



BF General Concepts.doc

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TABLE OF CONTENTS

<u>1</u>	<u>Modification History</u>	<u>4</u>
<u>2</u>	<u>Introduction</u>	<u>5</u>
2.1	Overview	5
2.2	Architectural Considerations	5
2.3	Style Sheets (CSS)	5
<u>3</u>	<u>Basic Page Design</u>	<u>6</u>
3.1	Page Width	6
3.2	Components of a Page	6
3.3	Header Links	6
3.4	Header Component	6
3.5	NavBar	6
3.6	The Body	7
3.7	Footer Links	7
3.8	Visual Example	8
<u>4</u>	<u>Header, Footer, Navigation Bar and Cookie-Crumb</u>	<u>9</u>
4.1	Header Links	9
4.2	Header Component	9
4.3	Navigation Bar Component	9
4.4	Footer Links	10
4.5	Cookie Crumb	10
<u>5</u>	<u>Content Spots</u>	<u>11</u>
<u>6</u>	<u>Formatting</u>	<u>12</u>
6.1	Address Formatting	12
6.2	Address Styling	12
<u>7</u>	<u>Message Handling</u>	<u>14</u>
7.1	Introduction	14
7.2	Field Level Error Messaging	14
7.3	Technical Errors	15
7.4	Warning Message	15
7.5	Success Message	15
<u>8</u>	<u>SEO (Search Engine Optimization)</u>	<u>16</u>
8.1	Overview	16
8.2	System Parameters	16
8.3	Page <TITLE> Tag	16
8.4	Meta KEYWORDS Tag	17
8.5	Meta DESCRIPTION Tag	17
8.6	Page Mapping (Defaults)	18
8.7	Page SEO Tag Overrides	19
<u>9</u>	<u>Marketing and Social Network Features</u>	<u>20</u>
9.1	Social Media	20
9.2	Live Chat	20
9.3	Ratings and Reviews	20
9.4	Blog / Forum	20
9.5	Affiliate Markeing	20
9.6	Personalization	20
<u>10</u>	<u>Appendix A: Privacy Policy</u>	<u>21</u>
<u>11</u>	<u>Appendix B: Terms and Conditions</u>	<u>22</u>
<u>12</u>	<u>Appendix C: Site Map</u>	<u>26</u>

1 Modification History

Date	Who	Comments
09-Dec-10	Solveda	Initial
25-Jan-11	Solveda	Added "Architectural Considerations" to section 1. Add "Email section".
26-Jan-11	Solveda	Added Contact Us section
2-Feb-11	Solveda	Modified Message Handling section; removed Email references into separate "Email" document.
28-Feb-11	Solveda	Added Product Image sizes
02-Mar-11	Solveda	Added SEO Title, Keyword and Description meta information
07-Mar-11	Solveda	Contact us – Sent Email Format
07-Mar-11	Solveda	Added Request Catalog
08-Mar-11	Solveda	Added standard inclusion in Footer Links to display Terms & Conditions, Privacy Policy and Site Map.
16-Mar-11	Solveda	Thank you message for contact us and request catalog
11-Jul-11	Solveda	Split Contact Us functionality into a new document Split Request Catalog into a new document
23-Sep-11	Solveda	Added "Join Our Mailing List" capability in Header Component
26-Sep-11	Solveda	Mailing List page to accommodate a page content spot PTS_MAILING_LIST
27-Sep-11	Solveda	Confirmed that the mailing-list component is a content spot (SITE_INFO—SI_MAILING_LIST) and that the mailing list page itself will have a page content spot (PAGE_TOP_SPOT—PTS_MAILING_LIST)
7-Oct-11	Solveda	Included interaction between Request-Catalog and Mailing-List to the generic "Confirm" page
12-Oct-11	Solveda	Split out Mailing-List functionality into document BF-Mailing-List
28-Feb-12	Solveda	Separated SEO section and added clarifications
21-Jun-12	Solveda	Rules for new parameters SEO_STORE_TITLE and SEO_STORE_TITLE_POSITION
21-Sep-12	Solveda	Hide a category from the navbar (either main level or sub level) if the Sequence_num is 0 (zero)
15-Nov-13	Solveda	Changed form error messages to be displayed at top of screen in main error box as well as on the attribute level
25-Nov-13	Solveda	Address-Formatting section
26-Mar-13	Solveda	Super-Mega-Menu and Mega-Menu rules added for navigation

2 Introduction

2.1 Overview

- This document will provide general guidelines for all requirements, functional, technical, visual and implementation topics. Additional page specific documentation will be provided for each page within Big Fish eCommerce.
- Open for Business will be used as the core framework for building the solution. From a design perspective the approach will be to follow the structure of the Salmon Application Framework for E-Commerce (SAFE) which has been implemented on IBM Websphere.
- Refer also to "*BF Home Page.doc*" for more information about how Home Page Content Spots are rendered as part of the Home Page

2.2 Architectural Considerations

- A key factor in the architecture of the Big Fish eCommerce platform is to build a baseline layer that will remain somewhat static when complete. Each Client Implementation will extend from the baseline and use features as appropriate for it's implementation.
- For example:
 - the Big Fish implementation of the "Login" form will contain ALL possible baseline attributes
 - A Client Implementation may remove or add attributes as per it's specific business rules
 - So, consider:
 - Baseline: offers Birth Date as an attribute
 - Client "ShoeStore.com": does not require Birth-Date BUT does require Shoe-Size
- This baseline vs Client Implementation consideration should be a defining design principal.

2.3 Style Sheets (CSS)

- Continuing the baseline vs Client theme, significant use of CSS will be standard. Visual presentation must be delegated to CSS whenever possible.
- Use of "H1", "H2" tags. Etc.
- These should offer sensible defaults in the Big Fish baseline implementation with the ability to remove/add for each specific Client implementation.

3 Basic Page Design

3.1 Page Width

- The eCommerce site width should be controlled by a system parameter OR a fixed variable in the "master CSS"
- The site should be centered within the Browser

	BIG FISH ECOMMERCE PAGE	
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3.2 Components of a Page

Header Links
Header Component
NavBar
Body
Footer Links

3.3 Header Links

- is a standard component for EVERY page
- content is maintained in OFBiz as a HTML block
- links will be "relative" and redirect to any sub page within the site (static page, product detail page etc.)

3.4 Header Component

- is a standard object that is styled by the CSS
- it is rendered from the SI_HEADER_LINKS content section of SITE_INFO
- see spec "*BF Admin Module Content.doc*" for more information

3.5 NavBar

- Standard Navigation
 - The BigFish eCommerce NavBar is standard component for EVERY page
 - It is derived from the highest and second level of the Product Catalog
 - Only items with a SEQUENCE_NUM > 0 should be rendered
 - Items with SEQUENCE_NUM = 0 are indexed within SOLR and available for display but should be hidden from the Navigation Bar

- Mega Menu
 - If active, Mega Menus are product-category related content that override the second level “drop down” selection for each top level navbar item
- Super Mega Menu Override
 - If active, the Site Info content SI_SUPER_MEGA_MENU *completely* overrides the standard navigation and any Mega Menu components

3.6 The Body

- is variable within each page
- it will represent content specific to the Home Page, Static Page, Product List Page (PLP), Product Detail Page (PDP), Check Out etc.

3.7 Footer Links

- is a standard component for EVERY page
- content is maintained in OFBiz as a HTML block
- links will be “relative” and redirect to any sub page within the site (static page, product detail page etc.)
- it is rendered from the SI_FOOTER_LINKS content section of SITE_INFO
- see spec “*BF Admin Module Content.doc*” for more information

3.8 Visual Example

		About Us	Contact Us	Store Locator	Catalog	Sign In		
	Big Fish eCommerce “We Sell Everything”	Call us now: 1-800-big-fish		<u>View Shopping Cart</u> 0 items \$0.00 CHECKOUT				
Mens		Womens		Kids		Cars	Books	
							BODY	
About Us		Our Products		Useful Links		Delivery		Fun Stuff
Company		Shirts		Yahoo.com		Order Status		Toilets
Background		Shoes		Google.com		Return Policy		Fart Sounds
Address		Cars		Pigs.com		UPS		Do you burp?
Contact Us		Dresses		MSN.com		Fedex		Bla!

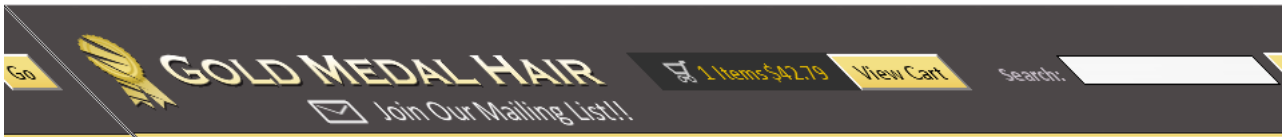
4 Header, Footer, Navigation Bar and Cookie-Crumb

4.1 Header Links

- Should be maintained as a HTML “snippet” by the business users.

4.2 Header Component

- This will include imagery and content for the “Shopping Cart”. The Big Fish baseline should provide a suitable solution for all Clients, with the ability to override.
- The Header Component will essentially include the following items:
 - Client Logo
 - Managed via the Admin module
 - Styled via CSS
 - View Cart object
 - Standard image plus text and a View Cart button
 - Styled via CSS
 - Site Search Component
 - Entry box and search button
 - Styled via CSS
 - Join Our Mailing List component:
 - Implemented as SITE_INFO content spot called SI_MAILING_LIST
 - Image and text, all a single link
 - Styled via CSS
 - This link redirects to a Mailing List page
 - Notes
 - It is not necessary to have a PARAMETER to control whether this option appears in the header component; the content can be made inactive
 - The page name referenced in the content HREF should be MailingList
- Visual Example:



4.3 Navigation Bar Component

- This component should be initially built from the “top level” of the Product Catalog.
- Each navigation bar option will offer sub-options, drawn from the next level of the Product Catalog.

<u>Mens</u>	<u>Womens</u>	<u>Kids</u>	<u>Aluminium</u>	<u>Books</u>
	<u>Shoes</u>			
	<u>Shirts</u>			
	<u>Dresses</u>			

	<u>Lingerie</u>	

4.4 Footer Links

- Should be maintained as a HTML “snippet” by the business users. A Big Fish standard, at least for the initial implementation will contain a section as follows:

Your Account

Privacy Policy

Terms and Conditions

Your Account

Site Map

- Privacy Policy: will display a STATIC page, template is available in the Appendix
- Terms and Conditions: will display a STATIC page, template is available in the Appendix
- Your Account will redirect to the My-Account section
- Site Map: will display a STATIC PAGE, template is available in the Appendix

4.5 Cookie Crumb

- Need to figure out a strategy for building a Cookie Crumb. With consideration for SOLR integration.

5 Content Spots

- A Content Spot is a general concept that needs to be supported. A Content Spot is essentially a piece of HTML code that can include basic text, styled text, image references (with hotspots).
- Ultimately a Content Spot should be able to include Javascript (and other digital assets such as Flash) in order to support “scrolling” and other interactive functionality.
- Content Spots will be used throughout the application:
 - Home Page
 - up to 16 spots
 - See “*BF Home Page.doc*” for more details
 - Product Listing Pages
 - Business users need to be able to control the display of Promotions, Special, Coupons or other material on the PLP pages
 - Product Detail Pages
 - Business users need to be able to control the display of Promotions, Special, Coupons or other material on the PLP pages
 - Static Pages
 - It is assumed that since Static Page content is managed by the business that any specific content can be included
 - See spec “*BF Admin Module Content.doc*” for additional information
 - Specific Page Content
 - My Account (PTS_MY_ACCOUNT)
 - Address Book (PTS_ADDRESS_BOOK)
 - View Cart (PTS_SHOPPING_CART)
 - Shipping Address (PTS_SHIPPING_ADDRESS)
 - Shipping Method (PTS_SHIPPING_METHOD)
 - Order Summary (PTS_ORDER_SUMMARY)
 - Order Confirmation (PTS_ORDER_CONFIRMATION)
 - Order Status (PTS_ORDER_STATUS)
 - Mailing List Page (PTS_MAILING_LIST)
 - Contact Us (PTS_CONTACT_US)
 - Store Locator (PTS_STORE_LOCATOR)
 - See spec “*BF Admin Module Content.doc*” for a complete list
 - Tracking “Tags”
 - Home-Page-Head-Tags:
 - a piece of HTML that will be included within the <HEAD> tags on the Home Page
 - For example, will contain “verification” tags for Google WebMaster tool usage

6 Formatting

6.1 Address Formatting

- The system parameter `FORMAT_ADDRESS` is used to control whether a “short” or “long” form of a specific address element is used
- The `FORMAT_ADDRESS` will control formatting for the following elements:
 - State
 - Zip
 - Country
- Each of these elements will have a “short” or “long” form
 - `STATE_SHORT` or `STATE_LONG`
 - `ZIP_SHORT` or `ZIP_LONG`
 - `COUNTRY_SHORT` or `COUNTRY_LONG`
- If not supplied then the “SHORT” form is assumed
- Examples:

FORMAT_ADDRESS	Address displayed as
<code>STATE_SHORT, ZIP_SHORT, COUNTRY_SHORT</code>	NY, 11501 USA
<code>STATE_LONG, ZIP_SHORT, COUNTRY_LONG</code>	New York, 11501 United States
<code>STATE_SHORT, ZIP_LONG, COUNTRY_SHORT</code>	NY, 11501-1234 USA

- NOTES:
 - For US implementations the default will almost always be `STATE_SHORT, ZIP_SHORT, COUNTRY_SHORT`
 - For Indian implementations it is very important to have `STATE_LONG` since there is not a well known abbreviation
- These rules are to be applied in both the eCommerce and Admin implementations for the specific instance

6.2 Address Styling

- See spec “*BF Technical Markup and CSS.doc*” for additional information and styling examples
- Throughout the various specs, different address styles are used in UI guidelines
- These style preferences can be summarized as follows:
 - For purposes of illustration, assume the `FORMAT_ADDRESS` is set to “`STATE_SHORT, ZIP_SHORT, COUNTRY_SHORT`” and the address used is:

220 Old Country Road
Mineola, NY 11701
USA

- `MULTI_LINE_FULL_ADDRESS`

220 Old Country Road
Mineola, NY 11701
USA

- SINGLE_LINE_FULL_ADDRESS
220 Old Country Road, Mineola, NY 11701 USA
- MULTI_LINE_STREET_CITY
220 Old Country Road
Mineola
- SINGLE_LINE_STREET_CITY
220 Old Country Road, Mineola

7 Message Handling


7.1 Introduction

- It is required that two types of messaging are supported:
 - Common Area Messaging. A single error message displayed immediately underneath the “H1” tag. Usage:
 - Login Screen: customer enters an incorrect user-name / password combination and an Error message is displayed
 - Field Level Message. This is a combination of a Common Area Message AND Field Level messages. Usage:
 - Registration Screen: if any errors are found then a general message will be displayed in the Common Area (e.g. “There are errors in your entry”)
 - In addition, specific Field Level messages will indicate the exact problem for that field
- For the Common Area Message, three types of messages will be supported:
 - Error: indicating a problem that requires corrective action
 - Warning: indicating a problem that may require correction action
 - Info: typically reassuring a customer of a successful action

7.2 Field Level Error Messaging

- Field level error messaging will display errors within the primary error box at the top of the form as well as field specific messaging

Input Form

 We're sorry but it appears as if the information you have provided is incomplete.
Field One cannot be blank
Field Two must be a value between 1 and 10
Field Five must contain at least one number

This is a form

Please complete this form. Any information with an asterisk * is required.

* Field One: Field One cannot be blank

Field Two: Field Two must be a value between 1 and 10

Field Three:

* Field Four:

Field Five: Field Five must contain at least one number

7.3 Technical Errors

- Whenever appropriate, if there are technical errors, then the details of the error should be displayed
 - This will aid in solving the problem

7.4 Warning Message

Login

Warning: you have exceeded the maximum number of login attempts.

7.5 Success Message

Account Registration

☒ Congratulations! You have setup a new account.

8 SEO (Search Engine Optimization)

8.1 Overview

- With the exception of the Home Page, all pages will generate a reasonable default value for the following tags:
 - Page <TITLE> tag
 - Meta KEYWORDS tag
 - Meta DESCRIPTION tag
 - <H1> page tag
- The Home Page has specific SEO tags maintained via System Parameters

8.2 System Parameters

Parm name	Category	Description	Default Value
SEO_META_DESC_LEN	SEO	Length of Meta DESCRIPTION tag. Will truncate to include a full word.	250
SEO_META_KEY_LEN	SEO	Length of Meta DESCRIPTION tag. Will truncate to include a full word.	250
SEO_HOME_PAGE_TITLE	SEO	Value for the <TITLE> tag for the Home Page	SEO_HOME_PAGE_TITLE
SEO_HOME_META_DESC	SEO	Value for the Meta DESCRIPTION tag for the Home Page	SEO_HOME_META_DESC
SEO_HOME_META_KEY	SEO	Value for the Meta KEYWORDS tag for the Home Page	SEO_HOME_META_KEY
SEO_HOME_PAGE_H1	SEO	Value for the Home Page <H1> tag	SEO_HOME_PAGE_H1
SEO_STORE_TITLE	SEO	General name of the Store to be used in all <TITLE> tags except the Home Page. This will supplement other information that is used to derive the <TITLE> tag.	BF Store Name
SEO_STORE_TITLE_POSITION	SEO	Parameter to define whether the SEO_GENERAL_TITLE is used as PREFIX or SUFFIX when building <TITLE> tags	PREFIX

NOTE: when using the SEO_META_xxx_LEN parameters the truncation should be done at the end of a full word after the number of characters.

8.3 Page <TITLE> Tag

- The '<TITLE>' element is very important for search engines.
- The text contained in the title tag of a page is one of the most important factors that determine how the page is ranked.
- In addition to that, in all major search engines, the text of the title element is displayed as the title of the page in the search results.

- Other than the Home Page, which has its own specific parameters, the <Title> tag on each page is either prefixed or suffixed by the system parameter SEO_STORE_TITLE
- Position of PREFIX or SUFFIX is defined in the system parameter SEO_STORE_TITLE_POSITION
- A colon, dash, semi-colon should NOT be added to the <TITLE> tag. It is assumed that if this is required it will be part of the content in SEO_STORE_TITLE.
- <TITLE> tags are built as follows:
 - Assume the following system parameters:
 - SEO_STORE_TITLE = "BigFish Sample Store - "
 - SEO_STORE_TITLE_POSITION = "PREFIX"
 - General Pages:
 - Page Heading (H1) is used.
 - For example: My Account Page
 - 'BigFish Sample Store - My Account'
 - PLP Pages:
 - Product Category name is used.
 - For example: Salt Water Fish PLP
 - 'BigFish Sample Store - Salt Water Fish'
 - PDP Pages:
 - Product Name is used.
 - For example: Fish 1 PDP
 - 'BigFish Sample Store - Fish 1'
- **Note:** The <TITLE> on PDP pages can be overridden by setting the 'SEO_TITLE' in Product Attribute.

8.4 **Meta KEYWORDS Tag**

- The '**keywords**' tag is another meta tag that has some significance for SEO. It allows you to provide relevant keywords for your pages.
- Today, very few search engines rely on this tag for information about a page.
- However, you can still try to use this tag to reinforce the terms you think a page is important for.
 - General Pages and PLP Pages:
 - 'Product Store Name' and 'Catalog Name' are used.
 - For example: My Account Page
 - 'Big Fish Store, Big Fish Catalog'
 - PDP Pages:
 - 'Product Name' and 'Product Category' are used.
 - For example: Fish 1 PDP
 - 'Fish 1, Salt Water Fish'.
 - **Note:** The 'Keywords' on PDP pages can be overridden by setting the 'SEO_KEYWORDS' in Product Attribute.

8.5 **Meta DESCRIPTION Tag**

- The '**description**' is another meta tag, this tag provides a brief and concise summary of your page's content.
- The text used in the meta description tag of a page has little to no effect on the page's ranking in the search engines; however, this tag can still come in handy for SEO, because it allows you to influence the description of your store's pages in the web crawlers that support this tag.
- Different crawlers use this tag differently, but you should expect that if the meta description of your page is deemed relevant by a web crawler, at least a portion of it will be displayed as the description of the page in the search results.
- If this description is enticing enough, you may get more targeted traffic to your site.
 - General Pages:
 - 'Product Store Sub Title' is used.
 - For example: My Account Page
 - 'Selling Fish and Fish related accessories'.
 - PLP Pages:
 - 'Product Category Description' is used.
 - For example: Salt Water Fish PLP
 - 'These tropical fish have been very popular to buy'.
 - PDP Pages:
 - 'Product Description' is used.
 - For example: Fish 1 PDP
 - 'Fish 1 is a bright colorful fish for saltwater'.
- **Note:** The 'Description' on PDP pages can be overridden by setting the 'SEO_DESCRIPTION' in Product Attribute.

8.6 Page Mapping (Defaults)

Page	Tag	Value
Home Page	Page <TITLE>	[PS] – SEO_HOME_PAGE_TITLE
	Page <H1>	SEO_HOME_PAGE_H1
	DESCRIPTION Tag	SEO_HOME_META_DESC
	KEYWORDS Tag	SEO_HOME_META_KEY
CLP	Page <TITLE>	[PS] – PRODUCT_CATEGORY.CATEGORY_NAME
	Page <H1>	PRODUCT_CATEGORY.CATEGORY_NAME
	DESCRIPTION Tag	PRODUCT_CATEGORY.LONG_DESCRIPTION
	KEYWORDS Tag	PRODUCT_CATEGORY.DESCRPTION
PLP	Page <TITLE>	[PS] – PRODUCT_CATEGORY.CATEGORY_NAME
	Page <H1>	PRODUCT_CATEGORY.CATEGORY_NAME
	DESCRIPTION Tag	PRODUCT_CATEGORY.LONG_DESCRIPTION
	KEYWORDS Tag	PRODUCT_CATEGORY.DESCRPTION
PDP	Page <TITLE>	[PS] – PRODUCT.PRODUCT_NAME
	Page <H1>	PRODUCT.PRODUCT_NAME
	DESCRIPTION Tag	PRODUCT.LONG_DESCRIPTION
	KEYWORDS Tag	PRODUCT.DESCRPTION
Static Pages	Page <TITLE>	[PS] - CONTENT.CONTENT_NAME
	Page <H1>	CONTENT.CONTENT_NAME
	DESCRIPTION Tag	ELECTRONIC_TEXT.TEXT_DATA
	KEYWORDS Tag	ELECTRONIC_TEXT.TEXT_DATA
Other Pages	Page <TITLE>	[PS] – [value-of-H1]
	Page <H1>	See specific page specs
	DESCRIPTION Tag	None

	KEYWORDS Tag	None
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- “[PS]”
 - is equal to the Product Store Name.
 - This is defined in the database entity PRODUCT_STORE.STORE_NAME
- Text from ELECTRONIC_TEXT.TEXT_DATA needs to be stripped of any possible HTML / FTL tags and the pure “words” extracted for usage

8.7 Page SEO Tag Overrides

- There are NO overrides for the <H1> tag since this is already a piece of content
- All overrides are stored in the OFBiz entity CONTENT_ATTRIBUTE for the specific:
 - Category (for CLP and PLP)
 - Product (for PDP)
 - Static Page
- The CONTENT_ATTRIBUTE.ATTR_NAME defines the specific tag:
 - HTML_PAGE_TITLE
 - HTML_PAGE_META_DESC
 - HTML_PAGE_META_KEY
- The override value is stored in the CONTENT_ATTRIBUTE.ATTR_VALUE
- Overrides are not applicable for:
 - The main Home Page
 - All “Other Pages”

9 Marketing and Social Network Features

9.1 Social Media

- At a minimum link to various social media sites so that customers have the option to redirect traffic to their social media sites. This would include (and assuming that the customer has a presence on the particular site):
 - Facebook
 - Twitter
 - Delicious
 - StumpleUpon
 - Etc.
- For Phase 2 this may become more advanced. Consider Facebook “apps” or using the Facebook open API to automatically post product reviews on the customer site and to facebook.

9.2 Live Chat

- Phase 2 Item

9.3 Ratings and Reviews

- Phase 2 Item

9.4 Blog / Forum

- Phase 2 Item, will look to integrate with 3rd party solution

9.5 Affiliate Marketing

- Phase 2 Item

9.6 Personalization

- Phase 2 Item

10 Appendix A: Privacy Policy

[CLIENT] Statement of Privacy

[CLIENT] is committed to protecting your privacy. This Statement of Privacy applies to [CLIENT] Web site and governs data collection and usage at all [CLIENT] sites and services; it does not apply to other online or offline sites, products or services. Please read the [CLIENT] Statement of Privacy.

[CLIENT] is a general audience web site, intended for users of all ages. Personal information of all users is collected, used and disclosed as described in this Statement of Privacy.

[CLIENT] is a general audience web site, intended for users of all ages. Personal information of all users is collected, used and disclosed as described in this Statement of Privacy.

Collection of your Personal Information

As an E-commerce Web site, [CLIENT] collects personal information, such as your e-mail address, name, home or work address or telephone number. Information collected by [CLIENT] is used solely for the purpose of billing and shipping your online purchases. [CLIENT] does not collect any information about your computer hardware and software.

[CLIENT] encourages you to review the privacy statements of Web sites you choose to link to from [CLIENT] so that you can understand how those Web sites collect, use and share your information. We are not responsible for the privacy statements or other content on Web sites outside of the [CLIENT] Web site.

Use of your Personal Information

[CLIENT] and its operational service partners collect and use your personal information to process product orders and deliver the products requested. It is possible that [CLIENT] may also use personal information to inform you of other products or services available from DWS and its affiliates. [CLIENT] may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

[CLIENT] does not sell, rent or lease its customer lists to third parties. [CLIENT] may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your personal information (e-mail, name, address, telephone number) is not transferred to the third party.

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing customer support, processing transactions, or performing statistical analysis of our services. We will only provide those companies the personal information they need to deliver the service. They are required to maintain the confidentiality of your information and are prohibited from using that information for any other purpose.

[CLIENT] does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

[CLIENT] may access and/or disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on [CLIENT] or the site; (b) protect and defend the rights or property of [CLIENT], including its Web site; or (c) act under exigent circumstances to protect the personal safety of users of [CLIENT] or the public.

Personal information collected on this site may be stored and processed in the United States or any other country in which [CLIENT] or its affiliates, subsidiaries or agents maintain facilities, and by using this site, you consent to any such transfer of information outside of your country. [CLIENT] abides by the safe harbor framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of data from the European Union.

Control your Personal Information

[CLIENT] offers its customers choices for the collection, use and sharing of personal information. You may go notify us of your preferences by emailing privacy@best-meetings.com. Please be sure to provide complete account information so we can identify you in our records.

You may also stop the delivery of future promotional e-mail from [CLIENT] by responding directly to any email you receive with a request to remove you from the mailing list

Security of your Personal Information

[CLIENT] is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, we store the personal information you provide on computer systems with limited access, that are located in controlled facilities. When we transmit highly confidential information (such as a credit card number) over the Internet, we protect it through 128 bit encryption through thawte.

Changes to this Statement

[CLIENT] will occasionally update this Statement of Privacy to reflect company and customer feedback. If there are material changes to this Statement or in how [CLIENT] will use your personal information, [CLIENT] will prominently post such changes prior to implementing the change. [CLIENT] encourages you to periodically review this Statement to be informed of how [CLIENT] is protecting your information.

11 Appendix B: Terms and Conditions

Terms and Conditions

Welcome to the [CLIENT.COM] (the "Site"). The Site is owned and operated by [CLIENT]. This page contains the [CLIENT.COM] Internet Site Terms and Conditions of Use (these "Terms & Conditions"). The Site is made available only to those who agree to these Terms & Conditions. As such, these Terms & Conditions govern and control your access to and use of the Site and by accessing and using the Site you are agreeing to be bound by these Terms & Conditions. If you do not agree to be bound by these Terms & Conditions, you are not authorized to use the Site. [CLIENT] may change these Terms & Conditions from time to time, without notice to you, by posting such changes on the Site. By using the Site following any such changes, you agree to be bound by these Terms & Conditions as they may have been changed.

The Site and [CLIENT]'s Business

[CLIENT] is the operator of an online [CLIENT DESCRIPTION] store for consumers ("Customers").

Compliance with Laws

Use of the Site is subject to compliance with all applicable international, federal, state and local laws and regulations.

Collection of Certain Information

The Site may include functions (such as "contact us", forms for employment applications and registration information or "feedback" pages) provided for the purpose of submitting information to [CLIENT]. Submitted information may include personally identifiable information such as names and e-mail addresses. [CLIENT] handling and use of all submitted information will be pursuant to the [CLIENT] Privacy Policy published separately on the Site.

Your Account and Password

If you are required to establish or use an account on the Site (whether or not as a Customer) and have been provided with a user name and password for such purpose, you are responsible for maintaining the strict confidentiality of that information. You are also responsible for any activity conducted under your account. You agree to: (a) immediately notify [CLIENT] of any unauthorized use of your password or account or any other breach of the Site's security; and (b) ensure that you log-off and exit from your account at the end of each session. It is your sole responsibility to control the dissemination and use of your password, and control access to and use of your account. It is also your sole responsibility to notify [CLIENT] if you desire to cancel your account on the Site. [CLIENT] will not be responsible or liable for any loss or damage arising from your failure to comply with this provision.

Rights to Site Content

As between [CLIENT] and Site visitors, [CLIENT] is the sole and exclusive owner of all intellectual property rights, proprietary rights and moral rights in and to the Site content including, without limitation, all text, graphics and photographs located within the Site.

Prohibited Conduct

The Site may not be used in any manner that is unlawful or harmful to the rights of [CLIENT], any Customer or any third party. In no event shall you use the Site in a manner that exceeds the specific authorization granted by [CLIENT] under these Terms & Conditions or by other express written agreement. The prohibition on unauthorized uses includes (but is not limited to) an express prohibition any attempt to: (a) retrieve, alter, or destroy data on, from or through the Site; (b) probe, scan or test the vulnerability of a system or network on, from or through the Site; or (c) breach or defeat system or network security measures on, from or through the Site such as authentication, authorization, confidentiality, intrusion detection, or monitoring; (d) interfere with or disrupt the Site or the business, operations or services of [CLIENT]; (e) interfere with or disrupt any

computer, host, network, or telecommunications device maintained by [CLIENT] or any third party; (f) interfere with or disrupt the legitimate use of the Site by any person; (g) transmit, distribute, disseminate, publish or store any information that is in violation of any applicable law or regulation or is defamatory, abusive, obscene, indecent, or harassing, or that threatens or encourages injury to persons or property or infringement of the lawful rights of [CLIENT] or any other party; (h) violate the privacy rights of [CLIENT] or any other party under applicable law or regulation; (i) use any technology that is or reasonably should be known to contain software viruses, trojan horses, or any computer code, files, or programs designed to disrupt, destroy, invade, gain unauthorized access to, corrupt, observe, or modify without authorization, any data, software, computing or network devices, or telecommunications equipment of [CLIENT] or any Customer or any other third party; (j) use the facilities of the Site to send, relay, forward, bounce, reply, or otherwise route commercial or non-commercial unsolicited electronic messages (commonly referred to as "spam") or commercial electronic messages even if previously solicited by the intended recipient; and (k) copy (whether directly or by use of any "scraping" or related technology) any of the contents of the Site.

Links

The Site may include links to other Internet sites over which [CLIENT] has no control. These links are provided solely as a convenience to users of the Site. You acknowledge and agree that [CLIENT] is not responsible for the availability of the sites intended to be located at such links, and that [CLIENT] does not endorse (and is not responsible or liable for) any such linked sites including their content, advertising, products, or other materials. You further acknowledge and agree that, under no circumstances, will [CLIENT] be held responsible or liable, directly or indirectly, for any loss or damage that is caused or alleged to have been caused to you in connection with your use of, or reliance on, any content, advertisements, products or other resources available on any other Internet site (regardless of whether the Site is directly or indirectly linked to such content, advertisements, products or other resources). You should direct any concerns with respect to any other Internet site to that Internet site's administrator or webmaster.

Transactions

For all credit card transactions conducted on [CLIENT], customers credit card statement will reflect charges from "[CLIENT CREDIT CARD NAME]".

DISCLAIMER OF WARRANTIES

THE SITE AND ALL INFORMATION CONTAINED ON IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. [CLIENT] MAKES NO WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF INFORMATION CONTAINED ON THE SITE, OR THAT THE SITE WILL BE ERROR-FREE OR AVAILABLE FOR UNINTERRUPTED USE. NO ADVICE, RESULTS OR INFORMATION, WHETHER ORAL OR WRITTEN, OBTAINED BY YOU FROM [CLIENT] THROUGH THE SITE SHALL CREATE ANY WARRANTY. IF YOU ARE DISSATISFIED WITH THE SITE, YOUR SOLE REMEDY IS TO DISCONTINUE USING THE SITE. YOU SHOULD NOT RELY ON THE SITE TO MAINTAIN ANY SUBMISSIONS YOU MAY MAKE; YOU SHOULD RETAIN ALL SUCH DATA AND INFORMATION IN YOUR OWN RECORDS FOR USE IN THE EVENT THAT THE SITE FAILS OR IS UNAVAILABLE, OR THE DATA OR INFORMATION IS LOST.

Indemnification & Limitation of Liability

You agree to defend, indemnify and hold [CLIENT] and each of its subsidiary, affiliated and related entities, and each of their respective directors, officers, members, shareholders, employees and suppliers (collectively the "[CLIENT] Parties"), harmless from any and all claims, liabilities, costs and expenses, including reasonable legal fees, arising in any way from your use or misuse of the Site or your breach or violation of the law or of these Terms & Conditions. You agree that the [CLIENT] Parties shall not have any liability to you under any theory of liability or indemnity in connection with your use of the Site. You hereby release and forever waive any and all claims you may have against the [CLIENT] Parties for losses or damages you sustain in connection with your use of the Site.

IN NO EVENT SHALL THE [CLIENT] PARTIES BE LIABLE FOR ANY DAMAGES, WHETHER DIRECT, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY, SPECIAL OR CONSEQUENTIAL (INCLUDING, WITHOUT LIMITATION, FOR LOST PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION, PROGRAMS OR DATA), RESULTING FROM ACCESS TO, USE OF, OR INABILITY TO USE THE SITE, OR DUE TO ANY BREACH OF SECURITY ASSOCIATED WITH THE TRANSMISSION OF INFORMATION VIA THE INTERNET, EVEN IF THE [CLIENT] PARTIES WERE ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND WHETHER ARISING UNDER THEORY OF CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE.

Applicable Laws

These Terms & Conditions shall be governed by and construed in accordance with the laws of the State of New York without regard to principles of conflicts of laws. All proceedings relating to the Site or these Terms & Conditions shall be brought in the state or federal courts located in the State of New York and you hereby irrevocably consent to the personal and exclusive jurisdiction of such courts. [CLIENT] controls and operates this Site from its offices in New York in the United States of America. [CLIENT] does not represent that materials on the Site are appropriate or available for use in other locations. Persons who choose to access this Site from other locations do so on their own initiative, and are responsible for compliance with local laws, if and to the extent applicable.

General

You agree that regardless of any statute or law to the contrary, any claim or cause of action by you arising out of or related to use of the Site or the Terms & Conditions must be filed by you within one (1) year after such claim or cause of action arose or be forever barred. Should any provision of these Terms & Conditions be held to be void, invalid, unenforceable or illegal by a court of competent jurisdiction, the remaining provisions hereof shall remain in full force and effect. The waiver of any breach or default of these Terms & Conditions will not constitute a waiver of any subsequent breach or default, and will not act to amend or negate the rights of the waiving party. These Terms & Conditions constitute the complete agreement of the parties with respect to the subject matter hereof, and supersede all prior agreements and understandings in relation thereto.

12 Appendix C: Site Map

The Site Map will be setup as a Static Page but should include details about the Company and the Product Catalog. See sleepys.com for an example.