

PRIVACY POLICY

PLEASE READ. YOUR USE OF THIS WEB SITE IS SUBJECT TO THIS PRIVACY POLICY AND OUR TERMS OF SERVICE.

FudgiePuck.com ("Site") is owned and operated by Field Candy Company, LLC ("Field"). This privacy policy ("Privacy Policy") applies to information that you provide to Field via this Site, and/or by use of other services that may be provided by other means or media (collectively, the "Services"), including as set forth below and as defined in the applicable Terms of Service or other terms.

SITE OPERATION AND PRODUCTION

The Site is operated by Field and exists for the purpose of disseminating information about our company, our products, and to provide a mechanism for users to order our products online.

INFORMATION GATHERED

Field does not gather information that personally identifies individuals except when you provide such information to us. For example, Field will gather information about individuals when you submit an order, comments, questions; request information; subscribe to our e-mail newsletter; or participate in any special promotions or purchases on this Site.

We use information we receive to operate and improve the content of this Site, and to provide the product(s), service(s) or information, or carry out the transaction(s) that you have requested or authorized. We also collect personally identifiable information in the following ways and for the following purposes:

- **Orders and Purchases:** If you submit an order for a product on this Website, then you will be required to submit verifiable and accurate identity and contact information, shipping address and payment information. This personally identifiable information will be used for billing purposes and to fill products orders, and may be retained for record keeping and legal purposes along with the content of your order. We utilize industry-standard Secure Sockets LayerSM ("SSL") technology to allow for the encryption of all product orders submitted on our Site in order to protect your credit card and other information. For additional details about our information security practices please see the section entitled SITE SECURITY below. If you are uncomfortable with submitting your credit card or other order information via the Internet for any reason, please feel free to call in your order at **877-565-9900**.
- **Electronic Mail:** Field may retain the content of any e-mail that Field receives, the e-mail address from which it is sent, and our response. Content and other information in or related to e-mails sent by you to Field may be used as testimonials or for other marketing purposes in accordance with the Terms of Service. Please be aware that when you receive a receipt acknowledging your e-mail or your submission of an order or application form, it means that the message or form has been routed into the Internet, and not that it has been received by us.

SHARING INFORMATION

- **Business Transfers:** As we continue to develop our business, we might sell or buy assets. In such transactions, user information generally is one of the transferred business assets. In the event that all or substantially all of Fields' assets are acquired, user information may be one of the transferred assets.

- **Protection of Site and Others:** We may preserve and have the right to disclose any information about you or your use of this Site without your prior permission if we have a good faith belief that such action is necessary to: (i) protect and defend our rights, property or safety or that of those of other users of this Site, or the public; (ii) enforce the Terms of Service for this Site; or (iii) respond to claims that any content violates the rights of third-parties. We also may disclose information as we deem necessary to satisfy any applicable law, regulation, legal process or governmental request.

SITE SECURITY

We have reasonable and appropriate security measures in place to attempt to protect against the loss, misuses, and alteration of your personally identifiable information under our control. We have taken reasonable steps to confirm the information is retained in secured facilities and that reasonable measures have been implemented for protection from unauthorized access.

However, no security system is impenetrable. We cannot guarantee the security of our Site or databases, nor can we guarantee that information you supply will not be intercepted while being transmitted to us over the Internet. We ask that you do your part by maintaining any usernames and passwords you use to access the Internet or this Site strictly confidential.

YOUR INFORMATION AND OPTING-OUT

If you do not wish to receive periodic mailings or e-mails, or telephone contact concerning our Website, our products and services, holiday and gift reminders and/or upcoming events, you may opt-out of receiving such marketing or promotional communications by sending us a written request to the address listed below or by following the opt-out instructions in the e-mail you receive from us. However, if you choose to opt-out of marketing or promotional communications, we reserve the right to contact you regarding your orders, technical support and any other matters that might affect our service to you, and/or your use of the Website, as applicable.

ACCESS TO, AMENDMENT, AND DELETION OF INFORMATION

You can ask to review, correct, update, or delete the information that we maintain about you, including your preferences, at any time by sending a written request to the postal or e-mail address set out below, or following the instructions in any promotional e-mail you receive from us. We may take a reasonable period of time to respond. If you request the deletion or change of information on our system, such information may be retained for a period in our backup systems as a precaution against systems failures. Some information may be retained for longer periods as required by law, contract or auditing requirements.

LINKS

The Site contains links to other sites. Please be aware that Field is not responsible for the terms of use or privacy practices of such other sites unless otherwise expressly provided by Field. We encourage our users to be aware when they leave our Site and to read the privacy statements of each and every website. This Policy applies solely to information collected on the Site.

CHANGES TO PRIVACY POLICY

This Privacy Policy became effective on February 10, 2010. We reserve the right to modify or amend this Policy at any time with or without notice, and for any reason. Changes to this Policy shall be effective when posted. In case of any material change to the Policy, we will provide notice on the Site of any update to the Policy and post the updated Policy. You are responsible for reviewing this Policy each time you use or access this Website. Your continued use of this Site is an acknowledgment and consent to any terms contained in this Policy, as it may be amended from time to time.

A SPECIAL NOTE REGARDING CHILDREN

The Site is not directed specifically toward children and we do not knowingly collect personal information from persons under the age of 13 on the Site. Field recognizes the sensitivity of personally identifiable information concerning children under the age of 13 and therefore provides this special notice. Field is committed to complying with all applicable laws and regulations regarding children, including the application of the Children's Online Privacy Protection Act ("COPPA") for children under the age of 13.

If you are the parent or guardian of a child under 13, and your child would like to participate in certain Services for which COPPA requires your consent (and Field has chosen to make such Services available to children in this age group), then you will be required to provide your consent via an email to information@hockeycandy.com. In your e-mail granting your consent, you must include a phone number or fax number or mailing address. Field will only collect information that is reasonably necessary for your child to participate, and Field will not share your child's personally identifiable information with any third party. You may also subsequently revoke your consent and request that your child's information be removed from Field's active list by providing your request to information@hockeycandy.com.

QUESTIONS

If you have any questions regarding this Policy, please contact us at:

Field Candy Company
1044 Allouez Road
Marquette, MI 49855
1-800-565-9900
information@hockeycandy.com