

MARA STYLES

PRIVACY POLICY

Last modified: April 12th 2009

Privacy Policy

Mara Styles respects your privacy. Consistent with our commitment to providing you a satisfying and helpful shopping experience, we have found that collecting Personal Information (defined below) through www.marastyles.com (the "Site"), helps us better understand the products and services most helpful to you. Our Privacy Policy describes the types of information we gather online and in our Stores and how we use this information. Please read this information carefully. By accessing the Site you agree to be bound by the Privacy Policy. This Privacy Policy may be updated from time to time. Accordingly, you should check the date of this Policy (at the top of this page) and review any changes since the last version. If at any time you do not agree to the terms of this Privacy Policy, please do not use this Site and refrain from purchasing from us. Data collected on this website is the property of the Mara Styles. If you have questions about website privacy policy, please contact us.

Use of Information Collected by Us

Polo may collect two types of information about users: "Personal Information" (such as name, email address, mailing address, phone number, credit card number and the items you purchase) and "Aggregate Information" (such as information about how many users log on to our Site. We use customer information in an effort to improve your shopping experience and to communicate with you about our products, services, promotions and contests. We may also use this information to make offers to you, to help us target specific products and services to you, and to help us develop and improve our Site and Stores and tailor our Sites and Stores to your interests.

Personal Information Collected Online by MaraStyles.com

Personal Information is collected online by us or our service providers our behalf when users voluntarily register with marastyles.com to purchase items, receive electronic newsletters, use community and communication services, answer surveys and enter contests and other promotional opportunities provided on MaraStyles.com, when users make a purchase, and when users utilize the "Email to a Friend" feature. We also maintain a record of your product interests and purchases online. We may receive personal usage and demographic information from our Stores and from third parties we work with.

On our Site, Personal Information is collected from you in a number of ways, including the following:

When you purchase products from our Site, we may collect your name, address, email address, telephone number(s) and credit card information (with the expiration date). In addition, we collect transaction information related to your purchase (such as what you bought, the price you paid, the payment method you used and if the product was on sale).

Additional Information

No transmission of data over the internet is guaranteed to be completely secure. It may be possible for third parties not under the control of RalphLauren.com to intercept or access transmissions or private communications unlawfully. While we strive to protect your Personal Information, neither RalphLauren.com nor any of our service providers can ensure or warrant the security of any information you transmit to us over the internet. Any such transmission is done at your own risk.

Limitation on Liability

IN NO EVENT SHALL MaraStyles.com, THE Mara Styles Store OR ANY OF THEIR AFFILIATED ENTITIES OR SUPPLIERS BE LIABLE FOR ANY INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL, EXEMPLARY OR CONSEQUENTIAL DAMAGES, EVEN IF THESE ENTITIES HAVE BEEN PREVIOUSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN AN ACTION, UNDER CONTRACT, NEGLIGENCE OR ANY OTHER THEORY, ARISING OUT OF OR IN CONNECTION WITH THE USE, INABILITY TO USE OR PERFORMANCE OF THE INFORMATION, SERVICES, PRODUCTS AND MATERIALS AVAILABLE FROM THE SITE. These limitations shall apply notwithstanding any failure of essential purpose or the existence of any limited remedy. Because some jurisdictions do not allow limitations on how long an implied warranty lasts, or the exclusion or limitation of liability for consequential or incidental damages, the above limitations may not apply to you.

Applicable Law

The laws of the State of Tennessee will govern these disclaimers, terms and conditions without giving effect to any principles of conflict of law.

Affiliate Sites

The above privacy policy refers to sites owned and managed by the Mara Styles Corporation.