

TASTYTRADE PRIVACY PRIVACY POLICY

Last updated January 1, 2017

The tastytrade privacy policy (the “Privacy Policy”) is intended to inform you of our policies and practices regarding the collection, use and disclosure of any information you submit to us through the tastytrade financial network. By using our Web Site (the “Site”), you agree that this Privacy Policy will govern your use of our Site and any dispute over our privacy issues.

dough, the provider of the Site www.tastytrade.com (referred to as “tastytrade,” “us” or “we”), is committed to protecting your privacy online. We recognize your need for appropriate protection and management of any information you share with us. As such, dough respects the privacy of registered users (collectively referred to as "users"), particularly with regard to the storage, access, and use of personally identifiable data collected online. Secured information on tastytrade.com will be maintained by tastytrade and, except as set forth herein, at no time will we permit anyone to access your confidential information.

Collection of Information

tastytrade.com collects data from users in the following ways:

- During the process of subscribing to become a user
- When purchasing an application or tastytrade product or service
- When speaking to a representative on the phone
- When chatting to a representative on-line
- When signing up for any of our sweepstakes, contests or other promotions
- Referrals
- In e-mails sent to/from tastytrade to/from users
- Through automated means such as communications protocols and cookies

Personally Identifiable Information That You Provide

“Personally Identifiable Information or PII” is information that identifies a specific End User, such as your name, e-mail address, user identification number and other non-public information that is associated with you. Currently, we do not require you to provide Personally Identifiable Information in order to have access to the free content available on our Site. However, in order to provide you with some of the Site’s services, you must elect to become a registered subscriber at zero cost. As a registrant, you must create a profile and provide a valid email address. You may also be asked for your first and last name, street address, zip code, date of birth, and country of residence. Providing your email address enables us to send you email notices about us, our programming, and our offers.

If you purchase a product or service from us in our online store, you must also provide your full mailing address.

We use Personally Identifiable Information to provide additional content to you. We also use Personally Identifiable Information to administer contests, enhance the operation of the Site, improve our marketing and promotional efforts, analyze Site use, improve our offerings, and to tailor your experience with third parties. Such information may also be used to troubleshoot, resolve disputes, accomplish administrative tasks, contact you, enforce our agreements with you, including our Website Terms of Use and this Privacy Policy, comply with applicable law, and cooperate with law enforcement activities.

Non-Personally Identifiable Information

Also referred to as “Anonymous Information,” “Non-Personally Identifiable Information” is information that is not associated with

or linked to Personally Identifiable Information and does not permit the identification of individual persons by itself. This type of information may include things like the Uniform Resource Locator (“URL”) of the page you visited before and/or after coming to our Site, the links you clicked on, the type of browser you are using and your Internet Protocol (“IP”) address. We, and/or our authorized third-party providers (“Third-Party Service Providers”), may automatically collect this information when you visit our Site and as you navigate through our Site through the use of electronic tools (see *Information Collected Via Technology* below). We use Non- Personally Identifiable Information to troubleshoot, administer the Site, analyze trends, and gather demographic information, measure traffic patterns and user interest on our Site, to improve the Site, comply with applicable law, and cooperate with law enforcement activities. We may also share this information with our authorized Third-Party Service Providers to measure the overall effectiveness of our online advertising, content, and distribution.

E-Mail And E-Mail Addresses

If you send e-mail to us, we will collect your e-mail address and the full content of your e-mail, including attached files, and other information you provide. Additionally, we may use your email address to contact you for things such as notifications of limited offers and other related information if you have opted in to receive such notifications. You may indicate your preference to stop receiving further promotional communications at any time by choosing to opt-out. To do so you will need to unsubscribe when you receive a promotional e-mail or contact our customer service personnel at support@tastytrade.com. Our Terms of Use govern your submission of materials to us (<https://www.tastytrade.com/tt/legal-stuff>).

Information Collected Via Technology

tastytrade receives data from you as part of the standard communication connection. As you use tastytrade.com, certain information may also be passively collected and stored on our or our service providers' server logs. This information often consists of network routing (where you came from), equipment information (browser type and operating system), date and time. tastytrade will check requests you make to tastytrade services to see if there are any "cookies" accompanying those requests. Cookies are small pieces of information that a web site sends to your computer's hard drive while you are viewing that website. 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 with tastytrade.

tastytrade uses cookies to collect information about users' identities as they interact with the Site and to manage personalized settings on the Site. Cookies provide a convenience for users by creating a more streamlined login process, keeping track of transactions, and preserving order information between sessions. The information collected from cookies is used to improve the functionality of tastytrade.com by avoiding duplicate data entry, facilitating navigation, increasing the relevance of content and enhancing security. Cookies on tastytrade.com may collect the following information: a unique identifier, user preferences and profile information to personalize content, and membership information to access specific services on tastytrade.com.

You can set your browser to alert you when a cookie is being used, the duration of the cookie, and to inform you of where your information is being returned. You then have the opportunity to accept or reject the cookie. Additionally, you may set your browser to refuse all cookies or accept only cookies returned to the originating servers. Persistent Cookies can be removed by

following your Internet browser help file directions. Users may generally disable the cookie feature on their browser without affecting their ability to use tastytrade.com, except in some cases where cookies are used as an essential feature to allow the successful completion of a transaction. However, disabling cookies may limit your use of many convenience features offered by tastytrade.com.

We may use other industry standard technologies like pixel tags and web beacons to track your use of our Site pages and promotions, or we may allow our Third-Party Service Providers and/or Marketing Partners (entities associated with tastytrade that receive compensation for referrals on a per customer basis) to use these devices on our behalf. Pixel tags and web beacons are tiny graphic images placed on certain pages on our Site, or in our emails that allow us to measure and improve our understanding of visitor traffic and behavior on our Site, as well as give us a way to measure our promotions and performance. Pixel tags and web beacons are not used to access users' Personally Identifiable Information; they are a technique we may use to compile aggregated statistics about Site usage. You may not decline pixel tags and web beacons, however, they can be rendered ineffective by declining all cookies or modifying your browser setting to notify you each time a cookie is tendered and permit you to accept or decline cookies on an individual basis.

How We Use Information

With your approval, we collect and use the information you provide us in the following ways:

- To establish identity of the user. Contact information (PII) is collected at the user level during the process of subscribing and when your purchase or redeem a product or service.
- To provide notice of our services and support. Contact information and customer age is collected. This information is

- used to provide tastytrade registrants with free commentary and content, guest interview and scheduled events reminders, trade idea alerts, and updates on product and service offerings in the online store, and notices of changes in usage and other policies.
- To better tailor our marketing to user needs. Information on tastytrade.com use is analyzed to help us create website content and functionality that is relevant and user friendly in order to enhance the overall user experience.

We seek to have long-term relationships with our users. Thus, we do not wish to profit from the unwanted distribution of your private information or to inundate you with unnecessary e-mails or other material. You can unsubscribe from these e-mails at any time by going to “Your Account” and “Your Settings” to unsubscribe. This process usually completes within 72 hours but can take up to 10 days in rare situations. However, if you later register for tastytrade.com again, your name will be removed from the Unsubscribed List.

We will not share, sell, rent, or trade your Personally Identifiable Information with other parties except as provided below:

Data Protection and Privacy

Any time you call tastytrade customer service, we may request that you provide identification information such as your home address, phone number, and zip code. We will use this data to facilitate and process refunds, to detect fraud and to comply with applicable laws and regulations.

Authorized Third-Party Service Providers

We provide services and products through third parties. These “Third-Party Service Providers” perform functions on our behalf, like sending out and distributing our administrative and

promotional emails, administering contests, removing repetitive information on customer lists, analyzing data, providing marketing assistance, search results and links, operating the Website, troubleshooting, and providing customer service. We may share your Personally Identifiable Information with Service Providers to accomplish our administrative tasks. We require our Third-Party Service Providers to agree not to use your Personally Identifiable Information, except to the extent necessary to perform the services we have engaged them to perform. We may also collect personal information about you from individuals and companies (“Affiliates”) with whom we have business relationships.

Third-Party Payment Processors

tastytrade does not collect or store payment data. We utilize third-party payment processors. As users shop on our site, they click a button to pay using their bank account, credit card, debit card or PayPal account. In all cases, they are taken to a secure, third-party-hosted page. Payment information is protected during transmission from the user directly to the third-party payment processor by a Secure Sockets Layer (SSL) connection. Once stored, this information is protected through various security measures in place at the credit card processor’s data center. Third-party payment processors must annually attest to maintaining Payment Card Industry (“PCI”) Data Security Standard (“DSS”) compliance. This includes building and sustaining a secure network to protect payment card and cardholder information, encrypting data in transit, implementing strong access control measures and regularly monitoring and testing networks and technological elements such as firewalls to meet security requirements.

Security and Sharing of Information

We take security seriously and take numerous precautions to protect the security of Personally Identifiable Information. At any

time, a user can edit his or her own personal information and view his or her own website activity on the user's tasty profile page. You can access your Personally Identifiable Information on our Website through a password and your email address. This password is encrypted. We recommend that you do not share your password with anyone. In addition, your Personally Identifiable Information resides on a secure server that only selected personnel and contractors have access to. We encrypt certain sensitive information using Secure Socket Layer (SSL) technology while communicating with your computer to ensure that your Personally Identifiable Information is safe as it is transmitted to us. We also encrypt personally identifiable information stored in backups of our database so that the data is not easily accessible while being stored offline.

We also use Third-Party Service Providers to track and analyze Non-Personally Identifiable usage and volume statistical information from our Users to administer our Website and constantly improve its quality. We may also publish this information for promotional purposes. We may disclose this information to any of our business partners, advertisers and other third parties as we may choose. Please note that this is not Personally Identifiable Information, only general summaries of the activities of our Users. Such data is collected on our behalf, and is owned and used by us.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. Likewise, tastytrade may be required to store some sensitive data in relation to our transactions with you as a result of our internal records requirements, as dictated by financial regulation or as dictated by state or federal law.

Such data will also be encrypted in storage, but no encryption system is 100% secure. As a result, while we employ

commercially reasonable security measures to protect data and seek to partner with companies which do the same, we cannot guarantee the security of any information transmitted to or from the Website, and are not responsible for the actions of any third parties that may receive any such information.

tastytrade does permit third-party advertising on our Site. We may remarket your information. Remarketing is a way for us to connect with users using a variety of advertising networks, based upon your past interactions with the Site. We may hire third-party marketing vendors to perform remarketing services. As a result, third-party vendors may show tastytrade ads on sites you visit on the Internet.

We may share your information in a Business Transfer. As with any other business, we could merge with or be acquired by another company. If this occurs, the successor company would acquire the information we maintain, including Personally Identifiable Information. However, Personally Identifiable Information would remain subject to this Privacy Policy.

We may share your information for our Protection and the Protection of Others. We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our Website; enforce or apply this Privacy Policy, our Website Terms of Use or other agreements; or protect the rights, property or safety of the Website, its Users or others.

Links to Other Sites

Our Site may contain links to other sites. Other sites may also reference or link to our Site. We are not responsible for the privacy practices or the content of such other sites. This Privacy Policy only addresses the use and disclosure of information we

collect from you on www.tastytrade.com. Other websites that may be accessible through this Site have their own privacy policies and data collection, use and disclosure practices. If you link to any such website, we urge you review the website's privacy policy.

Children

Minors under the age of 13 may not use the Website. We do not intentionally collect or maintain personally identifiable information about anyone under the age of 13. If we obtain actual knowledge that a user is under 13, we will take steps to remove that user's Personally Identifiable Information permanently from our databases. Children between the ages of 13 and 18 should obtain their parent's permission to send us any Personally Identifiable Information, such as is required to become a subscriber. If a child has provided us with private information without parental or guardian consent, the parent or guardian should e-mail us at support@tastytrade.com to remove the information and unsubscribe the child from any contact opportunities. By using our Website, you represent to us that you are either 18 years of age or older or between the ages of 13 and 18 and have a parent's or guardian's consent to use our Website.

Changes to Privacy Policy

If we decide to change our privacy policy, we will post those changes to this privacy statement, the home page, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of notice on our home page. We will note the date of the most recent changes in the beginning of our Privacy Policy under "Last Updated."

Your California Privacy Rights

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our customers who are California residents to request and obtain from us once a year, free of charge, information about the personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to the address below.

Contacting Us

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