

Privacy Policy

Your Personal Information

Capital Caldwell (<http://www.capitalcaldwell.com/>) and all associated CAPITAL CALDWELL web sites collect the personal information you provide when using the <http://www.capitalcaldwell.com/> site. This information includes your first and last name, email address and a password when you create your <http://www.capitalcaldwell.com/> account. You can browse <http://www.capitalcaldwell.com/> without creating an account. We may ask you to confirm your personal information when you contact Capital Caldwell. This will allow us to protect your confidentiality by verifying your identity.

If you do not agree to (or cannot comply with) any of the <http://www.capitalcaldwell.com/> Terms & Conditions or Privacy Policy, do not use the <http://www.capitalcaldwell.com/> sites.

Purchasing

When you make a purchase from <http://www.capitalcaldwell.com/>, we collect your name and payment method information, such as credit card information. We collect this information in order to bill you for your purchase. We also collect information that allows us to ship your order. This includes the name, address, and phone number of the intended recipient(s).

When you create an account at <http://www.capitalcaldwell.com/>, you can choose to save your billing information in "Your Account." You may change or delete this saved information anytime. Simply go to Your Account. Log in with your email address and password, then edit or delete whatever personal information you wish.

Account Information

We collect personal information from customers who wish to use any of the <http://www.capitalcaldwell.com/> services. In order to use these services you must provide your email address and password or create an account at <http://www.capitalcaldwell.com/>.

Cookies and Other Computer Information

When you visit <http://www.capitalcaldwell.com/>, you will be assigned a permanent "cookie" (a small text file) to be stored on your computer's hard drive. The purpose of the cookie is to identify you when you visit this Site so we can enhance and customize your online shopping experience.

You can choose to browse on <http://www.capitalcaldwell.com/> without cookies, but without these identifier files you will not be able to complete a purchase or take advantage of certain features of <http://www.capitalcaldwell.com/>. These features include storing your shopping cart for later use and, in the future, providing a more personalized shopping experience. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.

We also collect certain technical information from your computer each time you request a page during a visit to <http://www.capitalcaldwell.com/>. This information may include your Internet Protocol (IP) address, your computer's operating system, browser type and the address of a referring web site, if any. We collect this information to enhance the quality of your experience during your visit to <http://www.capitalcaldwell.com/> and will not sell or rent this information to any third parties.

Contacting <http://www.capitalcaldwell.com/>

We will use the contact information you provided in your account details to respond to your questions, suggestions, and/or requests for assistance in using <http://www.capitalcaldwell.com/>.

Other Times We May Collect Personal Information

From time to time, <http://www.capitalcaldwell.com/> may conduct surveys and contests via <http://www.capitalcaldwell.com/>, email or other media. If you choose to participate, we may request your name, email address, mailing address and other personal information. We will never sell or rent such information to any third parties.

How We Use Your Personal Information

Information we collect on <http://www.capitalcaldwell.com/> may be used to enhance your shopping experience in the following ways:

• Deliver merchandise and services that you purchase online

- Prevent fraud and bill you for your purchases
- Confirm any orders
- Respond to your customer-service inquiries or requests
- Communicate any special offers
- Find and stock the products you want
- Customize your shopping experience
- Register you as a member of <http://www.capitalcaldwell.com/>

We will share personal customer information with our agents, representatives, service providers, and contractors for limited purposes, including fulfilling customer orders; offering certain products and services in connection with <http://www.capitalcaldwell.com/>; communicating to customers; providing customer service; enhancing and improving customers' shopping experience; providing a personalized shopping experience; preventing fraud; and completing payment method processing.

How You Can Control the Use of Your Personal Information You can modify or delete your personal information anytime. Simply go to Your Account. Log in with your email address and password, and edit or delete whatever information you wish.

Do not share your <http://www.capitalcaldwell.com/> password with anyone. Other than on <http://www.capitalcaldwell.com/>, Capital Caldwell will never ask you for your password.

Security of Information

The security of your personal information is very important to us. In our efforts to protect your online transactions, we use a technology called Secure Sockets Layer (SSL). If your browser is capable of SSL (and most are), your personal information will be automatically encrypted, or encoded, before it is sent over the Internet. Capital Caldwell and <http://www.capitalcaldwell.com/> has also obtained a digital certificate from GeoTrust, a leading provider of Internet trust services. When you enter a secure portion of <http://www.capitalcaldwell.com/> (which is any page containing any of your personal information), an image of a closed lock or a solid key should appear in the bottom bar of your browser window. If you click on this image, a small popup window displaying site-security information will appear. This certificate guarantees that your personal information is being transmitted in secure (encrypted) form to a <http://www.capitalcaldwell.com/> web server, not to some unknown or unauthorized server. Ultimately, your personal information is protected by the password you created when you created an account at <http://www.capitalcaldwell.com/> (or another password you chose after changing a previous password). Please keep this password confidential.

No customer service member or any other representative of <http://www.capitalcaldwell.com/> will ever ask you for your password. The confidentiality of your password is yours to protect. You may change it anytime by going to Your Account. Log in with your email address and password, and make the appropriate changes.

Security of Information (continued)

Capital Caldwell and <http://www.capitalcaldwell.com/> may from time to time send you email messages or other forms of marketing communications describing new items, featured merchandise and great values. You can choose to stop receiving any marketing emails from us at any time. Simply go to Your Account, sign in, and update your profile accordingly. Please allow up to 10 days for us to process your request. If you would prefer to stop receiving other forms of marketing communications from us, please update your profile or contact us.

The only email messages you will receive from <http://www.capitalcaldwell.com/> when you elect not to receive marketing emails will be to confirm any purchases you make on our site, let you know your order has been shipped, respond to your Customer Service inquiries and to answer any other questions you may have about our site. In addition, we may also need to send operational emails to inform you of any changes to our site that might affect your personal information, or to announce product recalls. Finally, you will receive service and reminder emails if you register to use certain <http://www.capitalcaldwell.com/> services.

We realize that making purchases at <http://www.capitalcaldwell.com/>, or any other web site, requires trust on your part. We value your trust very highly, and pledge to you, our customer, that we will work to protect the security and privacy of any personal information you provide to us and that your personal information will only be used as set forth in this Policy. This includes your name, address, phone number, email address, and credit card or checking account information, in addition to any other personal information that can be linked to you, personally.

We believe that you have a right to know, before shopping at <http://www.capitalcaldwell.com/> or at any other time, exactly what information we might collect from you, why we collect it and how we use it.

We do not and will not sell or rent your personal information to anyone. You have the right to control your personal

information as you deem fit.

If you have an account at <http://www.capitalcaldwell.com/> and you want to change, modify or delete any of your personal information, you can do so anytime by going to Your Account. Log in with your email address and password, then make the appropriate changes.

Capital Caldwell and <http://www.capitalcaldwell.com/> may provide links to certain third party web sites. This Privacy Policy applies only to activities conducted and personal information collected on this <http://www.capitalcaldwell.com/> web site. Other web sites may have their own policies regarding privacy and security.

You understand and agree that any material, including but not limited to downloaded software, required or automated updates, modifications, reinstallations, or software otherwise obtained through the use of the <http://www.capitalcaldwell.com/> web site is done at your own discretion and risk and that you will be solely responsible for any damages to your computer system or loss of data that may result from any such material.

Changes to the <http://www.capitalcaldwell.com/> Privacy Policy We reserve the right to change, modify or amend this policy at any time. Please check our Privacy Policy periodically for changes. Use of this <http://www.capitalcaldwell.com/> web site after modification implies that you consent to this Privacy Policy as modified.