

HERFF JONES CLASS RING APP PRIVACY POLICY

Last Updated: July 7, 2014

PRIVACY AT HERFF JONES

At Herff Jones, Inc. (“Herff Jones”), we take your privacy very seriously. Because of this, we have prepared this Privacy Policy to provide you with explicit information on how we collect, gather, and identify data and information related to your use of the HJ Class Ring mobile application software (the “HJ Class Ring App”).

This information may be updated from time to time as we change or update the HJ Class Ring App and/or how Herff Jones may use your information. You will be notified of any material changes to this Privacy Policy via a notification within the Herff Jones Class Ring App. We will also notify you of the current version of the Privacy Policy by changing the “Last Modified” date at the top of this Privacy Policy. You are bound by such changes and should therefore periodically review the current version of the Privacy Policy. Use of the HJ Class Ring App by you following such notification constitutes your acceptance of the Privacy Policy as modified and your agreement to be bound by the terms thereof.

By downloading, installing, or using the HJ Class Ring App, you are accepting the each of the terms and conditions of this Privacy Policy. Please note this Privacy Policy provides Herff Jones the right to use your personally identifiable information (“Personal Information” as further defined herein) and other information about you as described in this Privacy Policy. If you do not agree to the uses of your Personal Information in any of the ways described in this Privacy Policy, you must not use the HJ Class Ring App.

This Privacy Policy is supplementary to the Herff Jones HJ Class Ring App Terms of Use and Software End User License Agreement, which is incorporated by reference herein.

INFORMATION COLLECTED

Herff Jones collects information on users of the HJ Class Ring App in various ways, such as, by your voluntary submissions, participation in services provided by the HJ Class Ring App, and through cookies, usage analytics, and other tracking technology. The information Herff Jones collects may be used in a variety of ways, including for internal review, to improve the HJ Class Ring App, to notify you about updates to the HJ Class Ring App, to let you know about products, services, and promotions that you may interest you, for our marketing purposes, and to fulfill and provide services requested by you. With your authorization, Herff Jones may also share the information you provide us with others.

Personal Information

“Personal Information,” as used herein, refers to information that tells us specifically about you, such as your Last Name, First Name, Grade, Student ID number, School Name, Email Address, Password, Birth Date, Gender, Profile Photo, City, State, Zip Code, Interests, Activities, Privacy Options, and/or Images or Photos. Personal Information may also include your IP address. In certain cases, it is necessary that you provide this information in order for us to provide certain services to you, or certain personalized or enhanced service that you may have requested.

Herff Jones may be required to share Personal Information with others to provide you with certain services. You are never required to provide us with Personal Information, and you can decline this exchange of information on any site on the Internet, not just ours, at any time. However, if you choose to withhold Personal Information, Herff Jones may not be able to provide you with certain services that are dependent upon the collection of this information.

Aggregate Information

From time to time, Herff Jones may collect general, non-personal, statistical information about the use of the HJ Class Ring App, such as how many visitors access specific content within the HJ Class Ring App, for how long users access content, and which hyperlinks, if any, they click on. This information represents a generic overview of our users’ collective viewing habits and allows us and other third parties to modify information, promotions, offers and/or discounts on products and services based on user traffic and behavior. Herff Jones collects this information through the use of technologies such as “cookies,” which are discussed in greater detail in this Privacy Policy. Herff Jones collects this information in order to determine which areas of the HJ Class Ring App are most popular and to

enhance and improve the HJ Class Ring App for visitors. Herff Jones may also group this information into aggregate visitor data in order to describe the use of the HJ Class Ring App to our existing or potential business partners or other third parties, or in response to a government request. From time to time, Herff Jones may use this information to optimize third-party offers of products and/or services. Herff Jones may also share aggregated demographic and preference data with third parties to enable the provision of targeted information, promotions, offers and/or discounts on products and services. However, please be assured that this aggregate data will in no way personally identify you or other users of the HJ Class Ring App.

Cookies, Usage Analytics, and Other Tracking Technologies

As with many other websites and mobile applications, Herff Jones may automatically collect non-personally identifiable information and data through the use of “cookies.” Cookies are small text files a website uses to identify repeat users, facilitate the user's ongoing access to the website, and facilitate use of the website. Cookies allow a website to track usage behavior and compile site usage information that allows for the improvement of content and targeted advertising. Most web browsers allow you to control cookies, including whether or not to accept them, and how to remove them from your computing device. You may set your browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser. However, please be aware that some features of the HJ Class Ring App may not function or may be slower if you refuse cookies. You may occasionally get cookies from third parties with links within the HJ Class Ring App as described below. Herff Jones does not control these cookies.

Tracking technologies may record information such as Internet domain and host names; Internet protocol (IP) addresses; browser software and operating system types; clickstream patterns; and dates and times the HJ Class Ring App is accessed. An IP address is a number that is automatically assigned to your computer whenever you are surfing the web. Web servers, the computers that “serve up” webpages, automatically identify your computer by its IP address. Herff Jones may link the information it records using tracking technologies to Personal Information Herff Jones collects via the HJ Class Ring App for our own marketing and advertising purposes. In addition, Herff Jones reserves the right to use IP addresses and other tracking technologies to identify a visitor when Herff Jones feels it is necessary to enforce compliance with our HJ Class Ring App Terms of Use and Software End User License Agreement, to protect the HJ Class Ring App, our customers or others, or when Herff Jones believes in good faith that the law requires it.

The HJ Class Ring App may also use technology called “tracer tags.” These may also be referred to as “Pixels,” “Clear GIFs,” or “Web Beacons.” This technology allows us to understand which pages you visit within the HJ Class Ring App. These tracer tags are used to help us to optimize and tailor the HJ Class Ring App for you and other users.

Herff Jones does not currently employ a process for automatically responding to “Do Not Track” (DNT) signals sent by web browsers or other mechanisms that provides consumers a choice regarding the collection of personally identifiable information about an individual consumer’s online activities. Third parties (e.g., advertisers) may collect personally identifiable information about your online activities over time and across different websites or online services when you use the HJ Class Ring App.

Pop-up blockers or stoppers prevent extra pop-up windows from opening in your browser. Pop-up blocking software often has negative effects on other “good” software. If you disable Java Script pop-up windows, you may also disable other website functionality that uses Java Script. If you are using a pop-up blocker that allows you to manage a list of “pop-up friendly” sites, please refer to your Help files and add an exception for the HJ Class Ring App to your approved list to ensure maximum functionality of the HJ Class Ring App.

DISCLOSURES AND TRANSFERS OF INFORMATION

Herff Jones does not disclose Personal Information to third parties, except when one or more of the following conditions is true:

1. We have the a user’s permission to make the disclosure;
2. The disclosure is required by law enforcement;

3. The disclosure is reasonably related to the sale or other disposition of all or part of our business or assets;
4. The Personal Information to be disclosed is publicly available;
5. The party to whom the disclosure is made controls, is controlled by, or is under common control with Herff Jones;
6. The disclosure is reasonably necessary for the establishment or maintenance of legal claims; or
7. The disclosure is consistent with the purpose for which the personal information was obtained.

Prior to sharing your Personal Information with others, agreements are made between Herff Jones and these authorized parties to whom Herff Jones is transferring data. Under these agreements, outside parties are required to provide and follow privacy standards that comply with relevant privacy laws. If Herff Jones becomes aware that any authorized party is improperly using or disclosing Personal Information, it will notify that authorized party and take commercially reasonable steps to cease such use or disclosure.

Financial Institutions

For certain promotions and services, Herff Jones may make available Personal Information that you provide to us to one or more financial institutions in order to fulfill and carry out the purchase and provision of goods and services requested. By providing us your Personal Information for these purposes, you authorize us to exchange your Personal Information with such financial institutions.

Our Service Providers

Herff Jones may sometimes use other businesses to perform certain services for us, such as maintaining or modifying the HJ Class Ring App, mailing lists, processing orders and delivering products and services, sending postal mail, providing marketing assistance, or data analysis ("Service Providers"). Herff Jones may provide Personal Information to Service Providers when that information is necessary for them to complete a requested transaction or otherwise perform their duties. Herff Jones will take reasonable steps to ensure that these Service Providers are obligated to reasonably protect Personal Information on Herff Jones behalf.

Your information may be transferred to, and maintained on, computers located outside of your state or country where the privacy laws may not be as protective as those where you live. If you are located outside the United States and choose to provide information to us, please be aware that Herff Jones may transfer Personal Information to the United States and process and store it there. By submitting your Personal Information, you consent to having your personal data transferred to, processed, and stored in the United States.

Business Transfers

Herff Jones may purchase other businesses or their assets or sell our business assets. Personal Information is generally one of the business assets involved in such transactions. Thus, in the event that Herff Jones or all of its assets are acquired, please be aware Personal Information may be one of the transferred assets.

Protection of Herff Jones and Others

Herff Jones fully cooperates with law enforcement agencies in identifying those who use our services for illegal activities, and may in its sole discretion disclose Personal Information or other information to satisfy any law, regulation, subpoena, proceeding, or government request, or in connection with civil litigation. Herff Jones reserves the right to release Personal Information or other information about users who Herff Jones has reason to believe are engaged in illegal activities or are otherwise in violation of our HJ Class Ring App Terms of Use and Software End User License Agreement, with or without a subpoena, warrant, or court order, if Herff Jones believes, in its sole discretion, that such disclosure is necessary or appropriate to operate the HJ Class Ring App, or to protect the rights or property of Herff Jones, its affiliates, or any of their officers, directors, or employees, agents, third party content providers, suppliers, sponsors, or licensors. Herff Jones also reserves the right to report to law enforcement agencies any activities Herff Jones reasonably believes, in its sole discretion, to be unlawful.

DATA SECURITY, INTEGRITY, AND ACCESS

Herff Jones will collect and use Personal Information only in ways that are compatible with the purposes for which it was collected or authorized by the individual. Herff Jones will take reasonable steps to ensure that Personal Information is relevant to its intended use, accurate, complete and current.

The Personal Information you provide and Herff Jones collects is either stored within databases that Herff Jones controls directly or those controlled by our Service Providers. As Herff Jones deems appropriate, it implements security measures consistent with industry standards, such as firewalls and encryption technology, to protect Personal Information. However, since no security system is impenetrable, Herff Jones cannot guarantee the security of our databases, nor can Herff Jones guarantee that information you supply will not be intercepted while being transmitted to Herff Jones.

Accounts and Passwords

You may be asked to create a HJ Class Ring App account and choose a password for your account, in which case your online account information shall be protected by your password. Herff Jones strongly recommends that you choose a strong password and take appropriate steps to ensure your password is not disclosed to any other person. You are responsible for maintaining the confidentiality of your password and HJ Class Ring App account, and are fully responsible for all activities that occur under your password or HJ Class Ring App account.

THIRD PARTY WEBSITES AND LINKS

Please note that you may have cookies placed on your computer by third party websites that refer you to the HJ Class Ring App. Although Herff Jones does not share your Personal Information with these third party websites unless you have authorized us to do so, they may be able to link certain non-personally identifiable information Herff Jones transfers to them with Personal Information they previously collected from you. You should review the privacy policies of each website you visit to better understand their privacy practices.

When you click on links which take you to third party websites, you become subject to the third parties' own privacy policies. While Herff Jones supports the protection of our customers' privacy, Herff Jones expressly disclaims any and all liability for the actions of third parties including, but without limitation to, actions relating to the use and/or disclosure of Personal Information by third parties.

The HJ Class Ring App may contain links to other sites operated by third parties. Herff Jones does not control such other sites and is not responsible for their content or their privacy policies. Herff Jones' inclusion of such links does not imply any endorsement of the material on such sites or of their owners or operators, except as may be disclosed within the HJ Class Ring App. Any information submitted by you directly to these third parties is subject to that third party's privacy policy.

CHILDREN'S PRIVACY

You must be age 13 or older to use the HJ Class Ring App. The HJ Class Ring App is not directed to children under 13. Herff Jones does not knowingly collect personally identifiable information from children under the age of 13 via the HJ Class Ring App. If personally identifiable information of a child under the age of 13 has been submitted via or appears on or within the HJ Class Ring App, Herff Jones asks that the parent or guardian of the child contact us at ringapp@herffjones.com and Herff Jones will take all action necessary to comply with applicable legal requirements.

GOVERNING LAW; VISITORS RESIDING OUTSIDE THE UNITED STATES

This Privacy Policy and the privacy practices of Herff Jones are subject exclusively to the laws of the State of Indiana within the United States of America, without reference to the choice of law principles thereof. Herff Jones makes no representation that this Privacy Policy and such practices comply with the laws of any other state or country. The exclusive jurisdiction for any litigation required to resolve any disputes under this Privacy Policy shall be in the courts of the State of Indiana, and each of the Parties consents to the jurisdiction of such courts in Indiana, and waives objection to venue laid therein.

CHOICE: OPT-IN/OPT-OUT

Herff Jones welcomes you to contact us regarding whether Herff Jones is keeping information about you, how Herff Jones is using your information or sharing your information with others, to update or delete your information, or to opt-out of the collection and use of your information. Please contact Herff Jones by sending an email to Herff Jones

or by writing us specifying your request using the contact information provided below. Please state in your correspondence the details of your request. Herff Jones may require proof of your identity before it provides you with the requested information. Herff Jones allows you to challenge the data that Herff Jones holds about you and, where appropriate, you may have the data erased, rectified, amended, or completed. Please note that if you choose to delete your information or opt-out of the collection and use of your information, you understand that certain services, including but not limited to access to the HJ Class Ring App may no longer be available to you.

CONTACT HERFF JONES

All requests, questions, or concerns about your Personal Information or this Privacy Policy should be directed to Herff Jones' Privacy Officer via the following contact information:

Privacy Officer
Herff Jones
4625 W. 62nd St.
Indianapolis, IN 46268-2593
privacy@herffjones.com