

SIMPLYTHICK, LLC ONLINE PRIVACY POLICY

Although we always strive to keep things as simple as possible, the information in this document is long. The first section, HIGHLIGHTS, is a very brief summary of our policies. The section that follows, DETAILS, contains all the detailed information that our attorneys and certain state laws require.

HIGHLIGHTS

At SimplyThick we collect and use your information for several limited reasons that are described below

We only will share your personal information with select third parties that have a business need-to-know. Examples are transmitting your credit card information to our credit card processor or putting your address on a UPS label so that your package will be delivered to you.

We do not sell your information.

We do use web cookies, but only to allow you access to our site. We do not use tracking cookies.

When we collect and store personal information, we use standard and accepted security and encryption protocols such as Sockets Layer (SSL).

Greater details and explanation can be found in the next section.

DETAILS

The following Privacy Policy describes the online information and privacy practices for Simply Thick, LLC (“SimplyThick”) and SimplyThick.com (the “SimplyThick Web Site”) and all other locations, occasions or events where your personal information is collected by, or on behalf of, SimplyThick. When you provide us your personal information, you consent to the information practices described in this policy.

This Privacy Policy may not apply to any Web site that is accessible through the SimplyThick site. Our Web site may contain links to other sites operated by third parties, including but not limited to third-party sites that display the SimplyThick trademarks. We encourage you to read the privacy policies of those other sites to learn how they collect, use, share and secure your information.

To assist you with reading through our Privacy Policy, we have provided questions and answers below that you may find helpful in understanding our privacy practices.

WHAT INFORMATION DOES SIMPLYTHICK COLLECT FROM ME?

We may collect personal information such as:

- Your contact information (name, mailing address, phone number, e-mail address).
- Your billing/shipping information (credit card number, shipping address).
- Your personal preferences relating to the products we may offer.

WHEN DOES SIMPLYTHICK COLLECT INFORMATION FROM ME?

While shopping or taking advantage of services available from us, we may ask that you provide personal information. For example, we may request personal information when you:

- Set up an account online
- Purchase products or services
- Contact us with a question or concern
- Participate in other activities with SimplyThick

HOW IS MY INFORMATION USED?

We use the information you provide in order to:

- Fulfill requests for products, services or information
- Provide customer services
- Offer new products and services
- Improve the effectiveness of our Web site, our marketing endeavors, and our services and offers
- Conduct research and analysis
- Send marketing communications
- Perform other business activities

WHAT INFORMATION IS PROVIDED TO SIMPLYTHICK FROM OTHERS?

Information From/About Friends or Family

If you provide us information about others, or if others give us your information, we will only use that information for the specific reason it was provided. Examples include providing a friend's shipping address for delivery purposes.

Information from Third Parties

SimplyThick may obtain consumer information from third-party providers in order to improve the accuracy of our customer database, increase our understanding of our customers, or to identify potential customers.

DOES SIMPLYTHICK SHARE MY PERSONAL INFORMATION WITH OTHERS?

SimplyThick does not sell or rent your personal information to third parties.

We may need to share your personal information with certain third parties such as our agents, service providers, and other representatives acting on our behalf for limited purposes. For example, we may share personal information with third parties to perform services on our behalf such as:

- Fulfilling our customers' orders
- Sending SimplyThick marketing communications
- Delivering packages
- Conducting research, analysis or administering surveys
- Sending regular mail and e-mail on behalf of SimplyThick

- Processing credit card payments

The third parties with whom we conduct business are only authorized to use your information to perform the service for which they were hired. As part of our agreement with them, they are required to follow the privacy guidelines we provide them or that they currently have and to take reasonable measures to ensure your personal information is secure.

From time to time, we may be required to share personal information in response to a valid court order, subpoena, government investigation, or as otherwise required by law. We may also transfer personal information in the event of a corporate sale, merger, acquisition, dissolution or similar event.

DO I HAVE CHOICES REGARDING THE USE OF MY INFORMATION FOR MARKETING PURPOSES?

SimplyThick is an opt-out organization. Once we receive your information, we may send you marketing communications that contain valuable offers and other content. You always have the ability to opt-in or opt-out of receiving future marketing communications from SimplyThick.

To opt-out of or opt-in to receiving marketing communications from SimplyThick, please take one of the following actions:

- 1) Follow the directions on a marketing e-mail or direct mail marketing communication from us. All marketing communications from SimplyThick will tell you how to stop receiving them.
- 2) If you've created an account on SimplyThick.com, you can update your information by visiting the "My Account" section after signing in on the website. On that page is a link titled "Promotional Email".
- 2) Email us at info@simplythick.com and provide your current contact information.
- 3) Or, send a request with your current contact information to:

SimplyThick
Attn: Privacy Manager
200 S. Hanley Rd.
Suite 1102
St. Louis, MO 63105

If you send an e-mail or letter request, please be sure to include your full name, address, phone number and e-mail address. This will ensure we identify you correctly in our systems and accurately process your request.

Please note that even though you may have opted out of receiving marketing communications, you may still receive business-related communications such as order confirmations, product recall information, loyalty program membership status or updates or other organization-related communications. If you would like to not receive order confirmations, that can also be controlled from the My Account section of the website, from the Edit Profile link.

HOW DOES SIMPLYTHICK SECURE MY PERSONAL INFORMATION?

When you are shopping online, we have security measures in place and take reasonable precautions to protect against the loss, misuse and unauthorized access of your personal information under our control. SimplyThick cannot ensure or warrant the security of any information you transmit to us by e-mail, and you do so at your own

risk.

Safe Shopping Policy on SimplyThick.com

Because the security of your personal information is a high priority, we have taken numerous steps to ensure that it is processed confidentially, accurately and securely. The SimplyThick Web Site use encryption technology, such as Secure Sockets Layer (SSL), to protect your personal information during data transport. SSL encrypts ordering information such as your name, address and credit card number.

Choosing a Personal Password on SimplyThick.com

When you create an online account on SimplyThick.com, you will need to select a personal password. SimplyThick cannot read your password. If you want to change the password that can be accomplished in one of the following ways:

1. From the "My Account" section of our website.
2. By calling us.

If you have forgotten your password, when attempting to log in there is a link under the password field titled "Click here if you've forgotten your password". You can also call us.

You are solely responsible for maintaining the secrecy of your password or any account information. You do not have the ability to purchase on our site without signing in to the website.

DOES SIMPLYTHICK USE COOKIES, OTHER TECHNOLOGIES OR THIRD PARTIES TO COLLECT INFORMATION ABOUT ME?

Cookies

A cookie is a small data file that a Web site or e-mail may send to your browser, which may then be stored on your hard drive. Our Web site and e-mails may use cookies to create a more personalized shopping experience for visitors to our site. Cookies simulate a continuous connection — they let us "remember" information about your preferences and session, and allow you to move within areas of our Web site without reintroducing yourself.

SimplyThick may use a third party to place cookies on your computer to collect non-personally identifiable information. Although our cookies may contain a unique user ID, they do not collect or store any of your personally identifiable information.

You may choose to set your Web browser to not accept cookies. If your cookies are disabled, you can still view our site but you cannot create an account or make purchases.

Our Web server automatically collects clickstream 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 may have entered on our site, among other things.

Our Web site may also use other technologies to track which pages of our Web site our visitors view. This anonymous clickstream data helps us understand how visitors use our Web site.

Third-Party Ad Providers

They may collect anonymous information about your visits to our Web site, and your interaction with our ads. These companies may use technologies similar to those outlined above to measure the effectiveness of ads and e-mails.

They may also use information about your visits to this and other Web site so that we can provide advertisements about goods and services.

No personally identifiable information is collected in this process. We may share anonymous information with this service provider in an aggregate form, for purposes of analysis and improvement of our site.

If you would like more information about this practice and to know your choices about not having this information used by our third-party advertiser, visit <http://www.google.com/privacy.html>.

HOW CAN I UPDATE MY INFORMATION?

SimplyThick wants your information and marketing preferences to be accurate and complete. We provide several different methods for you to update your personal information. To update your information:

- 1) If you've created an account on SimplyThick.com, you can update your information by visiting the "My Account" section after signing in on the website.
- 2) Call 800-205-7115
- 3) Send an email to info@SimplyThick.com
- 4) Send a letter to:

SimplyThick
Attn: Privacy Manager
200 S. Hanley Rd.
Suite 1102
St. Louis, MO 63105

If you send an e-mail or letter, please be sure to indicate your current information and the requested changes you would like made.

DOES SIMPLYTHICK COLLECT INFORMATION FROM CHILDREN?

We will not knowingly or intentionally collect personal information online from children under the age of 13. We are committed to protecting the privacy of children.

WHOM MAY I CONTACT IF I HAVE QUESTIONS OR CONCERNS ABOUT THE PRIVACY OR SECURITY OF MY INFORMATION?

Please contact our Privacy Manager to report any known or suspected privacy or security breaches or to submit privacy or security-related questions or complaints. You may contact us in the following ways:

- 1) Call 800-205-7115
- 2) Send an email to info@SimplyThick.com

3) Send a letter to:

SimplyThick
Attn: Privacy Manager
200 S. Hanley Rd.
Suite 1102
St. Louis, MO 63105

WILL THIS PRIVACY POLICY CHANGE?

Because SimplyThick will continue to implement new technologies and improve the services and features we provide, this policy is subject to change. If there are changes or additions to this Privacy Policy, we will post those changes here or in other formats for you to review. If we change our information practices or this Privacy Policy in such a way that your personal information may be used or shared in a different manner, we will give you the opportunity to opt-out of having your information used or shared in that new manner.

Last revision date: June 25, 2016