



PRIVACY POLICY

FOX CLEANERS WEBSITE

At Fox Cleaners, we do everything we can to protect your privacy. Please see our attached privacy policy for more details:

PRIVACY POLICY

Thank you for visiting the Fox Cleaners website (the "Site"), as well as the Fox Cleaners mobile application (the "App"). We hope that you find this Agreement helpful.

Please read this privacy agreement carefully. By using this Site or App, you accept and agree to the terms stated below. If you do not agree, you should not use this Site or App. As a condition of your use of this Site and App, you warrant that you will not use the Site or App for any purpose that is unlawful, inappropriate, or prohibited by the terms of this agreement.

The Site and App is an evolving medium. We may change the terms of this agreement at any time and you should periodically review this privacy agreement. Your use of this Site after any change is your agreement to accept the revised visitor agreement.

IN SHORT, OUR BASIC POLICY IS THAT WE WILL NOT SHARE OR SELL OUR CUSTOMER'S INFORMATION FOR THE PURPOSES OF MARKETING OR SELLING PRODUCTS AND SERVICES OTHER THAN FOX CLEANERS.

Fox Cleaners Inc., owner of the Fox Cleaners® brand ("Fox Cleaners", "we" or "us"), respect your privacy and the privacy of your family members (or other persons on whose behalf you submit information). This Privacy Policy ("Policy") describes how we collect, use, and disclose your information, including personal information, that you submit to us on the website [www.Fox Cleanerscleaners.com](http://www.FoxCleanerscleaners.com) (the "Site") or the Fox Cleaners mobile application (the "App"). It does not address how we collect, use or disclose information that you submit

to us in any other way except on the Site or App. For example, it does not apply to information that you submit to an employee at a Mulberry's store. Also, some Fox Cleaners may be independently owned and operated by franchisees or licensees, and this Policy does not cover any information submitted to them.

INFORMATION WE COLLECT

We collect information from you when you visit our Site, register on our Site or App, or download our App. We also may collect information about you from a variety of other sources, including information we collect from you directly and information we collect about you from third parties. This Policy, however, only applies to information that we collect from you when you visit our Site, register on our Site or download our App.

Depending upon the particular action that you take on our Site or App, the information that we collect about you may include your name, contact information (work or business), including postal and email address, and telephone number(s). When you sign up for contests or promotions, or complete questionnaires or surveys, we collect the information you submit to us. We also collect information from you when you participate in our forums, comment on our blog, or otherwise submit comments on our Site. We also collect information about your garments by utilizing tiny barcodes to keep track of your garments, including any special requests or instructions you provide.

We may automatically collect information about your use of our Site and App through cookies, web beacons, and other technologies, including the following information: your domain name; your browser type and operating system; web pages you view; links you click; your IP address; the length of time you visit our Site; and the referring URL, or the webpage that led you to our Site, and the following: access time, browser type, device ID, domain name, IP address, N/A, page views and referring URL. We might use cookies, flash local storage objects ("Flash LSOs"), clear GIFs (a.k.a. web beacons, web bugs or pixel tags), and other tracking mechanisms to track information about your use of our Site and store your Site preferences. We may combine this information with other personal information we collect from you.

HOW WE USE THE INFORMATION WE COLLECT ABOUT YOU

We use the information we collect about you from the Site in various ways designed to improve the services that Fox Cleaners offer to you. For example, we might use your information to:

- To notify you when your clothes are ready for pickup and provide other information about your orders;
- To identify which services are right for you;

- To improve our Site and App, the products and services that Fox Cleaners offer and the Mulberry customer experience;
- To track garments for greater accountability and enhanced quality;
- To fulfill requests for information;
- To personalize your experience on the Site, App or in a Fox Cleaners store;
- To administer our contests, promotions and surveys, to analyze the results for research purposes, and to comply with legal requirements;
- For marketing and promotional purposes. For example, we may use your information, such as your email address or phone number, to send you news and newsletters, special offers, and promotions, or to otherwise contact you about products or information we think may interest you;
- We also may use the information that we learn about you to assist us in advertising Fox Cleaners' services on third party websites; and
- For other purposes where required by law or consented to by you.

OPTING OUT OF MARKETING COMMUNICATIONS

You may stop receiving promotional email messages and SMS messages by following a link contained in the message itself or replying "STOP". Please note that if you opt out of receiving marketing communications from us, we may continue to communicate with you regarding service-related issues. You can also opt out of receiving promotional materials by submitting your request by email to customercare@foxcleaners.com.

SHARING YOUR INFORMATION

We may share your information, including your personal information, as follows:

Users of Our Site and Applications. Your user name and any information that you post to our Site, including pictures, comments and text, will be available to all other users of our Site. This information also will be searchable by all users of our Site. This information is publicly available upon posting.

In Response to Legal Process. We may disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order or other legal process, such as responding to a subpoena.

To Protect Us and Others. We may disclose the information we collect from you where we believe it is necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of this Policy.

Affiliates. We may disclose the information we collect from you to our affiliates; however, if we do so, their use and disclosure of your information will be subject to this Policy.

Business Transfers. If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of another business transaction, we may transfer the information we have collected from you to the acquiring company.

Service Providers. We may disclose the information we collect from you to third party vendors, service providers, contractors or agents who perform functions on our behalf. For example, those providers who may help administer our Site.

Aggregate and Anonymous Information. We may share aggregate or anonymous information about users with third parties for marketing, advertising, research or similar purposes. For example, if we display advertisements on behalf of a third party, we may share aggregate, demographic information with that third party about the users to whom we displayed the advertisements.

COOKIES AND OTHER TRACKING

As mentioned above, we might use cookies and other tracking mechanisms to track information about your use of our Site, App or services. We may combine this information with other personal information we collect from you.

Cookies. Cookies are alphanumeric identifiers that we may transfer to your computer's hard drive through your web browser for record-keeping purposes. We might use cookies to uniquely identify you, in order to help us to process your transactions and requests, to track aggregate and statistical information about user activity, and to display advertising both on our Site and on third-party sites. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. If you disable cookies some features of our Site may not function.

Flash LSOs. We might use Flash LSOs, to store your Site preferences and to personalize your visit. LSOs vary from browser cookies in the type, amount and browser-control of data. Please visit the [Adobe Flash Player Help Page](#), choose "Global Storage Settings Panel" for information and instructions to manage settings.

Clear GIFs. Clear GIFs (a/k/a pixel tags, web beacons or web bugs) are small graphics similar in function to cookies. Unlike cookies, which are stored on your hard drive, clear GIFs are embedded invisibly on web pages, not stored on your hard drive. We might use clear GIFs to track the activities of Site visitors and App users, manage content, and compile usage statistics. We and our third party service providers also might use clear GIFs in HTML e-mails to our customers, which help us track e-mail response rates, identify when our e-mails are viewed, and track whether our e-mails are forwarded.

THIRD PARTY ANALYTICS AND TRACKING

We might use automated devices and applications, such as Google Analytics, to evaluate usage of our Site. We use these tools to help us improve our Site and App performance and user experiences. These entities may use cookies and other tracking technologies to perform their services. We do not share your personal information with these third parties.

ADVERTISEMENTS

We may display advertisements on our Site and App. Some of the advertisements are based on the collection of personal information and others are based on the collection of aggregate information.

We use third parties such as network advertisers to serve advertisements on our Site and App. Network advertisers are third parties that display advertisements based on your visits to our Site, App and other websites you have visited. This enables us to target advertisements to you for Fox Cleaners products and services in which you might be interested. Third party ad network providers, advertisers, sponsors and/or traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other technologies to measure the effectiveness of their ads and to personalize advertising content to you. These third party cookies and other technologies are governed by each third party's specific privacy policy, not this one. We may provide these third-party advertisers with information about your usage of our Site, both personally identifiable and non-personally identifiable information. Currently, our website honors most Do-Not-Track browser requests. However, you may opt out of certain ad networks as explained below.

You may opt-out of many third-party ad networks. The website http://www.networkadvertising.org/optout_nonppii.asp provides information regarding this practice by Network Advertising Initiative ("NAI") members, and your choices regarding having this information used by these companies, including how to "opt-out" of third-party ad networks operated by NAI members. You also may contact Direct Advertising Alliance ("DAA") at <http://www.aboutads.info/choices/> for information about opting out of targeted advertising and your choices regarding having information used by DAA member companies, including how to "opt-out" of third-party ad networks operated by DAA members. Opting out of one or more NAI members or About Ad members (many of which will be the same) only means that those members no longer will deliver targeted content or ads to you, but it does not mean you will no longer receive any targeted content or ads on our Site or other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing. Also, if your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer or change web browsers, your NAI or DAA opt-out may no longer, be effective. Additional information is available on NAI's and DAA's websites accessible by the above links.

USER-GENERATED CONTENT

Portions of our Site may permit users to submit their own content by responding or commenting to blog postings. Any information that you post to our Site may be viewable by other users, as well as visitors to our Site. We are not responsible for the privacy of any information that you choose to post to our Site, such as a comment, or for the accuracy of any information contained in those postings. Any information that you disclose becomes public information. We cannot prevent this information from being used in a manner that may violate this Policy, the law or your personal privacy.

THIRD PARTY LINKS AND ACCESS TO SITE

At times, our Site may contain links to other third party websites. Any access to and use of these linked websites is not governed by this Policy, but, instead, is governed by the privacy policies of those third party websites, and we are not responsible for the information practices of those third party websites. Nonetheless, we strive to protect the integrity of the Site and App, and welcome any feedback about these third party websites.

Also, you may be able to access our Site in a variety of ways, like through social media sites, links on third party websites, and e-mails you receive from third parties. For information about how a particular social media site or other third party may use or disclose your information, please visit that third party's privacy policy. We have no control over how third parties use or disclose the information that you provide to them.

CORRECTING, AMENDING, AND DELETING PERSONAL INFORMATION

You may modify any account information that you have submitted by logging into your account and updating your information. You may also delete your account if you like. Please note that copies of information that you have updated, modified or deleted may continue to reside in our systems for a period of time.

CHILDREN'S PRIVACY

Our Site and App, along with our products and services, are not intended for children to use. We do not knowingly collect information from children under the age of 13 and we do not wish to receive personal information from children under the age of 13.

CHANGES TO THIS PRIVACY POLICY

We may change our Privacy Policy from time to time. The most recent version of our Privacy Policy always will be posted on our website. Customers and other interested parties who wish to receive a copy of a previous version of our Privacy Policy can do so by sending an email to: **customercare@foxcleaners.com** with your name, your company, and the specific date or dates of interest.

ONLINE POLLS OR SURVEYS

For online polls or surveys on our Site or App, we may ask visitors to provide information that is not personally identifiable. This might include first name, city or state of residence, age, gender or school.

CONTEST AND SWEEPSTAKES

For contests and sweepstakes on our Site or App, we may collect a participant's email address for the sole purpose of communicating with the participant on a one-time basis, should he or she potentially become a winner.

MISCELLANEOUS

This site is controlled by Fox Cleaners from Roseville, Minnesota, USA. This Policy shall be construed in accordance with the laws of the State of Minnesota, regardless of any conflicts of law principals. If you use this site from other locations you are responsible for compliance with applicable local laws. If you download anything from this site, you represent that you are not a national of, or located in, any country subject to export embargo controls by the USA, and that you are not otherwise prohibited from receiving such information. By using this service, you agree to abide by the terms of this Policy and you consent to the exclusive jurisdiction of the state and federal courts in Hennepin County, Minnesota, for all disputes arising out of or relating to this agreement or the use of this Site or App. Any product or service information provided in this website is meant for informational purposes only. This information applies to all Fox Cleaners Garment Care locations in the United States of America. Fox Cleaners Garment Care owns the trademarks and logos that are on this site (e.g. Fox Cleaners®).

CONTACT US

If you have any questions regarding our Privacy Policy, please contact us by email to **customercare@foxcleaners.com**.