

LEADERS ARE BORN LLC PRIVACY POLICY: (last updated: *March 13th, 2015*)

LeadersAreBorn.co collects user information to enhance your overall experience. This privacy policy is intended to assist you in understanding what information we gather about you when you visit this Web site, how we use that information, and the safeguards we have in place for that information.

This Privacy Statement applies only to the information collected online at LeadersAreBorn.co.

INFORMATION WE COLLECT ONLINE

1. General Browsing Information

LeadersAreBorn.co gathers navigational information during each visitor's use of our Web site. In the process of gathering navigational information, non-personally identifiable information (i.e. domain type, browser version, service provider and IP address) may be collected. The navigational information tells LeadersAreBorn.co about the use of our Web site by visitors, including the areas of our site that are most visited or the time of a last visit to a page on our site. It also tells us about the technical efficiencies of our Web site and services (i.e. the time it takes a visitor to connect to our Web site or download pages). The navigational information helps us better understand a visitor's experience at LeadersAreBorn.co and improve upon that experience by recognizing and delivering more of the features, services and products our visitors prefer.

2. Personal Information

LeadersAreBorn.co (and its micro-sites, if any) may ask you to provide personal information (about yourself or someone to whom information is sent) when you establish or update a LeadersAreBorn.co account, sign up for LeadersAreBorn.co's E-mail, enter a contest, participate in a survey, shop online, check the status of an order, sign up to receive information about our products, promotions and events through text messaging.

Categories of information collected include name, address, e-mail address, recipient's name and e-mail address, order information, telephone number, mobile phone number, credit card information and messages or reminders you create.

We also collect information from you when you visit us from other web sites that are linked to the LeadersAreBorn.co web site. Categories of information collected when you sign up include name, mailing address, and e-mail address.

USING PERSONAL INFORMATION WE COLLECT ONLINE

LeadersAreBorn.co uses the personal information we collect from you to deliver products that you have ordered, to fulfill requests that you have created, to contact you or the product recipient(s) in the event of order or delivery difficulties, for verification purposes, to respond to your inquiries, and to deliver services and information about our products, promotions,

sweepstakes or web site, including adding you to the LeadersAreBorn.co's [E-mail list](#) and to our mailing list when you sign up or make a purchase.

We will use the information you provide when you visit us from other web sites that are linked to the LeadersAreBorn.co web site to send you updates about LeadersAreBorn.co products and other products not necessarily related to LeadersAreBorn.co, promotions and events. In addition, we will use your name and mailing address provided during such sign up, in all the ways described in this privacy statement and we will use your e-mail address as described in this privacy statement for e-mail addresses.

LeadersAreBorn.co E-mail allows you to receive information about special offers, media events, new products, other unrelated products and much more.

INFORMATION WE SHARE WITH THIRD PARTIES

LeadersAreBorn.co does share information with its corporate affiliates and its business partners, and it may share information with co-sponsors of promotions, offers, services and events. We use third parties to help us provide services to you such as fulfilling orders, processing payments, monitoring site activity, conducting surveys, maintaining our database, administering and monitoring e-mails, administering and sending text messages, and administering drawings or contests. Third party service providers may also assist us in offering, running and monitoring micro-sites where you will provide personal information about yourself and possibly about your friends. The micro-sites may also include a means for you to access and download information from your existing email address books through the service provider so you can more easily share our offers with your friends. Third parties also provide aggregate, comparative information on the performance of our site and our micro-sites to us and a select group.

If, after making a purchase at LeadersAreBorn.co, you choose to participate in a survey conducted at a third party provider's website, any personal information that you provide during the survey at the third party provider's website will be subject to that third party provider's privacy policy. If you sign up to receive text messages through LeadersAreBorn.co, we will not share your cell phone number with any third party so that they may send you text messages, but we may share your cell phone number for other purposes.

If you make a purchase through LeadersAreBorn.co, the information you provide (for example, name, address, credit card) will be added to a database. The information in this database is used to provide names and addresses to other .companies. E-mail addresses collected on this Web site will continue to be shared with third party service providers and will also be shared with our affiliated .companies and business partners, so that our affiliated .companies and business partners may send you information about their products.

LeadersAreBorn.co may also participate with other unrelated websites that will link you to our website. It is possible that we may share [personally identifiable information](#) we collect from you with the .company linking you to our website. LeadersAreBorn.co is not responsible for the

privacy practices of the websites involved in this linking program and we encourage you to review the privacy policy of any website you visit that links you to LeadersAreBorn.co.

You should be aware that we may disclose specific information about you if necessary to do so by law or based on our good faith belief that it is necessary to conform or .comply with the law or is necessary to protect the users of our Web site or the public. In the event LeadersAreBorn.co sells or transfers all or a portion of its business assets, consumer information may be one of the business assets transferred as part of the transaction.

COOKIES

1. What are cookies and how do we use cookies on our Web site?

LeadersAreBorn.co uses a browser feature known as a cookie. A cookie is a small data file that is stored by your Web browser on your .computer. Cookies are used to help track your clicks and pass information as you go through the pages within LeadersAreBorn.co. This allows LeadersAreBorn.co to make our site more responsive to your needs by delivering a better and more personalized experience to you. LeadersAreBorn.co also uses cookies to keep track of how many items you put into your shopping bag and to remember you when you return to LeadersAreBorn.co.

We also use cookies and/or a technology known as clear gifs, which are typically stored in e-mails to help us confirm your receipt of, and response to, our e-mails and to provide you a more personalized experience. Cookies can allow us to associate navigational information from browsing visits with personal information you provide at our site.

2. Do we share information from cookies with third parties?

We may share data collected through the use of cookies with our affiliated .companies and business partners.

3. How do third parties use cookies on our site?

We allow third party companies to collect information by placing cookies when you choose to visit and when you visit LeadersAreBorn.co. These selected companies may use information (not including your name, address, credit card information, e-mail address, or telephone number) about your choice to visit and your visits to our site and other Web sites to provide advertisements about LeadersAreBorn.co's products and services on this and other web sites. These selected companies also provide this information to us, which we use to gauge the effectiveness of the advertisements placed about our products and services and for marketing purposes.

Third party service providers who assist us in running and monitoring micro-sites will use cookies on these micro-sites and pixel tags in the emails sent from the micro-sites to assist us in conducting and monitoring the effectiveness of our marketing campaigns and, in the future, to possibly provide you with enhanced features and content. Cookies and pixel tags will also be used by these third parties to monitor and provide information about participation in

sweepstakes or events promoted on our micro-sites to us and the friend who provided you the connection to the micro-site in the following situations: if you receive an invitation to such a sweepstakes or event from a friend and accept the invitation, or if you click on a link located on a friend's social networking page that takes you to a sweepstakes or event on one of our micro-sites.

UPDATING YOUR PERSONAL INFORMATION

We prefer to keep your personal information accurate and up-to-date. To do this, we provide you with the opportunity to update or modify your personal information including billing and shipping information by logging into your account.

LINKS TO OTHER WEB SITES AND SERVICES

For your convenience, our Web site may contain links to other sites. Links that appear on LeadersAreBorn.co should not necessarily be deemed to imply that we endorse or have any affiliation with the linked Web sites. LeadersAreBorn.co is not responsible for the privacy practices or the content of such Web sites. We encourage you to review the separate [privacy policies](#) of each site you visit.

CONSENT TO PRIVACY POLICY AND NOTICE REGARDING CHANGES

By using LeadersAreBorn.co, you consent to the use of your information by us in conformance with the above privacy policy. Our privacy policy may change from time to time. Therefore, we recommend you review this page on a periodic basis.