

Privacy Policy

Your privacy is very important to FDC Graphic Films, Inc. (sometimes referred to as "we", "us", or "FDC"), and we are committed to respecting your privacy on this site. To order products or Services, we may require you to provide certain information [(including address and credit card information)] regarding our Users. We will maintain the confidentiality of information provided in accordance with our Privacy Policy. We may change this policy from time to time, and if we do we will provide notice on this Web site regarding any changes to this policy.

1. Use of Information. FDC will not provide information it collects to third parties in connection with its provision of this Service. We will refrain from selling, leasing, or otherwise transferring your personally identifiable information unless you instruct or authorize us to do so. FDC is the sole owner of information collected through the Service. The information we collect may also include information you submit about others. We only use information you submit about other people to deliver information, products, or services specifically requested by you or to cooperate with law enforcement officials in the investigation of alleged unlawful activities of our customers.

2. Information That Is Personally Identifiable. Our registration format requests certain contact information from our Users. We collect information that is personally identifiable through the registration process. When a User completes an order, you may track the status of the order by accessing our password protected restricted area of our website. In taking an order, we may receive personally identifiable information for each User, including contact information (examples include name, home address, email address) and unique identifiers (examples include credit card numbers).

The information we have obtained through this process may be used by FDC in connection with processing your order. We also use contact information from the registration format to send the User information about us and when otherwise necessary. Such information may also be used to assess your satisfaction with and to obtain feedback regarding the products or service we provide and to tailor the visitor's experience while visiting our Web site. We will also keep information regarding you for internal record keeping purposes.

We may use the contact information we collect to provide, by means other than email, information or offers which we believe will be of value to Users. The information we collect will be maintained in a file that we may need to review in a variety of other circumstances, such as enforcing our Terms of Use, analyzing and understanding our customers and their needs, and for the administration and provision of our goods and services. We may also use this information to contact you for market research purposes or to customize this website according to your preferences.

As a User of the Service, you consent to the aforementioned uses of such information, all in accordance with this Privacy Policy.

3. Aggregate Information. Subject to the other terms of our Privacy Policy, we may aggregate (i.e. assemble on a basis that does not enable one to personally identify you) the data

that is acquired under or in connection with this site and/or related to ordering our products and services, including, without limitation, data about the products and services requested and purchased by our Users. Aggregated data may be used by us to improve our Service and for marketing purposes. We may also use such data to determine what types of policies are best suited for our customers and what types of policies our customers request. If we provide aggregated data to third parties, particular personal information (including birth date, name, address, and any other identifying information) will not be individually identifiable in the aggregated data.

Notwithstanding anything in this privacy policy to the contrary, FDC has contracted with third parties to provide tracking and analysis of information and data collected from visitors to our website. FDC reserves the right to provide that information and data to such third parties for those purposes. Such information and data is provided on a basis that does not enable a third party to identify you.

Your use of the this website constitutes your consent to the use of such data on an aggregated basis.

4. Cookies. Like most other Web sites, FDC's servers may automatically track certain information about activity on our Web site. This information allows us to keep our Web site running efficiently. This information may include: the browser being used (such as Netscape, Internet Explorer, etc.); your operating system (such as Macintosh, Windows 98, etc.); your IP address; and the referring URL and all company URL's you visit. We use your IP address to help diagnose problems with our server, and to administer our Web site, but your IP address is not connected to information that is personally identifiable.

In addition, FDC may use "cookies" on certain pages of our Web site to automatically collect information from a visitor to our Web site and transfer this information to the visitor's hard drive. Cookies help us recognize repeat visitors, allowing tailoring of content to match particular interests.

We also may use outside advertising companies to display advertisements on our site. These advertisements may also contain cookies. Some customer data may be shared with the advertising affiliates on an aggregated basis in accordance with the other terms of this Privacy Policy. Because cookies are stored on your hard drive, not on our Web site, you are always free to set your browser to decline cookies and you can delete them from your computer. If you decline "cookies" or delete them from your computer, you will still be able to access our Web site, but you may find that some areas do not work as smoothly as when cookies are enabled on your system.

5. Other Use. It is possible that FDC, its business and/or assets, its present or future subsidiaries, joint ventures or any combination of such, could merge with or be acquired in one or more types of transactions by another business entity or entities. Should such transaction(s) occur, FDC has your permission to share some or all of your information in order to, among other things, facilitate continuation of one or more services similar to all or a portion of the Service. Notice of such an event (to the extent that it takes place) will be posted on this web site

and we will require that the new combined entity adhere to the practices disclosed in this Privacy Policy.

6. Disclosure for Legal Purposes. Given the government's current interest in Internet regulation, you hereby authorize us to disclose information pursuant to judicial and administrative proceedings, and in connection with law enforcement activities and as otherwise may be permitted by law, to law enforcement or government agencies if we believe the disclosure is necessary or appropriate. You also authorize us to disclose information if we believe the disclosure is necessary or appropriate in the event of an investigation of improper or illegal conduct in connection with our Web site, such as fraud, misrepresentation, intellectual-property infringement, or other activity that may put us at risk for liability. We will, whenever we believe reasonably possible, use our reasonable efforts to inform a User whose information may be so revealed.

7. Other Parties and Your Information. This policy only relates to our collection and use of your information, except as otherwise provided. We are not responsible for the privacy policies and practices of promotional affiliates or other third parties to which we may provide links. FDC may provide links to the websites of other parties. FDC does not have control over the privacy policies of any of these other parties. To receive information regarding any other party's privacy policy, you should contact that party directly.

8. Security. FDC employs standard industry measures to protect and ensure the confidentiality of your personally identifiable information, including the use of firewalls and SSL encryption. Despite these efforts, we cannot guarantee the security of your information given the current state of the Internet. We also do not undertake to maintain information about you for a duration greater than as provided by law, rule or regulation. FDC engages in other security measures, as follows:

- Physical security of the systems against theft and damage
- Software integrity to ensure that only authorized personnel can implement or modify software
- Disaster recovery planning processes and systems
- Data integrity to check the validity of certain data
- Data security administration procedures to ensure proper monitoring and auditing

We believe we employ security measures that adequately address the security needs of FDC customers.

10. How You Can Contact Us. After either completing your first purchase at FDC or otherwise using our registration module, your registration on our Web site will be confirmed by an email correspondence to your email address. If you do not object to such email within three days, it will constitute your consent to receive email notices and other email communications from FDC and its advertisers and promotional affiliates. In the event you no longer wish to

receive such email notices or other email communications from us, you may opt-out by removing yourself through our opt-out procedures. You may also contact us at _____ if you no longer wish to be enrolled as a User.

To contact us with questions about this policy or other inquiries send us an email at _____ and write "Privacy Policy" in the subject line.