

PRIVACY POLICY
PERSONAL LOOKBOOK
LOOKING UP APPS, LLC

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website and any applications, services, tools, content, and other features offered by us (individually and collectively, the "Services").

What personal information do we collect from the people that use our Services?

When visiting our site or using our Services, you may be asked to enter your name and email address to help you with your experience.

When do we collect information?

We will only collect information from you when you visit our site or use our Services.

How do we use your information?

We may use the information we collect from you in the following ways:

- 1) To personalize the user experience and to allow us to deliver the type of content and product offerings which are relevant to you.
- 2) To improve our website and Services.
- 3) To allow us to respond to your customer service requests.
- 4) To quickly process your transactions.
- 5) To send periodic emails regarding your order or other products and services.

How do we protect visitor information?

We implement security measures to maintain the safety of your personal information. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. All transactions are processed through a gateway provider and are not stored or processed on our servers.

Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to

turn off all cookies. You can do this through your browser settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If users disable cookies in their browser:

If you disable cookies, some features of our Services may be disabled that make your site experience more efficient; however, disabling cookies will not adversely affect your ability to access or use our Services.

Third Party Disclosure

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

Third Party Links

Our Services may contain hyperlinks to other web sites or services operated by third parties. These links will take you away from our site and Services. Please note that we do not guarantee the accuracy or completeness of any information presented on these sites or services. The third party's privacy and security policies may differ from those practiced by us.

California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. - See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

According to CalOPPA we agree to the following:

- 1) Users can visit our site anonymously
- 2) Once this privacy policy is created, we will add a link to it on our home page, or as a minimum on the first significant page after entering our website.
- 3) Our Privacy Policy link includes the word 'Privacy', and can be easily be found on the page specified above.

Users will be notified of any privacy policy changes:

On our Privacy Policy Page.

Users are able to change their personal information:

By emailing us.

How does our site handle do not track signals?

We honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

Does our site allow third party behavioral tracking?

We do not allow third party behavioral tracking.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

- 1) We will notify the users via email within 7 business days
- 2) We will notify the users via in-site notification

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We may collect your email address in order to:

- 1) Send information, respond to inquiries, and/or other requests or questions
- 2) Process orders and to send information and updates pertaining to orders
- 3) We may also send you additional information related to your products and/or services
- 4) Market to our mailing list or continue to send emails to our clients after the original transaction has occurred

To be accordance with CANSPAM we agree to the following:

- 1) NOT use false or misleading subjects or email addresses
- 2) Identify the message as an advertisement in some reasonable way
- 3) Include the physical address of our business or site headquarters
- 4) Monitor third party email marketing services for compliance, if one is used.
- 5) Honor opt-out/unsubscribe requests quickly
- 6) Allow users to unsubscribe by using the link at the bottom of each email

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email.

Contacting Us

If there are any questions regarding this privacy policy you may contact us via email at any time.