

PRIVACY STATEMENT

Thank you for visiting www.theshopsatkenilworth.com (the site). We provide this Privacy Statement to highlight our policy with regard to the privacy of information we may gather through your use of this Site. The policies contained in this Privacy Statement are incorporated by reference in the Terms of Use ("Agreement").

1. COLLECTION OF PERSONALLY IDENTIFIABLE INFORMATION

In order to use certain services provided on the Site, such as our site surveys and our customer relationship program (collectively the "Site Services"), or participate in contests or promotions, you will be required to register with us. In order to register, you will be required to provide certain personally identifiable information, such as your first and last name, postal address, and email address, and possibly volunteer certain other information, such as your birth date, gender, marital status, number of children and some personal preferences, on a page that will request such information ("Registration Profile Page"). If you are unwilling to disclose the required information in connection with your registration, you will still be able to access those portions of the Site available to non-registered users of the Site.

You must be 13 or older to register with the site. The United States Children's Online Privacy Protection Act went into effect on April 21st, 2000. In order to comply with that law, the mall will not knowingly process any data that was submitted to us by a visitor who is under 13 years of age. Please visit <http://www.ftc.gov/kidzprivacy> for information from the Federal Trade Commission about protecting children's online privacy. By completing the Registration Profile Page you have indicated that you are interested in receiving information on special offers and promotions, and we may send you such information by email or regular mail. In addition, we may share user information with affiliate businesses and third parties that we believe are reputable to offer products and services that may be of interest to you. You may also receive surveys on a variety of topics sent to you via e-mail. When you visit the Site, our server may place small temporary text files called "cookies" on your computer's processor or in the browser directory of your hard drive. These cookies may contain a unique identifier that enables us to personalize your visit to the Site and create a better experience for you. You may choose not to accept cookies by setting your web browser to either refuse all cookies or to notify you each time before a cookie is set. If you choose to refuse cookies, however, you may not be able to use all the features of the Site, including but not limited to the site services, contests, and promotions. Even after you have become a registered user, you may later choose not to receive such information from us by sending an email to news@theshopsatkenilworth.com. If you Opt Out, you will no longer receive such special offers and information from us, and will not be able to participate in contests or promotions. This Privacy Policy does not, however, apply to other Internet websites that are not under our control ("Third-Party Websites"), or to other third parties; you should contact such entities directly regarding their use of your information.

2. PROTECTION OF PERSONALLY IDENTIFIABLE INFORMATION

We do not make available to the general public any personally identifiable information you provide to us in connection with your registration on the Site. We use industry standard technology and efforts to safeguard the confidentiality of your personal identifiable information. These include secure servers and firewalls. All of the user data we collect is protected against unauthorized access. Only authorized employees who need the information to perform a specific job are granted access to this information.

3. CHANGES TO YOUR PERSONALLY IDENTIFIABLE INFORMATION; YOUR ABILITY TO CORRECT INACCURACIES

To make changes to your personal information you must send an email to news@theshopsatkenilworth.com. Following such correspondence a representative of the mall's web site will contact you to arrange for the appropriate changes to your personal information profile.

4. LINKS TO THIRD-PARTY SITES

The Site provides links to Third-Party Websites that are not under our control. Also, if you click on a banner advertisement that appears on one of the pages of the Site, you may be transported to a Third-Party Website and away from this Site. THIS PRIVACY STATEMENT APPLIES TO THIS SITE ONLY, AND IS NOT INTENDED TO DESCRIBE THE PRIVACY POLICIES OF THIRD-PARTY WEBSITES WITH REGARD TO THE COLLECTION AND USE OF PERSONALLY IDENTIFIABLE INFORMATION; WE ARE NOT RESPONSIBLE FOR THE PRIVACY PRACTICES OF THIRD-PARTY WEBSITES. IF YOU CLICK ON A BANNER ADVERTISEMENT OR A LINK TO A THIRD-PARTY WEBSITE, YOU SHOULD REVIEW THE PRIVACY POLICY OF SUCH THIRD-PARTY WEBSITE, IF ANY, TO DETERMINE THAT SITE'S PRACTICES WITH REGARD TO THE COLLECTION AND USE OF PERSONALLY IDENTIFIABLE INFORMATION. Any link on the Site to a Third-Party Website does not imply an endorsement of the privacy practices of such Third-Party Website by us, and no such Third-Party Website is authorized to make any representation or warranty on our behalf.

5. NON-PERSONALLY IDENTIFIABLE INFORMATION

During your visit to the Site, we may ask for certain anonymous, non-personally identifiable information, such as your zip code, age, gender, consumer preferences, and the like. Such information is used to gain a better understanding of usage trends and we provide it to third parties for their general marketing research purposes. We may use your Internet Protocol ("IP") address to help diagnose problems with our server, and to administer the Site. We may use IP addresses to gather non-personally identifiable demographic information, such as how many users visited a certain part of the Site, but not to track a specific IP address to the identity of an individual user.

6. THIS PRIVACY STATEMENT MAY CHANGE

This privacy statement may change from time to time. The Shops at Kenilworth reserves the right to change it without notice to you, so you should review it periodically. If you believe that The Shops at Kenilworth has in some way not complied with the policies outlined in this Privacy Statement, or if you have any other questions relating to privacy, please let us know by sending an e-mail message detailing your concern to news@theshopsatkenilworth.com. Our regular mail and phone contact information is: The Shops at Kenilworth, 800 Kenilworth Drive, Towson, Maryland. 21204 (410)321-1909.