

## **PRIVACY POLICY**

**Last Revised: November 11, 2016**

**Your privacy is important to us.** Grace Funeral Services of California Inc, a California corporation, and its principals, subsidiaries and affiliates (collectively, “**Grace**,” “**we**,” “**our**” or “**us**”), understand your concerns with regard to how information about you is used and shared, and we appreciate your trust that we will use and share information about you carefully and sensibly. This Privacy Policy (this “**Privacy Policy**”) describes what information we collect about you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding it. This Privacy Policy applies when you access or use our website located at [www.meetgrace.com](http://www.meetgrace.com) (the “**Site**”) as a visitor or a user, services, contents, and all other products and services (all of the foregoing collectively, the “**Services**”), including information you may provide to us other than on the Site. We encourage you to become familiar with this Privacy Policy. We are not responsible for, and this Privacy Policy does not apply to, the privacy practices of other companies or other websites. We encourage you to seek out and read the privacy policy of each website that you visit.

By accessing and using the Services, you agree that you have read and understand this Privacy Policy and that you accept and consent to the privacy practices (and any uses and disclosures of information about you) that are described in this Privacy Policy. **IF YOU DO NOT ACCEPT THIS PRIVACY POLICY, THEN YOU ARE NOT AUTHORIZED TO USE OR ACCESS THE SERVICES OR THE SITE!**

### **We may change this Privacy Policy.**

From time to time, we may change our privacy practices, and this Privacy Policy, because of changes in relevant and applicable legal or regulatory requirements, our business practices, or in our attempts to better serve your needs and those of our other customers. We will post a revised policy will be posted on the Site. We will also endeavor to notify you of these changes, but will not be liable for any failure to do so. We encourage you to regularly review the current version of this Privacy Policy on the Site. Your continued use of the Services after any change in this Privacy Policy will constitute your acceptance of such change.

### **What information do we collect, and how do we collect it?**

#### **Information you provide to us.**

For the purposes of this Privacy Policy, “**Personal Information**” means data that allows someone to identify or contact you, including, for example, your name, email address, telephone number and credit card information, as well as any other non-public information about you that is associated with or linked to any of the foregoing data.

We and our third party service providers (“**Contractors**”) may collect Personal Information from or about you in connection with your access or use of the Services or your submissions directly

to us or via the Site, including, but not limited to, your, or the decedent's, name, title, street address, date of birth, social security number, telephone and fax numbers, email address, and financial, credit, or service account numbers. We will store data about your purchase history and transaction information, which is stored on a cumulative basis. In addition, we and our Contractors may retain the content of, and metadata regarding, any correspondence you may have with us or our representatives, regardless of the mode of communication by which such correspondence was made.

We also collect information in a form that does not personally identify you for any purpose (together with the collected Personal Information, the "**Collected Information**"). Non-Personal Information can include certain Personal Information that has been de-identified; that is, information that has been rendered anonymous. We and/or our third party service providers obtain non-Personal Information about you from information that you provide us, either separately or together with your Personal Information. We also use cookies and other technologies to passively collect non-Personal Information as described below.

#### **Information collected via technology.**

We and our third-party service providers may use a variety of technologies, now and hereafter devised, that automatically and passively record certain usage information. The servers used to host and operate the Site may collect certain data pertaining to you, including data regarding the equipment and communications method that you use to access the Site, and your activities on our Site. We and our Contractors may combine components of this data with Collected Information, which may identify you. Unless otherwise described in this Privacy Policy, such data (which is also deemed "Collected Information" hereunder) will be used solely for our business purposes.

In addition, the Collected Information may reveal such things as the Internet protocol ("**IP**") address assigned to your computer, specific pages that you access on the Site or prior to or after visiting the Site, list of search terms entered, and the length of time you spend at the Site. We and our Contractors may use this information to help administer the Site and the servers that provide the Services, generate statistical information, monitor and analyze Site traffic and usage patterns, and improve the Site's content and content delivery, including any online content, materials, and the Services.

The technologies we use for automatic data collection may include:

**Cookies (or browser cookies).** Our Site may send one or more "cookies" to your computer to improve the utility of the Site by storing user preferences and tracking user trends. These cookies are placed on your computer when your web browser accesses the Site. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience while using the Services. The cookies provide us with information that helps us understand things such as how you navigate to and around websites, Site browsing and content accessing. Most browsers are initially set up to accept cookies, but you can reset your browser to

refuse all cookies or to indicate when a cookie is being sent. You may also remove persistent cookies by following your web browser's help file directions. Please note that you may not be able to access the full functionality of our Services if cookies are disabled on your browser.

**Flash Cookies.** Certain features of our Site may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from and on our Site. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, you may visit <http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>.

**Web Beacons.** Pages of our Site and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit Grace, for example, to count users who have visited those pages or opened an e-mail and for other related Site statistics (for example, recording the frequency of access to certain Site content and verifying system and server integrity).

**Do Not Track.** Our systems do not recognize browser "Do Not Track" signals. "Do Not Track" is a proposed universal mechanism that enables consumers to opt-out of tracking by websites they do not visit. Once the Internet industry has settled on standards related to this issue and Grace recognizes such standards, we may reevaluate this approach.

We may also record and store your phone calls and other communications relating to the Services with us or any of third party.

#### **Interest-based advertising.**

Advertising agencies, advertising networks, and other companies may place advertisements on the Site, and on the Internet generally, and may use their own cookies, web beacons, and other technology to collect information about you when you use our Site. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control the use of such technology and have no responsibility for the use of such technology to gather information about you. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. To opt-out of interest-based advertising from third-party companies you may visit <http://www.networkadvertising.org/choices/>.

#### **How will we use the information you provide to us?**

We compile, save, use and analyze your Personal Information in both a personally-identifiable form and an aggregated, non-personally identifiable form, to operate, maintain, improve, and

provide to you the Services and to conduct our business. We and our Contractors may use and disclose Collected Information for, but not limited to, the following purposes:

- to analyze and improve the Services;
- to provide you with the Services as described on the Site or in other agreements we have with you (including contacting and working with funeral homes on your behalf as agreed by you);
- to notify you of changes or updates made to the Services;
- to evaluate user needs and improve the Service content;
- to send you promotional materials;
- to help authenticate any account you create with us;
- for distribution to our Contractors and other third-party service providers, such as funeral homes and payment processing companies, that provide services to us;
- to protect the rights or property of Grace or our users, and prevent fraud and other prohibited or illegal activities;
- to protect the security of our Services and our business;
- to conduct system administration and system troubleshooting and to diagnose or fix technology problems;
- for our internal purposes (such as auditing, data analysis, and research to improve our products, services, and communications);
- to support our continuing efforts to offer users the information and services we think they want most; and
- otherwise, as disclosed to you at the point of collection.

If you contact us for support or assistance, we may use Collected Information to provide service and support to you. We may also use Collected Information and the associated statistical data we and our Contractors generate to deliver targeted advertisements to you and other visitors of our Site. Finally, we may use Collected Information for any other purpose with your consent.

After you terminate your use of the Services, we may continue to use the Collected Information for statistical purposes or other purposes as we see fit. We and our Contractors may store Collected Information for as long as needed for the purposes indicated in this Privacy Policy, which may be indefinitely.

### **With whom do we share the information we collect?**

We may share Collected Information with certain of our Contractors (e.g., our web hosting provider and payment processor) in order to provide the Services to you. We may also share Collected Information with our subsidiaries, affiliates, and our business and marketing partners (including funeral homes we work with on your behalf as agreed by you) in furthering our mission as an organization or delivering the Services to you. We and our Contractors may also produce reports on Site traffic, usage patterns, and similar data generated from Collected Information, and we may share these reports in an aggregate, non-personally identifiable form with our subsidiaries, affiliates, and our business and marketing partners. To the extent any third-parties have access to your Personal Information, such access is provided so that they may perform these tasks on our behalf and we ask these third parties not to otherwise use or disclose your Personal Information in ways that are prohibited by this Privacy Policy, except to the extent required by law. However, Grace is not responsible for the privacy policies and/or practices of such third parties.

We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to: (1) comply with a legal requirement or process, including, but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures; (2) enforce this Privacy Policy or other agreements we have with you; (3) respond to claims of a violation of the rights of third parties; (4) respond to user comments or service inquiries; (5) protect our rights, property, or safety and the rights, property and safety of our users or the public; or (6) prevent or stop any activity we may consider to be, or to pose a risk of being, illegal, unethical, inappropriate or legally actionable. However, Grace will endeavor only to disclose information requested via a valid legal process, and will endeavor to notify any user about whom we have disclosed information if possible.

If all or part of Grace is sold, merged, or otherwise transferred to another entity, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, we may transfer Collected Information to such entity as part of that transaction.

Finally, we may disclose Collected Information to other third parties with your consent.

### **What choices do you have?**

When corresponding with Grace or our representatives, or when making a request for information or otherwise interacting with us or others through the Service, you choose what information to supply, what questions or comments to submit, whether you wish to receive further information, and by what method of communication such information should be delivered. Please take care to share only such information as is needed or that you believe is appropriate. You are under no obligation to provide us with Personal Information, but without it we may not be able to provide you the Services you request. You may contact us as indicated below if at any time you would like to ask us about our data collection and information security practices.

## **Changing or deleting Collected Information**

We keep your data on your behalf and for your benefit. You can correct or delete your account information following the instructions on the Services or by e-mail at [info@meetgrace.com](mailto:info@meetgrace.com). If you cancel your account or request us to delete your Personal Information, Grace will limit its access to your Personal Information to perform what is requested by you and will delete information accessible to Grace. However, we will not delete your Personal Information to the extent that it may be used in an aggregated, non-personally identifiable form to improve our Service. We may decline to process change or deletion requests that we deem to be unreasonable, require disproportionate technical effort, jeopardize the privacy of others, or as may be required by law.

## **How do we protect information collected about you?**

We have put in place certain security measures to safeguard Collected Information, but the storage and communication of Collected Information can never be completely secure. Hence we do not guarantee that information that you transmit or otherwise supply to us, or any communications conducted on or through the Site, is or will be totally secure. If you become aware of any breach of Site security or this Privacy Policy, please notify us immediately.

If you create an account to use the Services, you may be asked to choose a password for your account, which can be used to access information associated with your account (including Personal Information). You should choose a password that is not easy to guess. Do not disclose your password to any other person. You are responsible for maintaining the confidentiality of your password and account, and we will attribute activities that occur using your account information (e.g., through the use of your password) to you. If you suspect that your password has been compromised contact us immediately at [info@meetgrace.com](mailto:info@meetgrace.com).

## **Location of this Site.**

This Site is hosted and operated in the United States. However, we and our Contractors may, in our effort to provide the Site, store Collected Information in the United States, or we may transfer it to, and store it within, other countries.

Those who access or use the Site from jurisdictions outside the United States do so at their own choice and risk and are solely responsible for compliance with local law. If you are not a resident of the United States, you acknowledge and agree that we may collect and use the personal information you provide us outside your home jurisdiction, and that we may store the personal information in the United States or elsewhere. Please note that the level of legal protection provided in the United States or other non-European countries from which you may access our Site may not be as stringent as that under European Union privacy standards or the privacy laws of some other countries, possibly including your home jurisdiction.

## **Your California privacy rights.**

California Civil Code Section 1798.83 provides California residents with the right to receive: (a) information identifying (names and addresses) any third party(ies) to whom we may have disclosed, within the preceding calendar year, your personal information for that third party's direct marketing purposes; and (b) a description of the categories of personal information disclosed. To obtain such information free of charge, please contact us at [info@meetgrace.com](mailto:info@meetgrace.com).

**Our policy toward children.**

We do not knowingly collect Personal Information from children under 13 via our Services, and do not target our Services to children under 13. We encourage parents and guardians to take an active role in their children's online activities and interests. If we become aware that we have unknowingly collected Personal Information from a child under the age of 13, we will make commercially reasonable efforts to delete such information from our database. If you are the parent of a child under the age of 13 and have a concern regarding your child's information on our Site, please contact us at [info@meetgrace.com](mailto:info@meetgrace.com).

**Any questions?**

For any questions, or to request further information regarding this Privacy Policy or our use and disclosure of Collected Information, please contact us at [info@meetgrace.com](mailto:info@meetgrace.com).