

PhotoBall Privacy Policy

Your privacy is important to Star Innovations II and its subsidiaries, which includes PhotoBall. Star Innovations II provides this Privacy Statement to inform you of our privacy policies and practices with respect to the Star Innovations II family of websites, including the types of information we may collect, why we collect it, how we use that information, and how you can exercise your choices as to how your information is used. This Privacy Statement is accessible from the bottom of each page of each PhotoBall site to which it applies, and at every point where personal information is requested.

1. Global Privacy Policy

Star Innovations II, with its subsidiaries including PhotoBall, is a global company, with business operations and customers in many countries around the globe. Star Innovation's intent is to comply with the privacy laws and regulations in all of the jurisdictions in which we conduct business, and our privacy practices are designed to provide protection for your personal information around the world. We may share your information within Star Innovations II and its subsidiaries, including transferring that information to countries in which we do business. Any Star Innovations subsidiaries receiving your information will be governed by this Privacy Statement and are also bound by appropriate confidentiality and data transfer agreements. Your information may be stored and processed in the United States or any other country where Star Innovations II or its subsidiaries are located. Your personal information is never shared outside Star Innovations or its subsidiaries without your permission, except under conditions explained herein.

2. Personal Information

Personal information is information that identifies an individual personally, including but not limited to name, address, phone number, e-mail address, personal characteristics, and financial information. You can visit many Star Innovations II Web sites without disclosing any personal information; however, in some instances, you will be required to provide personal information in order to complete a transaction or take advantage of the online resources made available by Star Innovations II. Star Innovations II will only collect the personal information reasonably necessary to accomplish the purpose for which it is collected, and will retain it only as long as is reasonably necessary. Personal information collected online by Star Innovations II may be combined with information you provide through other sources such as customer service call centers, or other methods.

3. Cookies and Tracking

Like most Web sites, Star Innovations II Web sites may collect and log information automatically through the use of electronic tools that may be

transparent to you. Information collected may include items such as your IP address, the type and version of your browser, the length of time that you visit our site, search queries, your click-stream data, the location that referred you to our web site and the average number of pages viewed. In addition, in order to improve our sites and your experiences with them, we may use "cookies" or other electronic means to track your visits. Cookies are simply small text files that our Web site can place on your computer's hard drive in order, for example, to collect information about your activities on the site or to make it possible for you to use an online "shopping cart" to keep track of items you wish to purchase. Our site's server, generally speaking, is the only computer that can read it. Many consumers do not know that "cookies" are being placed on their computers when they visit most Web sites. Cookies cannot read data from your hard disk or read cookie files created by other Web sites and they cannot infect your computer with viruses. If you want to know when this happens, or to prevent it from happening, you can set your browser to warn you when a Web site attempts to place a "cookie" on your computer. Please click on the "Help" menu of your browser for information on setting your cookie preferences. You can also read more about cookies and how they work at various online sources, including www.cookiecentral.com. Star Innovations II also works with third party advertising and personalization partners that use cookies to help us display personalized content and relevant advertising during your visits to our websites and other websites. Cookies placed by our third party partners also assist us with measuring the performance of our advertising campaigns. Similarly, third parties use cookies to deliver advertising for companies other than Star Innovations II to you on the internet, whether you are on Star Innovation II websites or another website, based on your visits to our websites and other websites and to measure the effectiveness of those advertising campaigns. These cookies assist the third parties in identifying the pages you view, the links and ads you click on, other actions you take on those web pages, and the site from which you came before arriving at a web page. If you prefer that our advertising service providers not know which Star Innovation II website pages you have viewed, visit the Network Advertising Initiative site: <http://www.networkadvertising.org> to opt-out of ad targeting from participating companies. In order for the opt-outs to work on your computer, your browser must be set to accept cookies. If you delete cookies, buy a new computer, access our websites from a different computer, login under a different screen name, or change web browsers, you will need to opt out again. If your browser has scripting disabled, you do not need to opt out, as behavioral marketing technology does not work when scripting is disabled. Please check your browser's security settings to validate whether scripting is active or disabled. In addition, Do Not Track is a preference you can set in your browser to let the sites you visit know that you do not want them collecting certain kinds of info about you. With respect to Do Not Track Preferences, we do respond to traditional HTTP cookies, but do not yet respond to other technologies such as web beacons, clear GIFs, HTML5 or log files.

4. Children and Privacy

Star Innovations II is committed to protecting the online privacy of children. Star Innovations II does not knowingly collect or solicit personal information from or about children under the age of 13, and Star Innovations II does not target its web sites to children under 13. Additionally, Star Innovations II does not knowingly collect or solicit personal information from or about children above the age of 13, without their parent's or guardian's consent. If Star Innovations II ever includes children above 13 as part of our intended Web site audience, those specific Web site pages will be clearly identified and provide an express privacy notice for children above 13, as well as processes to obtain parental approval and allow parental access to request removal of their children's personal information. Star Innovations II encourages parents and guardians to spend time with their children online and participate in their interactive activities and interests.

5. How We Use Your Information

Star Innovations II collects personal information to enable us to provide products, services and information to our customers, potential customers, and business partners. We intend to let you know how we will use the information you provide before we collect it from you; and we intend to limit our use of that information to those purposes for which you give us permission. For example, Star Innovations II may collect financial information to facilitate the purchase of products or services online, and postal or e-mail addresses to provide information in response to your request or to allow you to participate in promotions. We do not sell, trade or lease your information to others. Star Innovations II will not share your information with third parties except in responding to your requests for products, services or other Star Innovations II information or with those persons or companies who help us manage our business. When we do so, we require them to use that information only for the purposes for which we provided it. We might use your information to develop aggregate statistics about our sales, customers, users, and site visitors, but these statistics will not include any personally identifiable information.

6. Protecting Your Information

Star Innovations II uses procedural, manual and electronic security controls to maintain the confidentiality and integrity of personal information in our possession, and guard against its unauthorized access or use. We are responsible for providing an adequate level of protection for that information, and for limiting or granting access as required by applicable law. Star Innovations II employees may have access to your personal information as part of their job. Such employees are expected to keep that information in confidence and share it only with those Star Innovations II employees who have a business reason to know. Unauthorized disclosures or uses are strictly prohibited, and employees who violate our policies may be subject to disciplinary action.

7. Communications from Us

If you provide us with your email address, we may occasionally send you, in accordance with relevant regulations, email with information or special offers about Star Innovations II products and services that may be of interest to you. This applies to promotional email only, as Star Innovations II may find it necessary to email you relating to your customer account or order. All promotional email that you receive from Star Innovations II will tell you how to decline receiving future promotional email. You may also use the methods described in Section 13 of this policy.

8. Access to and Accuracy of Your Information

Star Innovations II strives to keep your personal information accurate. We have implemented technology, management processes and policies to maintain data accuracy. Where practical, we will provide you online access to your information and the ability to correct it. Otherwise, you can request access to your personal information by contacting Star Innovations II, as described below. To protect your privacy and security, we will also take reasonable precautions to verify your identity before granting access to your information. Certain areas of Star Innovations II Web sites may limit access to users with a user id and password.

9. Merger or Acquisition

Star Innovations II or its related entities could merge with or be acquired by another business entity, or its assets could be acquired. If that should happen, we will be sharing your information with the merging or acquiring entity to allow us to continue serving you.

10. Links to Non-Star Innovations II Web Sites

Star Innovations II Web sites may provide links to third-party Web sites for your convenience and information. If you access those links, you will leave the Star Innovations II web site. Star Innovations II web sites may also allow you to log in through your account with social media platforms such as Facebook or Twitter in order to leave comments on our site. Star Innovations II does not control any of these those sites or their privacy practices, nor do we make any representations about third-party sites. Any information you provide to or through those sites is covered by the privacy policies of that site, not by this privacy statement. Please review the privacy policies of such sites before sharing your personal information.

11. Disclosures Required by Law

Please be aware that in certain circumstances, Star Innovations II may be required by law to disclose your personal information. We will make every reasonable effort to limit the disclosure to only that information which is

necessary to comply with such law.

12. Employment Application Information

If you provide us your personal information in relation to an application for employment with Imation, we may use this information throughout Star Innovations II and its related entities for the purpose of consideration of your potential employment with Star Innovations II. Unless you instruct us otherwise, we will retain the information for future consideration.

13. Contacting Us

If you wish to contact us about our privacy policies or to correct or delete information we may have about you, please send an e-mail to info@photoball.com, or send a letter to our head office. Please include your name, postal address, and e-mail address.

14. Changes to this Privacy Statement

Star Innovations II may change this Privacy Statement from time to time. If and when we do, we will post those changes to our web site and update the revision date of this document, so you will always be aware of our privacy policies.