



Our Online Privacy Policy

At anchorblue.com, we respect your privacy, and want to be sure that you understand fully how we may use information that you give us when you register on and use our website. We have explained below:

- What personal information we collect
- How we may share that information with other parties
- How you can limit our use of your personal information

Information We Collect

We collect information that you give us on our Website, at our stores, when signing up for sweepstakes, contests or other promotions, or in connection with purchases or other business transactions.

If you sign up as a subscriber to the anchorblue *Insider*, we require that you provide us with your name, date of birth, email address and ZIP code. We ask you for but do not require other information, such as your mail address, favorite Anchor Blue items and your interests. We also receive and store other information through the use of "cookies" as is explained below.

We keep the information that we obtain from you, and use it in the ways described below.

Cookies

When you visit our Website, we may store some information on your computer's hard drive. This information will be in the form of a "cookie". The cookies allow us to obtain certain information when your web browser accesses our site. This helps us to afford you all of the features of our Website.

You can prevent your browser from accepting cookies. The "help" portion of your toolbar should tell you how to prevent your browser from accepting cookies, how to disable cookies and block them, and how to have your browser tell you when you receive a new cookie.

How We Use The Information We Obtain From You

If you supply us with your email and mailing address, we may send you email and postal mail about products and services we offer, sweepstakes, contests and other promotional events, and updates to our Website. If you do not want at any time to receive emails or postal mail, you can tell us by sending an email to talkback@anchorblue.com or by writing to us at PO Box 5996, Ontario, CA 91764.

We may use the information that you give us to assess and evaluate this Website and the products and services that we offer to our customers.

We also may use information you give us to complete purchases and other business transactions that you enter into with us.

When And How We Will Share Your Information With Others

We will not sell or give your name, addresses or other personal information to any other person or company with these exceptions:

- When we believe that the law requires us to do so
- When we believe it is necessary to protect our rights or property
- With third parties who work for us to maintain and operate this Website, manage our customer information and communicate with our subscribers, and whom we require to use the information only in ways consistent with this policy
- Under limited circumstances specifically described to you when we collect information, for example, in connection with your entering a contest, sweepstakes or other promotion
- To a purchaser who acquires all or part of our business

Changes In Our Policies

We may change our practices on the use and sharing of information. If we make any significant change in those practices, we will send you an email, or post notice on our home page, to advise you of the change and to provide you with the option of electing not to have the revised practices apply to you.

Children's Privacy

We do not knowingly collect personal information from children under age 13. If you are a parent and believe we may have inadvertently collected such information, please notify us immediately by sending an email to talkback@anchorblue.com or by writing to us at PO Box 5996, Ontario, CA 91764.

Links

Our Website contains links to other websites. The links are provided as a convenience to you. We do not endorse the linked sites or the products or services offered on them. We assume no responsibility or liability for any material that may be accessed on or through the linked sites or for the quality of any product or service offered there.

Our privacy policy does not apply to the other sites you may reach through the links. You should review the privacy policy on each linked site to be sure that the policy is acceptable to you.

Questions and Comments

If you have any questions or comments regarding our privacy practices, please contact us at the email address or mailing address given below:

- Email: talkback@anchorblue.com
- Mailing address: PO Box 5996, Ontario, CA 91761

Your Consent

By using our Website, you agree to the above terms and conditions.

Effective Date

This Privacy Policy was revised and posted on March 6, 2006, and was immediately effective.