

## **Cookie Policy**

This Privacy Policy describes how UTA, collect, use and share information about you. This policy applies to information we collect when you use our website or otherwise interact with us as described below.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy, and in some cases, we may provide you with additional notice (such as adding a statement to the homepages of our websites or sending you an email notification). We encourage you to review the Privacy Policy whenever you interact with us to stay informed about our information practices and the ways you can help protect your privacy.

### **COLLECTION OF INFORMATION**

We limit our collection of personal information to information relevant to the purposes described in the "use of information" section below.

#### **Information you provide to us**

We collect information you provide directly to us. For example, we collect information when you call us on the phone, sign up to receive our emails, request a catalog, participate in a sweepstake's, survey, or communicate with us via third-party social media sites, request customer support, apply for a job or otherwise communicate with us. Providing your personal information to us is voluntary, however, if you do not provide some or all of the information we request, we may not be able to provide you with certain products, services or information.

The types of information we may collect include your name, email address, zip or postal code, billing address, shipping address, phone number, product preferences, demographic information and any other information you choose to provide.

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#### **Information we collect automatically**

We automatically collect certain information about you when you access or use our websites or transact business with us, including:

**Transaction Information:** When you purchase a product, we collect information about the transaction, such as product details and the date of the purchase.

We may use cookies and other tracking technologies to collect information about you when you interact with our websites or emails. For more information about cookies and how to disable them, please see cookies and other tracking technologies.

#### **Information we collect from our partners and other sources**

We may also obtain information about you from other sources and combine that with information we collect about you. For example, we collect information from local postal services' change-of-address databases to verify and update mailing addresses.

## **USE OF INFORMATION**

We may use information about you for various purposes, including to:

- Provide the products and services you request, process transactions and send you related information, including confirmations and receipts;
- Respond to your comments, questions and requests and provide customer service;
- Personalize your shopping experience and provide advertisements, content or features that match your profile and interests;
- Monitor and analyze trends, usage and activities;
- Process and deliver contest, promotion and sweepstakes entries and rewards;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose for which the information was collected.
- We do not use personal information for purposes incompatible with the purposes for which it was collected unless those purposes are subsequently authorized by you.

## **SHARING OF INFORMATION**

We may share information about you as follows:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- With our business partners and other third parties for purposes of sending their own direct mail, with your consent;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation, including to meet public safety, national security or law enforcement requirements;
- content or features that match your profile and interests;
- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of us or any third party;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or transfer of all or a portion of our business to another company; and
- With your consent or at your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you. To find more information about our policies and practices with respect to service providers outside of your country of residence, please contact us.