# Privacy Policy

Thank you for visiting the ZIPS Cleaners® (“ZIPS”) website (“our Web Site”). This privacy policy establishes how ZIPS will handle information learned about you from your visit to our Web Site. Except where expressly indicated otherwise, the word “we” in this privacy policy shall refer to ZIPS. The references to “our Web Site” in this privacy policy shall refer to “www.321zips.com.”

Please be assured that the privacy of our visitors is of the utmost importance to us. We collect no personally identifiable information about you when you visit our Web Site unless you choose to provide that information to us. By providing personally identifiable information through our Web Site, you are consenting to the terms of this privacy policy.

## OWNERSHIP OF INFORMATION.

We are the sole owner of the information we gather on our Web Site. We will only share your personal information with third parties, if at all, in the ways described in this privacy policy, or if we are required to do so by law or in the good faith belief that such action is necessary in order to conform with the requirements of applicable law.

## INFORMATION COLLECTION AND USE.

Automatic Collections: As with most web sites, when you visit our Web Site, we automatically collect and store the following, non-personally identifiable information:

1. The date and time of the visit
2. The type of browser and operating system used (if provided by the browser)
3. The URL of the referring page (if provided by the browser)
4. The object requested
5. Completion status of the request
6. The originating IP address
7. Pages visited

This automatically collected information is used by us to measure the number of visitors to the different areas of our Web Site and to assist us in making our Web Site more useful to visitors. This includes analyzing these logs periodically to determine the traffic through our servers, the number of pages served, and the demand for certain areas of our Web Site and topics of interest. These logs may be preserved indefinitely by us, used at any time and in any way deemed necessary by us, and disclosed to any third party without your knowledge or consent. We do not link this automatically collected data to any personally identifiable information.

Voluntary Collections: As part of our normal business practice, we use our Web Site to facilitate communication with the general public, ZIPS business customers, interested franchise candidates, and existing Franchisees. In doing so, it is often necessary to collect personal information as part of that process. For example, if you are an interested franchise candidate, we may ask that you submit a Consideration Request Form stating your name, address, telephone number, email address, your desired franchise location, financial information, and other similar personal information, so that we may quickly and accurately respond to your inquiry. If you are a potential customer seeking information about ZIPS services or information about a Franchisee in a particular area, you may obtain that information by entering your zip code. You may schedule an appointment for services by providing your name, address, e-mail address, telephone number, and a description of the services requested.

Sharing information with third parties: We may share any non-personally identifiable information, such as the information automatically collected when you visit our Web Site, with any third party without your knowledge or consent. Generally, we will not share any personally identifiable information that you provide to us with any individual outside of our organization and franchise system, any other entity or organization, or any governmental agency, except with your prior written consent or as required by applicable law. We expressly reserve the right to disclose your personal information as required by law and when we believe that such disclosure is necessary to protect our rights or to comply with a judicial proceeding, court order, or legal process. We may disclose your personal information to Franchisees, and their owners, officers, directors and certain necessary employees, representatives and agents. In particular, if you are a potential customer requesting information about ZIPS Dry Cleaning services or scheduling an appointment, we may disclose any personal information you provide to the Franchisee operating in your area. We may also disclose your personal information to third parties who we contract with to support our business. In particular, we use third parties to process Franchisee credit card information and payments, and such third parties will have access to your credit card information for that purpose. We expressly reserve the right to disclose your personal information to enforce the terms of use for our Web Site or to protect the safety and security of other users.

We may transfer your personal information to a successor entity or individual upon a merger, consolidation, or other reorganization or sale of substantially all assets of the applicable business, in which we participate.

E-mail: By sending an electronic mail message to us, for example, by sending an e-mail requesting information on becoming a Franchisee of ours, you may be sending us personally identifiable information. In these cases, we may retain the information as long as necessary to accurately respond to your request. Please be aware that e-mail is not necessarily secure from interception or misdirection. For your own protection you may want to communicate sensitive information to us using a method other than e-mail.

Testimonials: Our Web Site offers customers the opportunity to submit a testimonial regarding their experience with a Franchisee and the ZIPS Cleaners services they have been provided (a “Testimonial”). We may exploit and distribute information from any Testimonial or Post that you submit, throughout the world, in any manner, in perpetuity, at our sole discretion, without any compensation to you or any other party. In particular, please be advised that we may publish any Testimonial on our Web Site and in our other advertising materials.

Any personal information you submit in a Testimonial can be read, collected, or used by us or other visitors of our Web Site, and could be used for any purpose. Further, any information in a Post you submit can be read, collected, or used by us or other Franchisees accessing the Owner’s Forum. We do not ask you to disclose personal information other than your name in a Testimonial or a Post, but please be advised that your name and any other personal information you choose to provide may be used by us and other visitors to our Web Site, or Franchisees using the Inner Circle section of our Web Site, for any purpose. Those limitations and requirements for our use and disclosure of your personal information that are set forth in the other provisions of this privacy policy do not apply to information provided by you in a Testimonial or in a Post.

See the terms of use for our Web Site for further terms and conditions regarding Testimonial and Post submissions.

## LINKS TO OTHER WEBSITES.

Our Web Site may contain links to websites not controlled or operated by us, including those of other private entities and organizations. Please be aware that when you follow a link to another website, you are then subject to the privacy policy of the new website. We do not take responsibility for, nor make any claim or representation as to the privacy policy of any other website. We recommend that you review the privacy policy of any other website before submitting personal information to the controller or operator of such website.

## USE OF COOKIES.

A cookie is a small text file that is stored on a user’s computer for record-keeping purposes. We may use cookies on our Web Site to keep track of certain information you may enter, to enable certain features of our Web Site, to record session data regarding your visit to our Web Site, and to personalize your experience on our Web Site. We may also use cookies to maintain user session identity if you log in to any portion of our Web Site such as the Inner Circle.

We may also use cookies to determine aggregate usage data such as how many unique visitors come to our Web Site or how many unique visitors use a particular feature, to assess the technical function of our Web Site, and to generally help us gauge the effectiveness of our Web Site.

The cookies themselves will not contain any personally identifiable information, but they may be linked to any personally identifiable information that you enter on our Web Site.

Most web browsers automatically accept cookies, but you can usually change this in your browser settings. However, if you disable cookies from your browser you may not be able to access certain sections of our Web Site, including the Inner Circle.

## ACCESS TO PERSONAL INFORMATION.

If any of the personal information that you provide to us changes, or if you no longer desire for us to retain your personal information for the purposes set forth in this privacy policy, you may request the correction, update or deletion of such information by contacting us by any of the means set forth below.

## SECURITY.

The security of any personal information that you provide to us is important to us. We use generally accepted industry standards to protect any personal information submitted to us by you; however, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## CHANGES IN THIS PRIVACY POLICY.

We expressly reserve the right to modify this privacy policy at any time, so please review it frequently. If we make material changes to this privacy policy, such changes will be posted on this page.

## INTERNATIONAL USE.

We make no representations that this privacy policy is appropriate for locations outside of the United States, or whether access to our Web Site and the provision of information through our Web Site from such locations is permitted. Those who choose to use our Web Site and provide us with information from such other locations do so on their own initiative and are responsible for compliance with applicable local laws.

# CONTACT US.

If you have any questions or suggestions regarding our terms or privacy policy, please contact us in any of the following ways:

By email:
info@321zips.com

By mail:
ZIPS Franchising LLC
8510 Corridor Road
Suite 200
Savage, MD 20763
Attention: Webmaster