

Thank you for visiting the website located at www.yourhomeprofile.com, or for visiting another website that links to and utilizes this Privacy Policy (all platforms collectively referred to as the "Site"). The Site is a web-based property of PLS, Inc. doing business as Pearl Certification ("Company", "we," "our," or "us"). This Privacy Policy describes the ways in which Company collects, uses, and discloses information about you when you access the Site. By accessing, viewing, downloading, or otherwise using the Site, you consent to the collection, use, and disclosure of your information as set forth in this Privacy Policy, now and as amended or modified by us.

Information Collected by Company

Company gathers information that you submit to us and information that is collected automatically about your usage of the Site.

Information You Submit to Company

We collect information that you provide when you use the Site. This can include, but is not limited to, your: (a) e-mail address; (b) full name; (e) password; (f) mailing address; (g) credit card information; and (h) information about your home.

Information Collected Automatically About Your Usage of the Site

As is true of most web sites, we gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We may combine this automatically collected log information with other information we collect about you. We do this to improve services we offer you, to improve marketing, analytics, or site functionality.

When you visit the Site, we or our third-party service providers may use a "Cookie" – a small, text-only file that we save to your hard drive – or similar technologies to automatically collect and store non-personally-identifiable information about your usage of the Site such as your IP address, your browser type, the links and items you click on, ad impressions on your web browser, and the web pages you visit. Cookies enhance your experience at the Site, and are in many instances necessary for the provision of services to you. For example, we may use Cookies to store your password so you don't have to enter it more than once, and to recognize you if you return to the Site using the same web browser.

If you do not want the Site to collect this information through Cookies, you may set your web browser to reject Cookies from the Site, or to inform you when a Cookie has been sent to your computer and provide you with the opportunity to refuse that Cookie. Each web browser is different, so please check your browser's "Help" menu to learn how to change your Cookie preferences. Please be advised that where you disable or reject Cookies, you may not be able to use or experience the full functionality of the Site.

Other technologies such as beacons, tags and scripts are used by Company and our partners (such as marketing partners, data partners, analytics, financial, testing, optimization, and others), affiliates, or analytics or service providers (such as data providers, customer support, marketing, analytics, business development, affiliate, and other). These technologies are used in analyzing trends, administering the site, tracking users' movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

Third parties with whom we partner to provide certain features on our site or to display advertising based upon your Web browsing activity use LSOs such as HTML 5 or Flash to collect and store information. Various browsers may offer their own management tools for removing HTML5 LSOs.

Behavioral Targeting / Re-Targeting

We may partner with third party and networks to either display advertising on our Site and/or to manage our advertising on other sites. Our ad network partner may use Cookies and Web beacons to collect non-personal information about your activities on this and other Web sites to provide you targeted advertising based upon your interests.

We also may aggregate, anonymize, or merge any of the information we collect through the Site or elsewhere for these purposes, except as expressly stated otherwise in this Privacy Policy.

Sharing of Information Collected by the Site

We may share the information we collect from you with third parties for the following purposes:

- (i) with affiliates and service providers who work on our behalf including, but not limited to: credit card processing companies to process your payments for goods and services and to verify that your credit card account is valid and active; e-mail service providers to send out e-mails on our behalf; sales partners to sell you our services; data partners to process data on our behalf (e.g., by removing duplicate information from user lists, by analyzing data); and marketing partners who may market our products to you on our behalf and provide analysis of such marketing efforts. These affiliates and service providers will have access to your information as needed to perform their functions on our behalf but we do not permit them to use your information for other purposes. In addition, apart from the circumstances described above, we will not share your credit card information with any third parties without your prior informed consent, although notwithstanding the foregoing, we reserve the right to share with third parties the fact that we have credit card information about you on file;
- (iii) to any acquiring entity in connection with any sale, merger, consolidation, change in control, transfer of substantial assets, reorganization, or liquidation of Company;

(iv) to respond to a subpoena, court order, or legal process served on us or otherwise to comply with the law;

(v) when we believe that disclosure is necessary to protect the rights of Company, its parents, subsidiaries, affiliates, joint ventures, or third-party service providers, and each of their respective members, officers, directors, employees, agents, shareholders, co-branders, content licensors, suppliers, contractors, attorneys, and other partners, such as to enforce or apply this Privacy Policy, the Terms and Conditions, and other applicable Company agreements and policies; and/or

(vi) to protect the rights, property, or safety of you or others (e.g., by exchanging information with other companies and organizations for fraud protection purposes, by providing information to law enforcement where we believe the Site is being or has been used to commit unlawful acts).

Data Retention

We will retain the information about your home record indefinitely.

Changes to Our Privacy Policy

Company may amend or modify this Privacy Policy, in whole or in part, from time to time in its sole discretion, effective immediately upon prominently posting a link to those changes on our Site's homepage or directly communicating them to you. If we make material changes to this Privacy Policy, we will, at Company's sole discretion, either notify you here, at the e-mail address associated with your account, or by means of a notice on our home page prior to the change becoming effective. Your continued use of or access to the Site after any posted amendment or modification to this Privacy Policy or receipt of a Privacy Policy change notification e-mail constitutes an affirmative acknowledgment and acceptance by you of the amended or modified Privacy Policy.

Security

We endeavor to keep all information that we collect from or about you protected both online and off-line. Unfortunately, no data security system or transmission over the Internet is guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information that you transmit to us, and you do so at your own risk.

Marketing Opt-out

Where you receive marketing e-mails sent by us or one of our third-party advertisers, you may unsubscribe from receiving such marketing e-mails at any time by following the instructions contained at the end of the e-mail. We may maintain separate e-mail lists for

different purposes, so you may need to unsubscribe from multiple lists. However, even where you unsubscribe from all of our and our third-party advertisers' lists, you may receive marketing e-mails in the future if you opt in to a different e-mail marketing program, although you can always unsubscribe from such programs as well by following the instructions contained at the end of the any e-mail you receive.

Information sent on behalf of third-party advertisers is prepared several days in advance, so you may continue to receive e-mail from us or our third-party advertisers for up to ten (10) days after submitting an unsubscribe request as detailed above.

Links

The Site contains links to other websites on the Internet that are owned and operated by third parties. In some instances, these websites are co-branded and the third parties are entitled to use Company's name and logo on their websites. Please be aware that Company is not responsible for the data practices of such websites, which shall be subject to those websites' privacy policies. We encourage you to be aware when you leave the Site and to read the privacy policy of each and every website that you link to from the Site. This Privacy Policy applies solely to information collected by the Site.

Blog

Our Site may offer publicly accessible blogs. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them.

Social Media Widgets

Our Site may include Social Media Widgets, such as the Share this button or interactive mini-programs that run on our site ("Feature"). These Features may collect your IP address, which page you are visiting on our site, and may set a Cookie to enable the Features to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

Children's Privacy

Company is very sensitive to the issue of children's privacy. The Site, as well as its products and services, are not developed for or directed at children. Visitors under eighteen (18) years of age are not eligible to use the Site and we do not knowingly solicit or collect personal information from any Visitor that we actually know is under the age of eighteen (18). Company encourages parents and guardians to spend time online with their children and to participate and monitor the interactive activities of their children. If you believe that your child has provided Company with any personal information without your consent, please e-mail us at customerservice@pearlcertification.com.

Contacting the Site

If you have any questions about this Privacy Policy, the data practices of the Site, or your dealings with the Site, please feel free to contact us at (888) 557-5543, or at customerservice@pearlcertification.com.

All communications with us or our authorized agents may be monitored or recorded.