DIY MEDIA
PRIVACY POLICY
Last Updated March 3, 2011

DIY Media, Inc., its suppliers and licensors ("**DIY Media**"), have developed proprietary online tools and services that allow you to facilitate online transactions, manage content and merchandise offerings and market and promote the same to third party customers (the "**DIY Services**"). This DIY Media privacy policy ("**Privacy Policy**") was developed to help you understand more about DIY Media's privacy practices, and describes the collection, use, and disclosure of various information DIY Media may collect from you with respect to your use of the DIY Services and its web properties (collectively, the " **DIY Media Websites**"). By using the DIY Services and/or visiting the DIY Media Websites, you agree to the following:

1. DEFINITIONS.

The following defined terms have the meanings set forth below:

"**Financial Information**" means information relating to payments and billing (e.g. name, account information, billing address) provided by you in connection with your use of DIY Services. All Financial Information collected by DIY Media is for billing and payment purposes only and will be protected and administered by DIY Media and/or its authorized third party partners.

"Non-Personal Information" means information that, by itself, does not identify a specific individual or entity (e.g. demographic information, usage data or downloads).

"**Personal Information**" means specific identifiable information about an individual or entity which may be used to identify, contact or locate that person or entity (e.g. name, mailing address, e-mail address or phone number).

2. WHAT INFORMATION IS COLLECTED?

Information You Provide. DIY Media may receive and store any Personal Information, Financial Information and/or Non-Personal Information that you provide in connection with your use of the DIY Services. Sometimes, you will have a choice whether or not to provide information, but if you fail to provide certain information it could make some features and/or functionality of the DIY Services unavailable to you. DIY Media will use information you provide to respond to your requests, communicate with you, and to improve the DIY Services. Here are some examples:

(a) User Account Information. In setting up your User Account, you may be asked to provide Personal, Financial and/or Non-Personal Information such as your name, login information, e-mail address, physical address, payment information, phone number, password and computer and connection information such as browser type, version, and time zone setting, browser plug-in types and versions, operating system, and platform.

(b) E-mail Communications. DIY Media may use your Personal Information to send you e-mail periodically describing promotions, events or changes relating to the DIY Services or the DIY Media Websites. You may opt-out of receiving promotional e-mails by following the instructions in the relevant correspondence. Once DIY Media has processed your opt-out request, DIY Media will not send you further promotional e-mails unless you opt back in to receiving such communications. Whether you opt out of receiving promotional e-mails or not, DIY Media reserves the right to communicate with you via e-mail with respect to

important information, notices or changes arising out of or relating to the DIY Services and/or the DIY Media Websites.

(c) Other Information. You may provide Financial, Personal and Non-Personal information whenever you interact with the DIY Services including, without limitation, when you search, upload, organize, create, buy, post, participate in a contest, survey or questionnaire, place an order, update information in your User Account, provide corporate, employer or other business information, communicate with DIY Media by phone, e-mail, or otherwise, use community features, and share information with other users.

With any of the above actions, you may supply DIY Media with information such as your name, address, and phone number, credit card information, third party information, alternate contact information, information about your use of the DIY Services and the DIY Media Websites, personal descriptions, product descriptions, and in some cases, financial information including Social Security and driver's license numbers.

3. INFORMATION COLLECTED AUTOMATICALLY OR THROUGH TECHNOLOGY.

DIY Media may receive and store certain Personal Information and Non-Personal Information whenever you interact with DIY Media. While you are able to visit the DIY Media Websites and remain anonymous, DIY Media and/or its third party service providers may still collect Personal Information and Non-Personal Information through technological means. Such information may be gathered by the following methods:

(a) Cookies. Cookies are small pieces of information that are stored by your browser on your computer's hard drive which work by assigning to your computer a unique number that has no meaning outside of the DIY Media Websites. Cookies do not generally contain any Personal Information. Most web browsers automatically accept cookies, but you can usually configure your browser to prevent this. However, because cookies enable you to take advantage of some of the DIY Services features, DIY Media recommends that you leave them turned on or you may not have access or use of such features.

(b) Metadata. Metadata is data collected and used by DIY Media to facilitate the understanding, characteristics, and management of data arising out of or relating to the DIY Services, to facilitate and monitor system usage and, in certain instances, for fraud prevention and other services. Some examples of information and metadata that DIY Media may collect and analyze include, without limitation, the Internet protocol (IP) address used to connect your computer to the Internet, computer and connection information (such as browser type, version, and time zone setting, browser plug-in types and versions, operating system, and platform), DIY Services usage history (which DIY Media may use to create new and improved features for the DIY Services), the full Uniform Resource Locator (URL) click sequence to, through, and from the DIY Media Websites, including date and time; cookie number; and any products, services or features you use or interact with arising out of or in connection with your use of the DIY Services.

(c) Tools. DIY Media may use software tools to measure and collect information about your use of the DIY Services, including, without limitation, page response times, upload and file transfer errors, interaction information (such as scrolling, clicks, and mouse-overs), features use, purchase tracking and order fulfillment and methods. Sometimes, you will have a choice whether or not to provide information, but if you fail to provide certain information it could make some features and/or functionality of the DIY Services

unavailable to you. DIY Media will use information you provide to respond to your requests, communicate with you, and to improve the DIY Services.

(d) Information from Other Sources. DIY Media may receive information about you from DIY Media third party service providers, or other sources such as purchase or redemption information, DIY Services usage, payment information, reporting information page-view information, technical, fulfillment, advertising, search information and credit history information.

4. HOW INFORMATION IS USED, SHARED AND DISCLOSED?

DIY Media uses Personal, Non-Personal and Financial Information, among other things, to analyze and monitor system performance, analyze internal business systems, improve DIY Services, fulfill requests for additional products and services, contact you, and conduct research. The use and protection of information from users of the DIY Services is an important component of DIY Media's business. Except as otherwise as set forth in this section, DIY Media will use reasonable efforts to provide you with notice when your information might be provided to third parties and you will have an opportunity to choose not to share the information in many cases. Examples of how DIY Media shares and discloses your information is as follows:

(a) Legal. DIY Media discloses information you provide in response to subpoenas, court orders, other facets of the legal process or to establish/exercise DIY Media's legal rights or defend against legal claims. DIY Media will share Personal Information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of the DIY Media's Terms of Use located at [Terms of Use] or as otherwise required by law.

(b) Business Transfers. As DIY Media continues to develop its business and new products and features, DIY Media may reorganize as a business entity, acquire entities, subsidiaries, or business units, or enter into joint ventures with third parties. In any of these types of transactions, any information you provide may be one of the transferred business assets but will remain subject to any pre-existing Privacy Policy (unless you consent otherwise). In the event that all or substantially all of DIY Media's assets are acquired or DIY Media merges with a third party, your information will likely be one of the transferred assets. You understand and agree that DIY Media reserves the right to transfer any information collected from you in the case of any such transfer. In such event, DIY Media will use reasonable efforts to notify you before Personal Information about you is transferred and becomes subject to a different privacy policy.

(c) Affiliated Businesses We Do Not Control. DIY Media may develop products, provide services, or sell product lines in conjunction with or that are compatible with third party businesses (e.g. Amazon Payment Services, social networking sites), and in these cases DIY Media may share any information you disclose that is related to those transactions with such third party. In other situations, DIY Media might use third-party companies and individuals to perform functions on our behalf. Examples include fulfilling orders, processing payments, hosting, data storage, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. DIY Media will provide such entities with access to certain information needed to perform their functions, but will take reasonable measures to ensure that they do not use the information for other purposes. DIY Media shares information only as described above and with third parties that are either subject to this Privacy Policy or to a privacy policy that is at least as protective as this Privacy Policy in terms of use of information and methods for information security.

(d) With Your Consent. In other situations, if you provide consent with respect to the use and/or sharing of your information, DIY Media will do so in accordance with the particular circumstances.

5. SECURITY.

While no security system is completely secure, DIY Media and its third party partners and vendors takes appropriate security measures to protect against unauthorized access or disclosure of the information it collects; this includes, but not limited to, ensuring that all Personal and Financial Information is disclosed only on a "need to know" basis. Additionally, all Personal and Financial Information collected by DIY Media is done so via secured connections and protected and encrypted by commercially reasonable industrial grade security software to guard against unauthorized access.

Despite DIY Media's efforts, you also play an important role in protecting against unauthorized access to your User Account information, password and computer. DIY Media recommends that you always log out of your User Account if you leave your computer unattended and/or are using a shared computer.

6. ADVERTISING.

DIY Media may utilize advertising and advertising-relating features in the DIY Services, on the DIY Media Websites or on third party sites utilizing the DIY Services. Such advertising and advertising services may contain cookies that recognize your computer each time you receive an online advertisement. In this way, ad servers may compile information about where you (or others who are using your computer) saw their advertisements and determine which ads are clicked on. This information allows an ad network to deliver targeted advertisements that they believe will be of most interest to you. DIY Media will not provide any Personally Identifiable Information or Financial Information to these advertisers or third-party websites. This Privacy Policy does not cover the use of cookies by any advertisers, and DIY Media encourages you to review the applicable advertiser's website for their privacy policy. DIY Media may also display personalized third-party advertising based on your personal information, such as use of the DIY Services and the DIY Media Websites

7. SPECIAL NOTICE REGARDING MINORS.

DIY Media does not knowingly collect Personal Information from persons under the age of 18 or allow them to register a User Account, and if you are under the age of 18, you must not attempt to register with DIY Media and/or submit any Personal Information to us. If it comes to DIY Media's attention that Personal Information has been collected from a person under the age of 18, DIY Media will delete this information as quickly as possible. If you believe that DIY Media may have Personal Information from or about a child under the age of 18, please contact DIY Media at the e-mail address below. If DIY Media learns that a minor is using the DIY Services, DIY Media will require verified parental or guardian consent, in accordance with the Children's Online Privacy Protection Act of 1998 ("**COPPA**").

8. INFORMATION YOU CAN ACCESS.

DIY Media will use reasonable efforts to provide you with access to a broad range of information about your User Account and your use of the DIY Services and the DIY Media Websites. You may use this information for the limited purpose of viewing and, in certain cases, updating that information, reviewing use and performance of your content and/or services.

9. CONDITIONS OF USE/CHANGES TO THIS PRIVACY POLICY.

In choosing to use DIY Services and visit the DIY Media Websites, you agree that any dispute arising out of or relating to the use of your information as described herein is subject to [Terms of Use]. If you have any concerns about privacy, please contact DIY Media with a thorough description of your issue. DIY Media's business is constantly evolving and our Privacy Policy will likely reflect such changes. DIY Media may e-mail you periodically reminding you of certain important notices and conditions, unless you have opted out of receiving such communication. Notwithstanding the foregoing, DIY Media encourages you to review this Privacy Policy frequently to make yourself aware of recent changes to which you are bound.

CONTACT US.

If you have questions regarding how DIY Media protects your information or this Privacy Policy, please contact DIY Media at:

DIY Media, Inc.
Attn: Privacy Policy Issues
E-mail: [privacy@diymediaservices.com]