

Privacy Policy

1. Introduction. We at Rock Me Apparel and our affiliated companies (LNK) are committed to respecting your online privacy and recognize your need for appropriate protection and management of any personally identifiable information (“Personal Information”) you share with us. LNK has established this Privacy Policy so that you can understand the care with which we intend to treat your Personal Information. Personal Information means any information that may be used to identify an individual, including, but not limited to, a first and last name, a home or other physical address and an email address or other contact information, whether at work or at home. In general, you can visit LNK's Web pages without telling us who you are or revealing any Personal Information about yourself. If you choose to provide us with your Personal Information on the Web, we may transfer that information within LNK or to LNK’s third-party service providers, across borders, and from your country or jurisdiction to other countries or jurisdictions around the world.

2. Compliance. LNK strives to comply with all applicable laws that are designed to protect your privacy. Our goal is to provide protection for your Personal Information no matter where that Personal Information is collected, transferred, or retained.

3. Cookies and Other Tracking Technologies. Some of our Website’s pages utilize “cookies” and other tracking technologies. A “cookie” is a small text file that may be used, for example, to collect information about Website activity. Some cookies and other technologies may serve to recall Personal Information previously indicated by a Web user. Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser, but please note that if you choose to erase or block your cookies, you will need to re-enter your original user ID and password to gain access to certain parts of the Website. 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 that our site is accessed. Our use of cookies and other tracking technologies allows us to improve our Website and your Web experience. We may also analyze information that does not contain Personal Information for trends and statistics.

4. Principles. To protect your privacy, we have adopted the following principles:

a. Choice. You may choose whether or not to provide Personal Information to LNK. The notice we intend to provide where LNK collects Personal Information on the Web should help you to make this choice. If you choose not to provide the Personal Information we request, you can still visit most of LNK's Websites, but you may be unable to access certain services that involve our interaction with you. If you chose to have a relationship with LNK, such as a contractual or other business relationship or partnership, we will naturally continue to contact you in connection with that business relationship.

b. Security. Wherever your Personal Information may be held within LNK or on its behalf, we intend to take reasonable and appropriate steps to protect the Personal Information that you share with us from unauthorized access or disclosure. Although every effort is taken to

ensure no one else will view, seize or obtain your personal data, complete confidentiality and security is not yet possible over the Internet. Any unencrypted email communication over the Internet is not secure or confidential, and is subject to possible interception, loss and alteration. You acknowledge and agree that LNK, its agents, administrators, employees and affiliates may not be held liable for any damages you or anyone else may suffer or incur as a result of the transmission of confidential or sensitive information over the Internet, and that all such communications will be made at your own risk.

5. Third Party Services. LNK may provide information, including Personal Information, that LNK collects on the Web to third-party service providers to help us deliver programs, products, information, and services. Service providers are also an important means by which LNK maintains its Website and mailing lists. LNK will take reasonable steps to ensure that these third-party service providers are obligated to protect Personal Information on LNK's behalf. LNK does not intend to transfer Personal Information without your consent to third parties who are not bound to act on LNK's behalf unless such transfer is legally required. Similarly, it is against LNK's policy to sell Personal Information collected online without consent.

6. Children's Privacy. LNK's Website is not structured to attract children. Accordingly, we do not intend to collect Personal Information from anyone we know to be under 13 years of age.

7. Commitment. We are committed to privacy. Protecting your privacy online is an evolving area, and LNK's Websites are constantly evolving to meet these demands. If you have any comments or questions regarding our Privacy Policy, please contact us at Sales@RockMeApparel.com **While we cannot guarantee privacy perfection, we will address any issue to the best of our abilities as soon as possible.**

8. Your Consent. By using this Website, you consent to the terms of our Privacy Policy and to LNK's processing of Personal Information for the purposes given above as well as those explained where LNK collects Personal Information on the Web. Should the Privacy Policy change, we intend to take every reasonable step to ensure that these changes are brought to your attention by posting all changes prominently on our Website for a reasonable period of time. Certain employees will be provided with information about you in order to provide services or information regarding specific products. LNK's employees are instructed to use strict standards of care in handling your personal and confidential information.

YOU HEREBY EXPRESSLY CONSENT TO THE DISCLOSURE BY LNK OF YOUR PERSONAL INFORMATION TRANSMITTED THROUGH THIS WEBSITE TO LNK'S EMPLOYEES IN ORDER TO ALLOW THEM TO PROVIDE YOU WITH THE PRODUCTS AND SERVICES THAT YOU MAY REQUEST.

9. Your California Privacy Rights. LNK's Privacy Policy is to share personal information only with the owner's informed consent. With your consent, from time-to-time, LNK may provide its business partners with contact details for direct marketing purposes of relevant services, products, and programs. If you no longer wish your information to be shared, please let us know. The designated contact for these queries is Sales@RockMeApparel.com

10. Information about Products and Services. LNK may occasionally send you e-mail messages about products and services that it feels may be of interest to you. If you do not wish to receive such mailings, you may do so by canceling your subscription to such mailing service or by contacting LNK by e-mail.

11. Applicable Laws. Your use of this Website shall be governed in all respects by the laws of the State of California, U.S.A., without regard to choice of law provisions, and not by the 1980 U.N. Convention on contracts for the international sale of goods. You agree that jurisdiction over and venue in any legal proceeding directly or indirectly arising out of or relating to this Website (including but not limited to the purchase of LNK products) shall be in the state or federal courts located in Orange County, California. Any cause of action or claim you may have with respect to the Website (including but not limited to the purchase of LNK products) must be commenced within one (1) year after the claim or cause of action arises. LNK's failure to insist upon or enforce strict performance of any provision of these terms and conditions shall not be construed as a waiver of any provision or right. Neither the course of conduct between the parties nor trade practice shall act to modify any of these terms and conditions. LNK may assign its rights and duties under this Agreement to any party at any time without notice to you.

LNK makes no representation that materials in the Website are appropriate or available for use in other locations, and access to them from territories where their content is illegal is prohibited. Those who choose to access this Website from locations outside California do so on their own initiative and are responsible for compliance with applicable local laws. You may not use or export the materials in violation of U.S. export laws and regulations. Any claim relating to the materials shall be governed by the internal substantive laws of the State of California.

12. Arbitration. By using this Website, you agree that LNK, at its sole discretion, may require you to submit any disputes arising from the use of this Website, or this Privacy Policy concerning or, including disputes arising from or concerning their interpretation, violation, nullity, invalidity, non-performance or termination, as well as disputes about filling gaps in this contract or its adaptation to newly arisen circumstances, to final and binding arbitration under the International Rules of Arbitration of the American Arbitration Association, by one or more arbitrators appointed in accordance with the said Rules. Notwithstanding these rules, however, such proceeding shall be governed by the laws of the state as set forth in the previous section.

Any award in an arbitration initiated under this clause shall be limited to monetary damages and shall include no injunction or direction to any party other than the direction to pay a monetary amount. Further, the arbitrator(s) shall have no authority to award punitive, consequential or other damages not measured by the prevailing party's actual damages in any arbitration initiated under this section, except as may be required by statute.

13. General. LNK may revise this Privacy Policy at any time by updating this posting. You should visit this page from time to time to review the then-current Privacy Policy because they are binding on you. Certain provisions of this Privacy Policy may be superseded by expressly designated legal notices or terms located on particular pages at this Website.

14. Severability. If any provision hereof is held illegal, invalid or unenforceable by any competent authority in any jurisdiction, such illegality, invalidity or unenforceability shall not in

any manner affect or render illegal, invalid or unenforceable such provision in any other jurisdiction or any other provision hereof in any jurisdiction.