

**HURLEY ECOMMERCE REGISTRATION
PARENTAL NOTICE AND CONSENT**

Because of Hurley's commitment to protect children's online privacy, we don't collect information from anyone under 13 years of age without a parent or guardian's consent. If that means you, you've got a couple of choices:

- 1) Wait until you've hit that lucky 13th birthday.
- 2) Get your mom, dad or your legal guardian who's already on the other side of 13 to fill this out and complete your purchase.

We suggest you pick the second option. It's a lot faster.

- 1) Print out this page
- 2) Have your mom, dad or other legal guardian fill it out and sign it.
- 3) Fax or mail it.

Requested Information

Child's First Name _____

Child's Last Name _____

Child's Date of Birth _____

Child's Gender Male Female

Child's ZIP Code _____

Child's e-mail address _____

(4-20
letters
and
numbers
only)

Create a unique Login ID _____

Create a unique Password _____

Select a sign-in hint type:

- What's your birth city?
- What's your favorite food?
- What's your pets name?
- What's your hometown?

Sign-in hint answer _____

Can we send e-mails to the child named above? Yes No

Parental/Guardian Consent

Your child recently attempted to register as a member at Hurley's on-line source for Hurley brand products and information about Hurley athletes, teams and events. Connections with our customers are important to Hurley. We would like to request your permission to collect information about your child so that we can notify him or her about changes to Hurley's web site, new Hurley services or product offerings, and sports and fitness news, information and content that your child may enjoy. Hurley's children's privacy policy is set forth below and is available at www.hurley.com. As stated in the children's privacy policy, Hurley will not collect or use personal information about your child unless you grant your consent by providing the information requested below, signing this form, and mailing or faxing it to:

HURLEY ECOMMERCE REGISTRATION

1945-G Placentia
Costa Mesa, CA 92627
Fax: 1 (949) 548-9321

Children's Privacy Policy

In accordance with the Children's Online Privacy Protection Act, we have adopted special procedures applicable to personal information from children under the age of 13. The following procedures applicable to children supersede any conflicting portions of our general privacy policy.

Contact Information

This web site is operated by Hurley International LLC, 1945-G Placentia, Costa Mesa, CA 92627.

What information do we collect from children and how do we collect it?

When a child attempts to order products or register on the site, the child will be asked to provide his or her name, date of birth, e-mail address, mailing address, day phone number and credit card information (when ordering products only), as well as to create a user name and password. The child will also be given the option of providing the child's evening phone number, gender, product sizing information, favorite athlete, favorite sport, and other information regarding the child's preferences or interests, and will be asked to either opt-in or opt-out of our mailing list. When a child attempts to enter a contest or promotion or use certain other features of the site, we will ask for a date of birth and some of the information required to order products or register.

When a child under the age of 13 attempts to submit his or her registration information, or a child who has not registered attempts to enter a contest, promotion or use certain other features, our system will reject the submission and give the child the option of downloading and/or printing a parental consent form, which the child may ask his or her parents to sign and mail or fax to us.

The consent form will request the information initially requested during the online registration process. We will not collect or retain any personal information from a child under the age of 13 until we receive a signed parental consent form.

As described in our general privacy policy above, we may use cookies to gather information that will be associated with a child's personal information. Cookies allow us to better customize visits to the site to match the child's preferences.

How do we use information about children?

Information about children under the age of 13 whose parents have returned signed consent forms will be used internally by us to notify the child about important changes to the web site, new services, and special offers the child may find valuable. Personal information will also be used for order fulfillment if a child is authorized to enter into credit card transactions. Children, like adults,

may always opt-out of future information requests or communications by entering the word UNSUBSCRIBE as the subject of a reply to any e-mail.

Children under the age of 13 will never be asked to consent to disclosure to third parties, and their personal information will not be disclosed to any third parties. A parent's consent to our collection and use of personal information about a child will never be treated as a consent to disclosure of that information to third parties. The term "third party" does not include web site hosting partners and other parties who assist us in operating our web site, as long as such parties have signed contracts with us obligating them to keep customer data confidential.

We are prohibited from conditioning a child's participation in an activity or contest on the disclosure of any more personal information than is reasonably necessary to allow the child to participate in that activity.

How do we protect information about children?

We are required by law to take reasonable security measures to protect personal information about children. Registration information submitted by a child's parent cannot be modified except through submission of a modified parental consent form or other written request. All such information is contained behind secured networks and is only accessible by a limited number of employees and contractors who have special access rights to such systems. All contractors have signed confidentiality agreements with us. All credit card information supplied by children is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our databases to be used and accessed only as described in this policy.

How can parents review their child's personal information and prevent its use or disclosure?

We will delete personal information about a child upon receipt of a written request from the parent or guardian who initially submitted such information. In the event of such a request, we will retain only information necessary for record keeping in connection with past transactions.

Parents who submitted personal information about their children may also submit a signed written request to review or modify the information about their children. Before disclosing information about a child, we may request that the parent provide reasonable information about the parent for identification purposes, such as the parent's name, address, phone number, credit card number, or other information.

Parent/Guardian's
Signature

Parent/Guardian's Name
(Print)

Date
