

Privacy Policy

Last Updated: September 2006

This website (the “Active Sportswear Outlet Site”) is provided by Active Sportswear Outlet, Inc. (“Active Sportswear Outlet”). Your use of the Active Sportswear Outlet Site is governed by the Terms of Use <http://activesportswearoutlet.com/terms.pdf>, and by your use of the Active Sportswear Outlet Site you accept and acknowledge this privacy policy.

A Note About the Privacy of Children Under 13

The Active Sportswear Outlet Site is not directed to or otherwise promoted for use by children under the age of thirteen (13). We do not knowingly collect or use any personal information of anyone under the age of thirteen (13).

1. What Personal Information We Collect

We receive and store any information you enter on the Active Sportswear Outlet Site or give us in any other way (your “Personal Information”). This Personal Information may include, but is not limited to, your name, address, telephone number, e-mail address, and, where appropriate, credit card number. Also, when you visit the Active Sportswear Outlet Site, we may place a “cookie” (a text file containing a randomly assigned number) on your computer so that we have the ability to customize the look and feel of the Active Sportswear Outlet Site for you. You are always free to decline our cookies if your browser permits, although doing so may impede your use of certain of the Active Sportswear Outlet Site’s features. We will also collect your IP address when you access the Active Sportswear Outlet Site.

2. How We Use Your Personal Information

Not surprisingly, much of the value that we provide through the Active Sportswear Outlet Site requires the use of your Personal Information. To be specific, we use your Personal Information in the following ways:

- (a) to customize the look and feel of the Active Sportswear Outlet Site for you;
 - (b) to internally monitor our customers’ usage of the various aspects of the Active Sportswear Outlet Site in order to enhance the products and services that we currently or will, in the future, offer;
 - (c) to send you material about topics on which you have requested more information;
- and
- (d) to provide you with technical and other support.

While we use information about our users on an *aggregated* basis and may share such data with unaffiliated third parties, this information, by its aggregate nature, contains none of your Personal Information. When we refer to an “unaffiliated” third party, we mean one that (i) is not controlled by us, (ii) does not control us, and (iii) is not controlled by the same party controlling us.

3. When We Disclose Your Personal Information

Except as explicitly stated in this privacy policy, we will not disclose to unaffiliated third parties any of your Personal Information without first obtaining your consent. We do and will continue to disclose your Personal Information to unaffiliated third parties in the following circumstances:

- (a) if required by law, regulatory or court order, or legal process;
- (b) if we determine that doing so would be in the public interest (*i.e.*, if we were to suspect that you were using the Active Sportswear Outlet Site in connection with the commission of a crime);
- (c) in connection with a sale, merger, consolidation, change in control, transfer of substantial assets, reorganization, or liquidation of Active Sportswear Outlet;
- (d) if you provide such information to us in connection with a promotion of a good or service offered by a third party, for purposes of such promotion, including, without limitation, sharing such information with that third party;
- (e) to provide you with certain services on the Active Sportswear Outlet Site that are provided by such parties, as reasonably required to provide such services and;
- (f) in the context of working with third-party contractors engaged by us in the provision of the Active Sportswear Outlet Site or related matters.

After we disclose your Personal Information to unaffiliated third parties in such instances, we can no longer control the use or further disclosure of your Personal Information. Consequently, we will not be responsible to you for such use or further disclosure.

4. Correcting Your Information

You can ensure that your account information is correct and current by reviewing and updating it at any time. You may do so as often as necessary by sending an e-mail to info@activesportswearoutlet.com, and we will assist you in updating your information.

5. Security

We take precautions involving physical, electronic, and managerial controls to protect from loss, misuse, unauthorized access or disclosure, and alteration any of your Personal Information in our possession. We may employ industry-standard Secure Sockets Layer encryption when requesting certain financial Person Information from you. We do not, however, use such encryption during your day-to-day use of the Active Sportswear Outlet Site. You should note that the confidentiality of any information transmitted over the Internet cannot be guaranteed.

6. Links to Other Sites

You should be aware that this privacy policy applies only to the Active Sportswear Outlet Site. Importantly, it does not apply to any other web or other sites to which a link may be

provided as part of the Active Sportswear Outlet Site. We cannot control and are not responsible for the actions of third parties operating such sites. You should not take the existence of an affiliation with, or a link from, the Active Sportswear Outlet Site to any such other site to mean that it has a privacy policy similar to this one. You should review the privacy policy of any such site.

7. Changes to This Policy

As our business is a very dynamic one, we need to be able to make revisions to this privacy policy. Consequently, we reserve the right to change this privacy policy at any time. You should check this location for any updates and other changes.