rewards Program Member, a request to STOP or to unsubscribe from Submarina marketing materials, promotional or other messaging may result in cancellation of your Rewards Program Account and forfeiture of any/all Points associated with such Account.

Some web browsers incorporate a "Do Not Track" feature that signals to websites that you visit that you do not want to have your online activity tracked. Please note that Submarina.com does not interpret or respond to "Do Not Track" signals. However, you may set your Web browser to not accept new cookies or web beacons, be notified when you receive a new cookie, or disable cookies altogether. Please note that without enabling these features, your experience on Submarina.com may not be as smooth and you may not be able to take full advantage of our website's features. Please see the Help section of your browser for instructions on managing security preferences.

Will this privacy policy change?

As our business changes, we will continue to implement new technologies and improve the services and features we provide. This privacy policy and the Terms of Use will be updated to reflect these changes. The use of information that we gather now is subject to the privacy policy in effect at the time of use. If there are changes or additions to this privacy policy, we will post those changes here or in other formats we deem acceptable, so that you will always know what information we collect online or offline, how we use it and what choices you have.

It is your responsibility to review our privacy policy and Terms and Conditions for changes.

How To Contact Us

If you have questions about our Privacy Policy, contact us by:

E-mail: CustomerService@Submarina.com

Regular mail:

Submarina Privacy Office

4801 Woodway Drive, Suite 300E

Houston, TX 77056

Effective Date: 12/1/2014