

Knoitall Privacy Policy

Your privacy is important to us. That's why we've provided this Privacy Policy, which sets forth our policies regarding the collection, use and protection of the personal information of those using the Knoitall website. Personal information means information that can be linked to a specific individual, such as name, address, telephone number, and e-mail address.

We encourage you to review our Privacy Policy, and become familiar with it, but you should know that we do not sell or rent our customers' personal information to third parties.

Please note that we review our Privacy Policy from time to time, and we may make periodic changes to the policy in connection with that review. Therefore, you may wish to bookmark this page and/or periodically review this page to make sure that you have the current version.

This Privacy Policy explains the following:

- What personal information we collect from you and how we use it
- With whom your personal information is shared
- What safeguards we have in place to protect your personal information
- Other information you should know about your privacy

What personal information does Knoitall gather from me and how is this information used?

When browsing our site, you are not required to provide any personal information unless and until you choose to make a purchase or sign up for one of our e-mail newsletters or other services as described below. We do not knowingly permit the site to be used by any person under the age of eighteen and we do not knowingly collect any personal information from children (meaning those younger than thirteen years of age).

Making a Purchase

In order to purchase events and other related services through our site, you must provide us with certain personal information such as your name, your telephone number, your e-mail address and the name or names of the person(s) you are enrolling in events (if not you). We require this information so that we can process, fulfill and confirm your reservations and transactions and keep you informed of each transaction's status. If you are making a reservation in an event for one or more persons other than yourself, you will need to make sure that each of these other persons agrees, in advance, that you may disclose their personal information to us. For your convenience, we make certain information about your reservation available to you or other persons authorized by you to receive such information. For example, if you forgot your event enrollment information, you or another person authorized by you may retrieve that information from us after providing information sufficient in our eyes to confirm your identity or that such other person is authorized by you to receive that information.

Member Registration

If you choose to become a registered member of Knoitall.com, you must provide your name, address, telephone number, e-mail address, a unique login name, password, and password validation, and a password hint to help you remember your password. This information is collected on the registration form for several reasons including: (i) personal identification; (ii) to complete event reservations and other related purchases; (iii) to allow us to contact you for customer service purposes, if necessary; (iv)

to customize the content of our site to meet your specific needs; and (v) to make product improvements to our site. In addition, we need your e-mail address to confirm your new member registration and each reservation you transact on our site. As a Knoitall member you will also occasionally receive updates from us about events in your area, special offers, new Knoitall.com services, and other noteworthy items. However, you may choose at any time to no longer receive these types of e-mail messages.

Member Profile

As a Knoitall member, you can choose to complete your online profile by providing us with learning preferences for yourself. This information is primarily used to assist you in making reservations quickly without having to type in the same information repeatedly.

Online Surveys

Knoitall values opinions and comments from members, so we frequently conduct online surveys. Participation in these surveys is entirely optional. Typically, the information is aggregated and used to make improvements to Knoitall and to develop appealing content, features and promotions for members. Survey participants are anonymous unless otherwise stated in the survey.

Promotions

Knoitall may sponsor promotions to give members the opportunity to win events and other learning-related prizes. Information collected by us for such activities can include contact information and survey questions. We use contact information to notify contest winners and survey information to develop promotions and product improvements to the Knoitall.com web site.

Automatic Logging of Session Data

We automatically log generic information about your computer's connection to the Internet, which we call "session data". Session data consists of things such as IP address, operating system and type of browser software being used and the activities conducted by the user while on our site. An IP address is a number that lets computers attached to the Internet, such as our web servers, know where to send data back to the user, such as the pages of the site the user wishes to view. We collect session data because it helps us analyze such things as what items visitors are likely to click on most, the way visitors are clicking through the site, how many visitors are surfing to various pages on the site, how long visitors to the site are staying and how often they are visiting. It also helps us diagnose problems with our servers and lets us better administer our systems. It is possible to determine from an IP address a visitor's Internet Service Provider (ISP) and the approximate geographic location of his or her point of connectivity.

Other

From time to time we may add or enhance services available on the site. To the extent these services are provided and used by you, we will use the information you provide to facilitate the service requested. For example, if you email us with a question, we will use your email address, name, nature of the question, etc. to respond to your question. We may also store such information to assist us in making the site the better and easier to use.

With whom (if anyone) will my personal information be shared?

When you reserve or purchase learning-related events or items through Knoitall, we provide to the learning provider or other involved third party only that portion of your personal information that is needed for the successful fulfillment of your learning-related activities. We may provide anonymous statistical information based on this data to suppliers, advertisers, affiliates and other current and

potential business partners. We may also use such aggregate data to inform these third parties as to the number of people who have seen and clicked on links to their stores within Knoitall. Occasionally, Knoitall will hire a third party to act on our behalf for projects such as market-research surveys. In such cases, Knoitall will provide information to these third parties specifically for use in connection with these projects. The information we provide to such third parties is protected by a confidentiality agreement and is to be used solely for completing the specific project.

What safeguards are in place to protect the loss, misuse or alteration of your information?

All personal information you provide to Knoitall is transmitted using SSL (Secure Socket Layer) encryption. SSL is a proven coding system that lets your browser automatically encrypt, or scramble, data before you send it to us. The SSL encryption guarantees that no one except Knoitall can read your data in transit, and, it insures that no one can intercept and alter the data while sending to, or receiving from, Knoitall (this tactic is known as a "Man in the Middle" attack).

What other information should I know about my privacy?

Knoitall contains links to other web sites. Please note that when you click on one of these links, you are entering another web site for which Knoitall has no responsibility. We encourage you to read the privacy statements of all such sites as their policies may be materially different from this Privacy Policy. Of event, you are solely responsible for maintaining the secrecy of your passwords and your Knoitall membership account information. Please be very careful, responsible, and alert with this information, especially whenever you're online.

In addition to the circumstances described above, Knoitall may disclose member information if required to do so by law, court order, as requested by other government or law enforcement authority, or in the good faith belief that disclosure is otherwise necessary or advisable including, without limitation, to protect the rights or properties of Knoitall or its affiliated companies or when we have reason to believe that disclosing the information is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities. In addition, if Knoitall or substantially all of its assets are acquired, our customer information will most likely also be transferred in connection with such acquisition.

What we do NOT do: a warning about "phishing"

We do not and will not, at any time, request your login name, or password, in an unsecure or unsolicited e-mail or telephone communication.

Identity theft and the practice currently known as "phishing" are of great concern to us. Safeguarding information to help protect you from identity theft is our priority.

This updated Privacy Policy is effective as of March 1, 2015. We may change or supplement this Privacy Policy from time to time. Any material changes in the way Knoitall uses personal information will be described in future versions of this Privacy Policy. Privacy Policy changes will apply to the information collected from the date we post the revised Privacy Policy, as well as to existing information held by us. If we decide to change this Privacy Policy in a material way, we will obtain the necessary consents required under applicable privacy laws if we seek to collect, use or disclose personal information for purposes other than those for which consent has been obtained, unless otherwise required or permitted by law.

