

Baby Gear-USA Privacy Policy

This is the Baby Gear-USA privacy policy ("Privacy Policy"). This privacy statement discloses the privacy practices for the web site www.bg-usa.com.

Purpose of this Privacy Policy

We at Baby Gear-USA recognize the importance of protecting your personally identifiable information (such as your name, telephone number, e-mail address and other contact information, collectively, "PII") that you provide to Baby Gear-USA. This Privacy Policy sets forth our policies regarding the collection, use and disclosure of your PII both through our online and offline operations. This Privacy Policy also explains how you can correct or change the PII we hold about you, or opt out of receiving certain marketing materials.

The purpose of this Privacy Policy is to tell you how Baby Gear-USA strives to better serve you by keeping you informed of promotions, products and services, while, at the same time, safeguarding your PII. Our intent is to bring you offers and discounts that we believe are relevant to your interests offered by and through Baby Gear-USA and Baby Gear-USA' affiliates and other non-affiliated companies with whom we have business relationships.

This Privacy Policy is incorporated into, and part of, the Terms of Use, which govern Baby Gear-USA's web site at www.BabyGear-USA.com (the "Site").

If you have any questions or concerns regarding this statement, you should first contact Baby Gear-USA by email at privacy@BabyGear-USA.com.

What Personally Identifiable Information Baby Gear-USA Collects and How it is Collected

When you make a reservation, we need to collect certain information about you in order to provide and improve our services. The service that you chose will determine what information we collect from you. This information may include, but not be limited to:

- Name
- Email Address
- Home and/or Business Address
- Telephone Numbers at which we can contact you
- Your Date of Birth
- Method of Payments (credit card and expiration date)

When you rent our equipment, we will also record information that details your rental (e.g. where you rented the equipment, where and when you returned the equipment, payment arrangements, insurance preferences, and other information related to the rental).

How we collect this information will depend on how you use our services. We may collect this information directly from you by telephone, fax, email, at the counter, upon completion of an application or enrolment form, or through your use of our Site or the Internet. To the extent you use our Site, we may also collect information about your use of our Site, transactional and account information, e-mail and other information related to communications to our Site. We may also collect information about you indirectly through a travel agent, an account program in which you or your employer participates or through one of our partner programs when you deal with us through those means. Additionally, our affiliates and third parties may provide us with information about you.

You may choose not to provide some of your PII to us, but this may prevent us from providing our services to you, or limit our ability to provide you with the level of service that you would otherwise expect from us.

Usage and Disclosure of Personally Identifiable Information by Baby Gear-USA

Usage

We strive to ensure that we give you a stress-free rental experience and are dedicated to building a rewarding and lasting relationship with every customer. In order to provide the level of service we believe you expect from us, we may use your PII for the following purposes:

To provide the services and offerings that you request, and to communicate with you regarding such services and offerings;

- To do all things necessary to administer those services;
- To research, develop, manage, protect and improve our Site and services;
- To analyze data, or to have a third party do so on our behalf.

We also use your PII information or some discrete part such as your email address for other purposes. For example, such information may be used to process and track your transactions and to send you information about our and our affiliates' and business partners' products and services and other information and materials that may be of interest to you. If you use our Site, information may also be used to evaluate what portions of our Site are visited more often than others, determine where visitors came from, where they go, and how long they stay on a particular page, or on our Site in general.

We may match information collected from you through different means or at different times, including, for example, information collected online and offline, and use such information along

with information obtained from other sources, including third parties. To do this, it is often necessary to share this information with carefully selected vendors and business partners we work with, such as companies that manage accounts, offer affinity, frequent-user, and reward programs, and companies that perform marketing services and other business operations for us. See below under Disclosing.

Disclosing

We may disclose your PII to affiliated and non-affiliated organizations. For example:

- To entities that provide services on our behalf;
- To your credit card issuer;
- To credit reporting and fraud checking agencies;
- To debt collection agencies, if you fail to pay monies owed to us; and,
- To government, regulatory and law enforcement agencies where the disclosure is required or authorized by law, and otherwise as we believe is necessary or appropriate to satisfy any law, regulation or other governmental request, to operate our Site properly, or to protect or defend our rights or the rights or well-being of our employees, users or others or if you are involved (or are suspected by governmental authorities or our security functions to be involved) in any illegal activity, even without a subpoena, warrant or court order.

We may also disclose your information to our affiliates and non-affiliated business partners for their use both on our behalf and for their own business purposes. For example, our affiliates and business partners may use such information to send you information about their products and services and other information and materials that may be of interest to you. You may opt-out of us disclosing your PII for these purposes through one of the methods described in this policy.

We may also share your information with other non-affiliated third parties, such as entities that provide services for or through our Site or for our business (e.g., advertisers, ad servers, content providers, services providers, credit card processors, fulfillment services providers, e-mail list hosting companies and distribution companies) that use such information on our behalf consistent with this Privacy Policy. These types of third parties are not permitted to use your information for any secondary purposes.

We may also transfer or assign your information to third parties as a result of or in connection with a sale, merger, consolidation, change in control, transfer of assets, reorganization or liquidation. For more information see our sections below on changes in the use of your PII.

Licensees

Some Baby Gear-USA locations are owned and operated by an independent licensee that is neither owned nor controlled by Baby Gear-USA or any other Baby Gear-USA subsidiary. Each licensee collects PII and uses the PII for its own purposes. Baby Gear-USA does not control the use of this information or access to the information by the licensee and its associates. The licensee is the

merchant who collects and processes credit card information and receives payment for the rental services. The licensee is subject to the merchant rules of the credit card processors it selects, which establish its card security rules and procedures. This policy does not apply to a licensee's web site. Licensees may also use email campaigns and other methods of telephone, electronic, and direct mail solicitation without our consent or knowledge and are solely responsible for their content and methods of identifying and contacting addressees.

Web Site and Internet Privacy

If you use our Site or otherwise interact with us via the Internet, the following privacy-related policies also apply:

Web Site Tracking and the Use of Cookies and Other Technologies

If you use our Site, certain PII may be collected in the course of your use of our Site. As with many web sites, we may use both session based and persistent "cookies" and/or other technology (e.g., web bugs, e-mail bugs, clear GIFs, web beacons, tracker GIFs and "clickstream data" logs) in our Site and other web sites, or in our electronic communications with you, to enhance the functionality of our Site and services and to make your transactions and other activities more convenient and efficient. These technologies may vary, but in many cases may involve a small file stored locally on the computer used to access our Site (commonly referred to as a 'cookie'), and may be used to store and collect information relating to your viewing and use of our Site and our correspondences with you. We use cookies to track web site trends and patterns. This helps us understand our users needs better and improve areas of our Site. We store information we collect through cookies to create a profile of our users. A profile is stored information we keep on individual users that details their travel preferences, rental history and behavioral activity, and to minimize the need for you to re-enter information on our Site. Consequently, collected information is tied to a user's PII to provide offers and improve our services and content within our Site.

Most cookies expire after a defined period of time, or you can delete your cookie file at any time. Most web browser software is initially set up to accept cookies. You can reset your web browser software to refuse cookies or to indicate when a cookie is being sent. However, some parts of our Site may not function properly or may be considerably slower if you refuse cookies.

We may collect your computer's IP (Internet Protocol) address and domain name address, the identity of your Internet service or access provider, the type of web browsing software you use, your computer's operating system, the URL of the web page from which you came to visit our Site and the language you selected for your web browsing software (collectively referred to herein as "clickstream data"). We use these technologies, for example, to identify our users, to help diagnose problems with our server, and to administer and promote our and our affiliates' and business partners' web sites and services.

Third parties (including, but not limited to, software vendors, advertisers, ad servers, content providers and services providers) may also use similar technologies by or through our Site or third

party web sites. In connection therewith, such entities may collect information about you and your usage activity on this and other web sites. We have no responsibility with respect to what information such third parties track or collect, or for any tracking, data collection or other activities of such third parties. Please check their terms of use and privacy policies for such information.

We may use third party ad serving technology to serve ads when you visit our Site. The third party may have access to and use non-personalized information about your online usage activity. This technology uses information about your visits to our Site and to our affiliates' and business partners' web sites to serve ads to you. In the course of delivering our advertisements to you, a unique third party cookie may be placed on your computer used to access our Site. You may occasionally get cookies from our affiliates and business partners if you use the links on our Site to reach their respective web sites. The use of advertising cookies sent by such third party web servers is standard in the Internet industry. Baby Gear-USA does not control these cookies. For more information about our third party ad server, its use of cookies and how to opt-out, [click here](#)

Links to Other Web Sites

Our Site may contain links or references to other web sites outside of our control, and the privacy policies of these sites may differ from our own. Please be aware that we have no control over such web sites and our privacy policy does not apply to such web sites. We advise you to check the privacy policies of such sites before disclosing any PII via such sites.

Framing

Occasionally when linking to another site from BabyGear-USA.com, you may still see Baby Gear-USA' logo or a BabyGear-USA.com frame. The reason for this is, to provide you with a seamless experience when visiting our web site. In these cases , you are no longer on BabyGear-USA.com but will now be on a different web site , not owned or controlled by Baby Gear-USA and therefore the information collection practices of the third party's site may differ from Baby Gear-USA's. The privacy policy of a third party site will govern how information collected from you is used by the owner of the site. You can always know what site you are on by checking the location bar within your browser.

How We Protect the Security of Personally Identifiable Information

The security of your PII is an important concern to us. We exercise reasonable care in implementing generally accepted standards of technology security in order to protect information collected via our Site from loss, misuse and unauthorized access, disclosure, alteration or destruction, such as firewalls and Secure Socket Layer (SSL) encryption for some of your more sensitive PII.

Unfortunately, "perfect security" does not exist on the Internet, and no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your information, we cannot guarantee that any information stored on our servers, or transmitted to or from a user, will be free from unauthorized access. For example, and in particular, unencrypted e-mail is not a "secure" means of communicating with us, since e-mail may be intercepted by a third

party in the course of its delivery. By using our Site and corresponding with us, you acknowledge that you understand and agree to assume these risks.

We will never request that you send us any sensitive PII, such as your credit card number, password, or pin number, in an e-mail or into a web site that is not located at the BabyGear-USA.com domain name. If you receive an e-mail or other correspondence requesting that you provide any such information via e-mail or to a web site that is not on such domain name, please do not provide such information, and report such request to our privacy officer at privacy@BabyGear-USA.com.

In the unlikely event that we believe that the security of your PII in our possession or control may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we would endeavor to do so as promptly as possible under the circumstances, and, to the extent we have your e-mail address, we may notify you by e-mail.

How to Correct or Update Personally Identifiable Information that Baby Gear-USA Maintains or Opt Out of Receiving Marketing Materials from Baby Gear-USA

You can opt-out of our use and disclosure of your PII for marketing purposes and customer satisfaction surveys, and/or withdraw your prior consent for same, by the methods provided below. If you do so, your consent will be withdrawn; however, it is possible that you may receive correspondences scheduled prior to our receipt and processing of your opt-out request.

To Opt Out of Email Campaigns: You may reply to a promotional or marketing e-mail that you have received from us with the word "Unsubscribe" in the subject line or you can email us directly at privacy@BabyGear-USA.com. (If you use more than one e-mail address, then send your opt-out e-mail from each of your e-mail addresses.)

To Opt Out of any other promotional mailings from Baby Gear-USA and our partners, write to us at:

Baby Gear-USA
71 Franklin Creek Rd S
Savannah, GA 31411
ATTN: Privacy Officer

We may also provide additional methods for you to opt-out of having your PII used or disclosed for promotional and marketing purposes, such as by clicking on a checkbox located on the page of our site on which your PII is collected, or otherwise made available when you make reservations.

Your option not to receive promotional and marketing material: (a) shall not preclude us from corresponding with you, by e-mail or otherwise, regarding your relationship with us (e.g., your

account status and activity or our responses to questions or inquiries you pose to us, or confirmations for existing reservations); (b) shall not preclude us, including our employees, contractors, agents and other representatives, from accessing and viewing your PII for our internal business purposes; and (c) shall not preclude us from disclosing your PII as described in this Privacy Policy for purposes other than sending you promotional and marketing materials.

If you wish to contact us to: (1) inquire about our privacy practices; (2) provide feedback and comments regarding our privacy practices; or (3) access or correct your PII we have, contact us as using the contact information detailed above.

Applicable Law and Jurisdiction

This Privacy Policy shall be governed by the laws of the United State and the State of Georgia, without regard to conflict of law principals. By providing any PII to us, you fully understand and unambiguously consent to the transfer of such PII to, and the collection and processing of such PII in, the United States and other countries or territories. You agree that any cause of action that may arise under this Privacy Policy shall be commenced and be heard in the appropriate court in the [District of Savannah], State of Georgia. You agree to submit to the personal and exclusive jurisdiction of the courts located within the [District of Savannah], State of Georgia or the United States District Court for the District of [Savannah].

Changes to this Privacy Policy

We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time so visitors are encouraged to review this Privacy Policy at the inception of each session.

Your Acceptance of this Privacy Policy

By using our Site, or otherwise providing your PII to us, you signify your acceptance of our Privacy Policy. If you do not agree to this policy, please do not use our Site or provide any PII to us.

Privacy Policy Effective Date: November 19th, 2009

If we materially change the way your personal information will be used, we notify you by way of either a prominent posting on our site, by mail and/or by email. We encourage you to periodically review this Privacy Policy in order to keep apprised of minor changes and of our current privacy practices.