

Privacy Policy

Effective Date: February 20, 2008

This Privacy Policy applies only to the web site owned (however accessed and/or used, whether via personal computers, mobile devices, or otherwise) or controlled by Going Home (the "Company," "we," "our" or "us") or other interactive features that are accessible or downloadable through the web sites owned or controlled by Company and that post a link to this Privacy Policy (collectively, the "Web Site"). This Privacy Policy only covers information collected at the Web Site, and does not cover any information collected at any other web site or offline by Company (unless specifically stated). The purpose of this Privacy Policy is to disclose to you what information we may collect on the Web Site, how we may collect it, with whom we may share it, and certain other matters related to such information, including the choices you may have regarding our collection, use, and disclosure of such information.

Please read this Privacy Policy carefully. In addition, please review our Terms of Use, which govern your use of the Web Site.

TYPES OF INFORMATION THAT MAY BE COLLECTED

The following are the types of information we may collect:

Web Site Usage Information & Device Identifiers

We may receive and store certain types of web site usage information whenever you visit or interact with the Web Site. For example, we may collect the page served, the time, the source of the request, the type of browser making the request, the preceding page view, other similar information and your IP address. We also may collect your IP address or some other unique identifier for the particular device you use to access the Internet, as applicable (collectively referred to herein as a "Device Identifier"). A Device Identifier is a number that is automatically assigned to your computer, your cell phone, or other device used to access the Internet, and our computers identify your device by its Device Identifier. We may associate your Device Identifier with the personal information you provide. When analyzed, web site usage information helps us determine how visitors arrive at the Web Site, what type of content is most popular, and what type of visitors are interested in particular kinds of content and advertising.

Information You Provide Us

We may ask you to provide us with two types of information: (1) personal information, which is information that could reasonably be used to identify you personally, such as your name, e-mail address, cell phone number, and physical address; and (2) demographic information, such as gender, zip code, or similar information. We may collect this information at various places and forms on the Web Site, including registration forms for newsletters and other communications (e.g., whether by e-mail, mobile device, etc.), when you communicate or otherwise interact with us, when you submit information to us (whether or not the information is intended to be posted on the Web Site), surveys or when you purchase a service through the Web Site. You may also

be asked to choose a user name and password in order to identify yourself during future visits to the Web Site. Do not use your real name or the name of any other actual person as your user name. Providing us with information about yourself is your choice, and you can always choose not to provide certain information, but then you may not be able to take advantage of some of the Web Site' features.

For your convenience, if you register with one of our Web Site through which you create a user name and password, that user name and password may work on the other Web Site where user names and passwords are utilized. The personal information you provide and any additional information we collect about you may be used by us and across all of the Web Site.

Information from Other Sources

We may receive information about you from other sources; for example, we may obtain geographic or demographic information, or information regarding your business interests, from third parties, or we may receive information from a marketing partner in connection with a cobranded web site or promotion. We may combine the information we receive from those other sources with information we collect through the Web Site. In those cases, we will apply this Privacy Policy to any personal information received, unless otherwise specifically disclosed by us at the time you provide your personal information.

HOW INFORMATION MAY BE COLLECTED

Cookies

The Web Site use standard technology called "cookies," which are small data files that are transferred to your computer (or other Internet-accessing device) when you visit the Web Site and allow your browser to accept cookies. Cookies automatically identify your web browser to the Web Site whenever you visit the Web Site, and may make navigating and using the Web Site easier for you. Also, by tracking how and when you use the Web Site, cookies help us determine which areas are popular and which are not. Many improvements and updates to the Web Site are based on data obtained from cookies. Additionally, accepting cookies may allow you, among other things, to personalize your experience on the Web Site. If you do not want to allow information to be collected through the use of cookies, you can generally opt out of providing this information by setting your browser to reject cookies. However, please be aware that some areas of the Web Site may not provide you with an acceptable user experience if you have disabled the use of cookies.

Web Beacons

The Web Site and any communications sent by the Web Site may contain electronic images (generally, single-pixel ".gif" images) called "web beacons." These web beacons allow Company and third parties to monitor and collect certain information about the viewer of the web page, web-based document, e-mail message or other communication, such as the type of browser requesting the web beacon, the Device Identifier of the device that the web beacon is sent to and

the time the web beacon was viewed. Company's use of web beacons on its Web Site, include, without limitation, the following:

- counting unique users (actually, unique web browsers), visits and page views.
- monitoring traffic and conversion patterns through our various product and service offerings on the Web Site. For example, web beacons may be integrated into a merchandise product page as well as the subsequent shopping cart, transaction and verification pages.
- personalizing your experience when you visit the Web Site, including the advertising and content you see.
- determining whether or not messages were opened, links were clicked or notifications/offers were acted upon.

HOW WE USE THE INFORMATION COLLECTED

The information you provide to us may be used to:

- Send you newsletters and/or other communications for which you have registered; Contact you about the Web Site, including, without limitation, in our discretion to notify you of changes to this Privacy Policy, the Web Site's Terms of Use, or other policies that affect your use of the Web Site;
- Monitor or improve the Web Site;
- Administer the Web Site' systems and for other internal business purposes;
- Customize the advertising and content you see;
- Comply with and monitor compliance with our Terms of Use and other applicable agreements and polices; and
- For other purposes disclosed when you provide your information.

Moreover, if you submit to Company and/or the Web Site comments or other content, it maybe published online or offline (including on a DVD, through wireless distribution, and transmission of soft copies, or any other media or format currently existing or hereafter developed), and we may publish your name, voice, likeness and other personal information in connection with publishing the content or a portion of the content, and we may use the content and any excerpt from the content in connection with advertising, marketing, publicity and promotional activities. Please also see "Information You Submit" in our Terms of Use, which governs any content you submit through the Web Site.

Please note that information submitted to the Web Site via a "contact us," or other similar mechanisms will not necessarily receive a response. We will not use any such information you provide to contact you for marketing purposes unrelated to your request.

THIRD-PARTY TRAFFIC MEASUREMENT SERVICES AND COOKIES

The Web Site may use a traffic measurement service to analyze traffic on the Web Site. Third party cookies and web beacons are governed by each third party's specific privacy policy, not this one.

WITH WHOM INFORMATION MAY BE SHARED

Except as otherwise disclosed at the time you provide your information, the following outlines the ways in which your information may be shared with others:

Third parties providing services on our behalf

We employ third parties to perform functions on our behalf; examples include hosting or operating Web Site, sending e-mail and/or other communications, providing wireless services, removing repetitive information from customer lists, data analysis, marketing assistance and customer service. These third parties may have access to your personal information for the purpose of performing such functions on the Web Site' behalf.

Non-Personal Information

We may share non-personal information, such as aggregate user statistics, demographic information, and web site usage information with third parties.

When You Agree To Receive Information From Third Parties

You may be presented with an opportunity to receive information and/or marketing offers from third party(s). If you do not agree to have your personal information shared, your personal information will not be shared with such third party(s) for direct marketing purposes. If you do agree to have your personal information shared, your personal information will be disclosed to such third party(s) and all information you disclose will be subject to the privacy policy and practices of such third party(s). We are not responsible for the privacy policies and practices of such third party(s) and, therefore, you should review the privacy policies and practices of such third party(s) prior to agreeing to receive such information from third party(s). If you later decide that you no longer want to receive communication from a third party, you will need to contact that third party directly.

Products and Services Offered in Partnership with Third-Party(s)

Certain Web Site may be provided to you in partnership with third party(s) ("Co-Branded Sites") and may require you to disclose personal information in order to register for and access products and/or services. Such Co-Branded Sites will identify the third party partner(s). If you elect to register for such products and/or services at Co-Branded Sites you may be providing your information to both Company and the third party partner(s) and your information may be subject to a separate privacy policy available at the point of registration. Further, if you sign-in to a CoBranded

Web Site with a user name and password obtained at one of our Web Site, you are automatically registering with the Co-Branded Site and your personal information may be disclosed to the identified third party partner(s) for that Co-Branded Site and will be subject to the posted privacy policy(ies).

Business Transfers

Company shares the information collected through the Web Site with and among the Web Site, and may share the information with its parent, subsidiaries and affiliates. The Company or any of its assets, including the Web Site, may be sold, or other transactions may occur in which your personal information is one of the key business assets for the transaction. In such a case, your personal information may be one of the business assets we transfer. Hence, Company reserves the right to disclose and transfer user information, including personal information, in connection with a corporate merger, consolidation, restructuring, the sale of substantially all of our assets, or other corporate change.

Legal Protections and Law Enforcement

We may disclose information about our users, including your personal information, in the event we are required to respond to subpoenas, court orders, legal process or other valid law enforcement measures; to comply with a legal obligation; at the request of governmental authorities conducting an investigation; to verify or enforce compliance with the policies governing the Web Site and applicable laws; or to protect the legal rights, interests, or safety of the Web Site, our users or others. We may also use Device Identifiers to identify users, and may do so in cooperation with copyright owners, internet service providers or law enforcement agencies in our discretion. Such disclosures may be carried out without notice to you.

CORRECTING/UPDATING PERSONAL INFORMATION

The Web Site may contain web pages through which you can correct or update the personal information you have provided to us through registration with one or more of the Web Site.

THIRD PARTY CONTENT AND LINKS TO OTHER WEB SITES

When you are on the Web Site you may be directed to other sites that are operated and controlled by third parties that are beyond our control. For example, if you "click" on a banner advertisement, the "click" may take you off the Web Site onto a different web site. This includes links from advertisers, sponsors and partners that may use the Web Site' logo as part of a cobranding agreement. These other web sites may send their own cookies to you, independently collect data or solicit personal information and may or may not have their own published privacy policies. If you visit a web site that is linked from our Web Site, you should consult that web site's privacy policy before providing any personal information.

CONSENT TO TRANSFER

The Web Site are operated in the United States. If you are located in the European Union, Canada or elsewhere outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By using the Web Site or providing us with your information, you consent to this transfer.

SECURITY

Company incorporates reasonable safeguards to help protect and secure your personal information. However, no data transmission over the Internet, or wireless transmission, or electronic storage of information can be guaranteed to be 100% secure. Please note that Company cannot ensure or warrant the security of any information you transmit to Company via its Web Site, and you do so at your own risk.

A SPECIAL NOTE FOR PARENTS CONCERNING PRIVACY

The Web Site are general audience web sites. We do not knowingly collect any personal information from children younger than the age of thirteen (13) on the Web Site and we will delete any information later determined to be from a user younger than thirteen (13).

NOTIFICATION OF CHANGES AND YOUR ACCEPTANCE OF THE PRIVACY POLICY

By using the Web Site, you acknowledge your agreement to the terms of this Privacy Policy. From time to time, Company may update this Privacy Policy. However, Company will use your personal information in a manner consistent with the Privacy Policy in effect at the time you submitted the information, unless you consent to the new or revised policy.

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