

CHES TRADING CARDS/ ASHLEY PARR (dba MATCH), LLC PRIVACY POLICY

Ashley Parr, LLC ("MATCH", "we", "us") respects your privacy, including the information and images saved on our website. By accessing and using our website or other services owned and/or operated by Ashley Parr, LLC, you agree to the terms and conditions of this privacy policy. If you do not agree to the terms and conditions of this Privacy Policy, please do not use this website (www.mauriceashleychampions.com, www.pawnmower.com, and www.chesstradingcards.com). If you feel that Ashley Parr, LLC/MATCH is not abiding by this policy, you should contact us. We will do our best to resolve your inquiry. This policy was updated on March 18, 2011.

The short version: We use your personal and non-personal information in order to provide the best products and services that we can. We do not sell or share personal information to third parties, except as necessary to complete your requests (think credit card processing company, printer, shipper). If you sign up for an account, you may receive important account-related email alerts that you cannot opt-out of (unless you delete your account); however, all other emails (such as product updates, special offers and the like) are optional. You may opt out of these emails by checking the appropriate box as you create an account, notifying us via email, or clicking the link at the bottom of any email you receive from us.

The fine print: You do not have to provide personal information to use our websites. However, you may need to provide certain personal information to use certain services on our site. For example, when you sign up for a Trading Cards account, you establish a password protected personal account for storing images and text for the cards. When you order cards or other products, you will need to provide additional information, including your shipping and billing address, billing name, credit card number, expiration date, and an email address. When you visit and interact with our websites, may collect non-personal information such as server log files, environmental variables, computer type, screen resolution, OS version, and Internet Browser. We use this information to help us deliver better services. Such Non-Personal Information could include the web site you were on before coming to Ashley Parr, LLC/MATCH websites, IP addresses, or areas of site being clicked on most frequently. We and our service providers (including ad servers, outbound email vendors, affiliate vendors and search engine advertising agencies, and providers of web analytics tools) and business partners may also use "cookies" as well as so-called "pixel tags," "web beacons," "clear GIFs" and other similar technologies to help us deliver better service and user experience and to facilitate your ongoing access to and use of our Services. Cookies are small data files stored by your web browser on your computer's hard drive. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to automatically decline cookies, or to be given the choice of declining or accepting the transfer of a particular cookie, or cookies from a particular website, to your computer. If you choose to reject all cookies, you may not be able to access the Services.

We may use your personal information to fulfill your requests (such as completing your order), administrative communications (to send you updates, service announcements—such as notification that your account will be deleted after a certain period of inactivity. Because these communications can be vital to your account, members may not unsubscribe from service announcements, though they can delete their accounts), other communications (new features, product updates, promotions, etc. Members may opt out of these types of communications), contests and surveys (we occasionally request personal information through surveys or contests. These are completely voluntary. Personal information collected is only used for the purposes of improving user satisfaction and sometimes to notify winners/deliver prizes. No personal information collected through these means is ever shared

with third parties), testimonials (we always seek consent before posting any testimonial in which personal information is collected), customer service (personal information obtained as a part of your customer service contact maybe recorded to help us provide better service. It will not be shared with any third parties), and internal business purposes (data analysis, audits, etc.).

Because Non-Personal Information does not personally identify you, we may use such information for any purpose. In addition, we reserve the right to share Non-Personal Information, which does not personally identify you, with third parties, for any purpose. For example, we might tell our business partners that a certain percentage of our customers live in California, while a different percentage live in New Jersey. In some instances, we may combine Non-Personal Information with Personal Information (such as combining your name with your geographic location). If we do combine any Non-Personal Information with Personal Information, the combined information will be treated by us as Personal Information hereunder as long as it is so combined.

Ashley Parr/LLC shares Personal Information with carefully screened third-party service providers to provide you with the products, services and information you have requested. Examples of such third-party service providers are credit card authorization companies, merchandise distributors and shippers. We have instructed these service providers not to store, retain or access your Personal Information except to provide our services to you. If you order products through our Amazon store, you will be leaving our site and, therefore, be subject to Amazon.com's user agreement and privacy policies. Ashley Parr, LLC may disclose Personal Information in the following situations as we believe to be appropriate, even though you might have requested that we don't share your information: (a) under applicable law; (b) to comply with legal process; (c) to respond to governmental requests, including requests from law enforcement and regulatory authorities; (d) to enforce our terms and conditions; (e) to protect our operations; (f) to protect the rights, privacy, safety or property of Ashley Parr, LLC, you or others; and (g) to permit us to pursue available remedies or limit the damages that we may sustain. For example, we may, to the fullest extent the law allows, disclose Personal Information to law enforcement agencies and regulatory authorities to assist them in identifying individuals who have been or may be engaged in unlawful activities.

We reserve the right to transfer Personal Information to a new entity or third party as part of a merger, acquisition, reorganization, sale of some or all of our assets, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including without limitation in connection with any bankruptcy or similar proceedings). We will notify you via email and/or prominent notice on our Web site if the third party's or new entity's treatment of Personal Information will materially differ from the treatment described in this Privacy Policy; this notice will be provided at least 30 days before such material changes take effect.

We seek not to make your pictures publicly accessible, except by your explicit action, or as otherwise noted in this Privacy Policy. Please note that if you choose to share your username and password with others, we have no control over, and are not responsible or liable for, the privacy of any pictures that you have shared with others in this manner.

In order to provide quality products, the Ashley Parr, LLC employees and third-party service providers fulfilling your order (our printer, for example) or providing Customer Support to you may see your pictures.

Please note that Ashley Parr, LLC does not save cards or images that you delete. If you accidentally delete your pictures or change your mind after deleting them, you will have to upload the images and customize your card(s) again.

Ashley Parr, LLC seeks to have reasonable security measures in place to help protect against the loss, misuse and alteration of the information under our control. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. As a result, although we strive to protect Personal Information about you, we cannot ensure or warrant the security of any information you transmit to us through or in connection with the Services or that is stored by us. You acknowledge and agree that any information you transmit through the Services or upload for storage in connection with the Services is so transmitted or stored at your own risk. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), you must immediately notify us of the problem by contacting us in accordance with Section 11 ("Contact Us") below (note that if you choose to notify us via physical mail, this will delay the time it takes for us to respond to the problem).

Our Services are not intended for use by children under the age of 18. We do not knowingly collect Personal Information from children under the age of 18. Please do not register at Ashley Parr LLC/MATCH if you are under the age of 18.

The Services may contain links to third party websites. These linked sites are not under our control and we are not responsible for the privacy practices or the contents of any such linked site, or any link contained in any linked site. We provide such links only as a convenience, and the inclusion of a link on the Site does not imply endorsement of the linked site by us. If you provide any Personal Information through any such third party website, your transaction will occur on such third party's website (not the Services) and the Personal Information you provide will be collected by, and controlled by the privacy policy of, that third party. We recommend that you familiarize yourself with the privacy policies and practices of any such third parties. PLEASE NOTE THAT THIS PRIVACY POLICY DOES NOT ADDRESS THE PRIVACY OR INFORMATION PRACTICES OF ANY THIRD PARTIES.

We reserve the right to modify our Privacy Policy at any time. If our Privacy Policy changes, the revised policy will be posted on the Site and we will change the 'Last Updated' date at the top of this page to reflect the date of the modification. Please check back periodically. Any changes to our Privacy Policy will become effective upon our posting of the revised Privacy Policy on the Services. Use of the Services following such changes constitutes your acceptance of the revised Privacy Policy then in effect.

Please contact us to communicate any questions or concerns.

The Services are controlled and operated by us from the United States, and is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States. We do not represent or warrant that the Services, or any part of the Services, are appropriate or available for use in any particular jurisdiction. Those who choose to access the Services do so on their own initiative and at their own risk, and are responsible for complying with all local laws, rules and regulations. We may limit the Services' availability, in whole or in part, to any person, geographic area or jurisdiction we choose, at any time and in our sole discretion.