

PRIVACY AGREEMENT

1st Day School Supplies knows that you care how information about you is used and shared, and we appreciate your trust that we will protect your privacy. This notice describes our privacy policy. **By visiting 1st Day School Supplies, you are accepting the practices described in this Privacy Policy.**

What Personal Information About Customers Does 1st Day School Supplies Gather? Information You Give Us

We receive and store any information you enter on 1st Day School Supplies or give us in any other way. You provide information to 1st Day School Supplies when you register, sign in, search, purchase products, participate in a contest or questionnaire, or communicate with customer service. As a result of those actions, you might supply us with such information as your name, address, and phone number; gender; credit card information; e-mail address; high school; class year; or people to whom purchases have been shipped (for example, a gift recipient), including address and phone number.

Information Automatically Collected

We automatically receive and store certain types of information whenever you visit 1st Day School Supplies. Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the internet; e-mail address; password; computer and connection information such as browser type and version, operating system, and platform; purchase history; Uniform Resource Locators (URL) clickstream to, through, and from 1st Day School Supplies, including date and time, cookie number, products you viewed or searched for and your favorite stores.

What Are Cookies?

Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser to enable our systems to recognize your browser and to provide customized features. We use data collection devices such as "cookies" on certain pages of 1st Day School Supplies. "Cookies" are small files placed on your hard drive that assist us in providing customized services. We also offer certain features that are only available through the use of a cookie. Cookies also allow you to enter your password less frequently during a session. Most cookies are "session cookies," meaning that they are automatically deleted from your hard drive at the end of a session. You are always free to decline our cookies if your browser permits, although in that case you may not be able to use certain features on 1st Day School Supplies and you may be required to reenter your password more frequently.

Information from Other Sources

We might receive information about you from other sources and add it to our account information. For example, we may receive updated delivery and address information from our shippers or other sources so that we can correct our records and deliver your next purchase or communication more easily.

Use of Your Information

By visiting our site, you agree that we may use personally identifiable information about you to improve our marketing and promotional efforts, to analyze site usage, improve our content and product offerings, and customize 1st Day School Supplies's content, layout, and services. These uses improve 1st Day School Supplies and better tailor it to meet your needs. You agree that we may use your information to contact you and deliver information to you that, in some cases, is targeted to your interests, such as administrative notices, product offerings, special discounts or promotions and communications relevant to your use of 1st Day School Supplies.

Does 1st Day School Supplies Disclose the Information It Receives?

Information about our customers is an important part of our business. We do not sell or license any personally identifiable information about you to any third party. However, the following describes some of the ways that your personally identifiable information may be disclosed.

Product Manufacturers and Affiliate Partners

We may in the future operate stores, provide services, or sell product lines jointly with other manufacturer's or affiliate partners and may share our data, including personally identifiable information about you, with these manufacturer's or affiliate partners when necessary, for example, to complete or ship your order to the correct address.

Agents

We employ other companies and individuals to perform functions on our behalf. Examples include delivering packages, sending postal mail and e-mail, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), and processing credit card payments.. They have access to personal information needed to perform their functions, but may not use it for other purposes.

Business Transfers

As we continue to develop our business, we might sell or buy stores, subsidiaries, or business units. In such

transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Policy. If 1st Day School Supplies, or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.

Legal Disclosures of Your Information

We may disclose information about you to law enforcement or other government officials as we believe necessary in connection with an investigation of illegal activity that may expose you or us to legal liability. In addition, if you have purchased products from us on extended payment terms, it may be necessary for us to file certain information about you with state or local government offices to perfect our security interest in the products so purchased, or to provide certain information about you to collection agencies in the event of non-payment or a payment dispute.

What Choices Do You Have?

You can always choose not to provide information, even though it might be needed to take a purchase or to take advantage of other features on 1st Day School Supplies.

Minors

We require children under the age of 13 to inform their parents of their intent to use 1st Day School Supplies. We also ask that minors under the age of 16 do NOT submit any personal information to us. If you are a minor (under the age of 18), you can use 1st Day School Supplies only in conjunction with your parents or guardians permission.

Conditions of Use and Revisions

If you choose to visit 1st Day School Supplies, your visit and any dispute over privacy is subject to this Policy and our User Agreement, including limitations on damages, arbitration of disputes, and application of the law of the State of Ohio. If you have any concern about privacy at 1st Day School Supplies, please contact us with a thorough description, and we will try to resolve it. Our business changes constantly, and our Privacy Policy and the User Agreement will change also. We may e-mail periodic reminders of our policies and agreement, unless you have instructed us not to, but you should check our web site frequently to see recent changes. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of affected customers.