

PRIVACY POLICY

INTRODUCTION

Welcome to our Privacy Policy, designed meticulously to cater to this website. This policy underscores our commitment to your privacy and is applicable across all facets of our digital interactions - from the information we collect to the ways we protect your data.

Our Privacy Policy is not just a statement; it's a pledge to maintain an environment steeped in trust, transparency, and confidence for each individual who visits our website or interacts with our Services. We take this responsibility seriously, ensuring a secure, respectful, and trustworthy online experience for all our users.

Your privacy is of utmost importance to us, and we are committed to ensuring the confidentiality and security of the information you share with us. Our Privacy Policy outlines our practices and processes related to data collection, processing, and storage, as well as the mechanisms we have put in place to safeguard your personal data.

By accessing or using our Services, you acknowledge that you have read, understood, and agree to be bound by the terms of this Privacy Policy, and consent to the collection, use, and disclosure of your personal data as described herein. If you do not agree with the practices and policies described in this Privacy Policy, please do not access or use our Services.

This Privacy Policy is designed to be in compliance with applicable data protection laws and regulations, including, but not limited to, the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and other regional and national data protection laws. Our intention is to provide a transparent and comprehensive understanding of our data collection, processing, and storage practices, to ensure that you can make informed decisions about your use of our Services.

Please note that this Privacy Policy does not apply to information collected by third parties, including those who may be linked to or integrated within our Services. We are not responsible for the privacy practices of these third parties and recommend that you review their respective privacy policies.

INFORMATION WE COLLECT

We collect various types of information from you when you use our Services. The information we collect can be categorized into two primary types: Personal Data and Non-Personal Data.

1. **Personal Data:** Personal Data is information that directly or indirectly identifies you or could reasonably be used to identify you as an individual. We collect Personal Data when you voluntarily provide it to us, such as when you create an account, make a purchase,

sign up for our newsletters, participate in surveys or contests, submit inquiries or requests, or otherwise interact with our Services. Examples of Personal Data we may collect include, but are not limited to:

- a.** Contact information, such as your name, email address, postal address, and phone number.
 - b.** Account and authentication information, such as your username, password, and security questions and answers.
 - c.** Demographic information, such as your age, gender, and preferences.
 - d.** Billing and payment information, such as your credit card number, expiration date, security code, and billing address.
 - e.** Information you provide when you contact us or interact with our customer support, such as questions, feedback, or complaints.
 - f.** Any other information you voluntarily provide to us that could be used to identify you, either directly or in combination with other information.
- 2. Non-Personal Data:** Non-Personal Data is information that does not directly identify you and cannot reasonably be used to identify you as an individual. We collect Non-Personal Data through various technologies, such as cookies, web beacons, log files, and other similar tracking tools. Examples of Non-Personal Data we may collect include, but are not limited to:
- a.** Device information, such as the type and model of the device you are using, operating system, browser type, and version.
 - b.** Usage information, such as the pages you visit on our Services, the time spent on each page, the order in which you visit the pages, and the features you access.
 - c.** Log data, such as your IP address, date and time of your visit, and the referring website or application that led you to our Services.
 - d.** Location data, such as your general geographic location based on your IP address or more precise location data if you have enabled location services on your device.
 - e.** Information collected through cookies, web beacons, and other similar technologies, which allow us to recognize your device and remember your preferences, such as language settings and saved items in your shopping cart.

In some cases, Non-Personal Data may be combined with Personal Data, which would then be considered Personal Data under applicable data protection laws. When we collect, process, or use combined data, we will treat it in accordance with this Privacy Policy.

We may also collect anonymized or aggregated data, which cannot be used to identify you and is not considered Personal Data under applicable data protection laws. We may use this anonymized or aggregated data for various purposes, including analyzing trends, improving our Services, and creating reports for our business partners or other third parties.

HOW WE USE YOUR INFORMATION

We use the information we collect from you for various purposes, which may include the following:

1. To provide and improve our Services: We use your Personal Data to process transactions, fulfill orders, and provide you with customer support. Additionally, we use both your Personal Data and Non-Personal Data to monitor and analyze the performance and effectiveness of our Services, troubleshoot technical issues, detect and prevent fraudulent activities, enhance user experience, tailor our Services to your preferences, and develop new features, products, and services that better meet your needs.
2. To communicate with you: We use your Personal Data to send you marketing and promotional materials, newsletters, service-related notifications, and other communications related to our Services or products. We may also use your Personal Data to respond to your inquiries, feedback, or requests and to inform you about changes to our Services, policies, or terms of use.
 - a. Personalized communications: We may use your Personal Data and Non-Personal Data to personalize the content and advertising you receive, based on your preferences, interests, browsing history, and other relevant factors.
 - b. Opt-out of marketing communications: You may opt-out of receiving marketing communications from us at any time by following the instructions provided in each communication, adjusting your account settings, or contacting our customer support team.
3. To protect our rights and interests: We may use your Personal Data to protect our legal rights and interests, enforce our agreements, and comply with applicable laws, regulations, and legal processes. This may include sharing your Personal Data with law enforcement agencies, regulators, or other relevant parties as necessary to comply with our legal obligations, defend against legal claims, or prevent harm to our rights, property, or safety or that of our users, customers, or the public.
4. For research and development: We may use your Personal Data and Non-Personal Data to conduct research and development activities, such as analyzing user behavior, measuring the effectiveness of our marketing campaigns, and identifying opportunities for improving our Services. We may also use anonymized or aggregated data for these purposes, which cannot be used to identify you and is not considered Personal Data under applicable data protection laws.
5. For customer support and relationship management: We use your Personal Data to provide you with customer support and to manage our relationship with you, including addressing your questions, concerns, or complaints, resolving disputes, and soliciting your feedback on our Services or products.
6. For other purposes: We may use your Personal Data for other purposes, as disclosed to you at the time we collect the information or with your consent. For example, we may use

your Personal Data for running contests or surveys, facilitating event registration, or offering you additional products or services that may be of interest to you.

Whenever we process your Personal Data, we ensure that we have a lawful basis for the processing, such as obtaining your consent, fulfilling a contractual obligation, or pursuing our legitimate interests, where such interests do not override your fundamental rights and freedoms related to the protection of your Personal Data.

SHARING YOUR INFORMATION

We are committed to protecting your privacy and will never sell your Personal Data to third parties. However, we may share your information with selected third parties under specific circumstances, as outlined below:

- 1. With service providers:** We may share your Personal Data with third-party service providers who perform services on our behalf. These service providers may include payment processors, order fulfillment and shipping companies, data storage and analysis providers, marketing and advertising partners, and customer support providers. We only share the necessary information required for these service providers to perform their specific functions and require them to maintain the confidentiality and security of your Personal Data.
- 2. With affiliates:** We may share your Personal Data with our affiliated companies, subsidiaries, or joint venture partners for the purposes described in this Privacy Policy, such as providing you with customer support or sending you marketing communications related to our Services or products.
- 3. For legal reasons:** We may share your Personal Data if required by law, in response to a legal process, or to protect our rights and interests or those of others. This may include sharing your Personal Data with law enforcement agencies, regulators, or other relevant parties to comply with our legal obligations, defend against legal claims, or prevent harm to our rights, property, or safety or that of our users, customers, or the public.
- 4. In connection with a business transfer:** We may share your Personal Data in connection with a merger, acquisition, or sale of assets. In such cases, we will ensure that the acquiring entity is bound by the same or similar privacy commitments as those set forth in this Privacy Policy and that you are notified of any changes to the way your Personal Data is processed.
- 5. With your consent:** We may share your Personal Data with other third parties not mentioned above, but only with your explicit consent. You will be informed of the purpose and scope of the data sharing, and you may withdraw your consent at any time.
- 6. Anonymized or aggregated data:** We may share anonymized or aggregated data with third parties for various purposes, such as analyzing trends, improving our Services, and

creating reports for our business partners. This data cannot be used to identify you and is not considered Personal Data under applicable data protection laws.

Whenever we share your Personal Data with third parties, we take appropriate measures to ensure that these third parties are bound by contractual obligations to maintain the confidentiality, security, and integrity of your Personal Data and to process your Personal Data only for the purposes for which it was disclosed to them, in accordance with applicable data protection laws and regulations.

SECURITY

We take the security of your Personal Data very seriously and have implemented various technical and organizational measures to protect it from unauthorized access, disclosure, alteration, or destruction. Some of the steps we take to ensure the security of your Personal Data include:

1. **Data encryption:** We use industry-standard encryption technologies, such as Secure Sockets Layer (SSL) or Transport Layer Security (TLS), to protect the transmission of your Personal Data when you submit sensitive information through our Services, such as when making a purchase or logging into your account.
2. **Access controls:** We limit access to your Personal Data to authorized employees, agents, and contractors who have a legitimate need to access the information to perform their job duties. These individuals are bound by strict confidentiality obligations and are subject to disciplinary action, including termination, if they fail to meet these obligations.
3. **System security:** We employ various security measures to protect the integrity and availability of our information systems, including firewalls, intrusion detection and prevention systems, and regular vulnerability assessments and patch management.
4. **Data retention:** We retain your Personal Data only for as long as necessary to fulfill the purposes for which it was collected, comply with our legal obligations, resolve disputes, and enforce our agreements. Once the retention period has expired, we securely delete or anonymize your Personal Data in accordance with applicable data protection laws and regulations.
5. **Security training and awareness:** We provide regular training and maintain ongoing security awareness programs for our employees, agents, and contractors to ensure that they are aware of and adhere to our security policies, procedures, and best practices.
6. **Incident response:** We have established a comprehensive incident response plan to promptly address any potential data breaches or security incidents. In the event of a breach involving your Personal Data, we will notify you and the relevant data protection authorities as required by applicable laws and regulations.

7. **Continuous improvement:** We regularly review and update our security practices to stay current with industry standards, emerging threats, and technological advancements, and we periodically engage third-party security experts to evaluate and test the effectiveness of our security measures.

Please note that no method of data transmission or storage can be guaranteed to be 100% secure. While we strive to protect your Personal Data, we cannot ensure or warrant the absolute security of any information you transmit to us or store on our Services. You are responsible for maintaining the confidentiality of your account credentials, such as your username and password, and for any activities that occur under your account. If you suspect any unauthorized access to or use of your account, please contact us immediately.

YOUR CHOICES

We believe in providing you with choices and control over your Personal Data. Below are some of the options you have to exercise control over the collection, use, and sharing of your information:

1. **Marketing communications:** If you no longer wish to receive marketing emails, newsletters, or other promotional communications from us, you can opt-out by following the unsubscribe instructions provided in each communication or by updating your communication preferences in your account settings. Please note that you may still receive service-related communications, such as order confirmations, shipping notifications, and administrative messages, even if you opt-out of marketing communications.
2. **Cookies and similar technologies:** You have the ability to control the use of cookies and similar technologies through your browser settings. Most browsers allow you to block or delete cookies, disable JavaScript, or change your preferences for receiving certain types of cookies. Please note that disabling or blocking cookies may affect the functionality and performance of our Services, and some features may not work as intended.
3. **Location data:** You can control the collection of location data by adjusting the location services settings on your device. Disabling location services may affect certain features of our Services that rely on location information.
4. **Do Not Track:** Some browsers offer a "Do Not Track" (DNT) feature that lets you tell websites you visit that you do not want your online activities to be tracked. Currently, our Services do not support DNT requests and do not respond to DNT signals.
5. **Right to access, correct, and delete your Personal Data:** Depending on the jurisdiction in which you reside, you may have certain rights under applicable data protection laws, such as the right to access, correct, or delete your Personal Data, restrict or object to the processing of your Personal Data, or request data portability. To exercise these rights, please contact us using the contact information provided in the "Contact Us" section of

this Privacy Policy. We may require you to verify your identity before we can process your request.

6. **Right to withdraw consent:** If our processing of your Personal Data is based on your consent, you have the right to withdraw your consent at any time. Withdrawal of your consent will not affect the lawfulness of any processing based on your consent before the withdrawal. To withdraw your consent, you can follow the instructions provided in the relevant communication or contact us as described in the "Contact Us" section.
7. **Right to lodge a complaint:** If you have concerns about our privacy practices or believe that your Personal Data has been processed in violation of applicable data protection laws, you have the right to lodge a complaint with the relevant data protection authority in your jurisdiction.

Please note that exercising some of these choices may affect the functionality and performance of our Services, and certain features may not work as intended or may become unavailable to you. We will do our best to accommodate your requests and protect your privacy while delivering a seamless user experience.

CHILDREN'S PRIVACY

We are committed to protecting the privacy of children and recognize the importance of providing a safe online environment for them. Our Services are not intended for or designed to attract users under the age of 13 (or the relevant minimum age in your jurisdiction, if different), and we do not knowingly collect, process, or maintain Personal Data from children under the age of 13.

1. **Age restrictions:** By using our Services, you represent and warrant that you are at least 13 years old (or the relevant minimum age in your jurisdiction) and have the legal capacity to enter into and be bound by our terms of use. If you are under the age of 13 (or the relevant minimum age in your jurisdiction), you must not use our Services or submit any Personal Data to us.
2. **Parental consent and control:** If you are a parent or guardian and believe that your child has provided us with Personal Data without your consent, please contact us using the contact information provided in the "Contact Us" section of this Privacy Policy. We will take steps to verify your identity and relationship to the child before we can process your request to access, correct, or delete your child's Personal Data, restrict or object to the processing of your child's Personal Data, or withdraw any previously provided consent.
3. **Privacy education:** We encourage parents and guardians to educate their children about privacy and safe online practices. There are various resources available online, such as the Federal Trade Commission's website, which provides tips and tools for helping children understand the importance of online privacy and stay safe on the internet.
4. **Compliance with the Children's Online Privacy Protection Act (COPPA):** We comply with the Children's Online Privacy Protection Act (COPPA) and other applicable laws and regulations that protect children's online privacy. In the event that we become aware that we have collected Personal Data from a child under the age of 13 (or the relevant

minimum age in your jurisdiction) without parental consent, we will promptly delete the information from our records.

5. **Changes to our Children's Privacy practices:** If we decide to change our practices with respect to the collection, use, or disclosure of children's Personal Data, we will update this Privacy Policy to reflect those changes and notify users accordingly. We recommend that parents and guardians review this Privacy Policy periodically to stay informed about our privacy practices and any changes that may affect their children's privacy.

THIRD-PARTY LINKS AND SERVICES

Our Services may include links to third-party websites, applications, or services, as well as features, widgets, or plug-ins provided by third parties. These third-party links and services are not under our control and are governed by their respective privacy policies and terms of use. We are not responsible for the privacy practices, data collection, or security measures employed by these third parties, and we encourage you to review their policies before accessing or providing any Personal Data to them.

1. **Third-party websites and applications:** You may find links to third-party websites or applications within our Services, such as in our blog posts, product recommendations, or advertisements. When you click on these links, you will be redirected to the third-party site or application, where their privacy policy and terms of use will apply. We strongly encourage you to review these policies to understand how your Personal Data may be collected, used, or shared by these third parties.
2. **Social media platforms:** Our Services may include social media features or widgets, such as the Facebook "Like" button, the Twitter "Tweet" button, or the Instagram "Follow" button, that enable you to interact with these platforms directly from our Services. When you use these features or widgets, the social media platforms may collect Personal Data about you, such as your IP address, the pages you visit on our Services, and may set cookies to enable the features to function properly. The collection, use, and disclosure of your Personal Data by these social media platforms are subject to their respective privacy policies, and we encourage you to review them before using these features.
3. **Analytics and advertising services:** We may use third-party analytics and advertising services to help us understand how users interact with our Services, measure the effectiveness of our marketing campaigns, and deliver personalized advertising to you. These third-party services may use cookies, web beacons, or other tracking technologies to collect Non-Personal Data about your activities on our Services and other websites over time. The collection, use, and disclosure of your Non-Personal Data by these third-party services are subject to their respective privacy policies, and we encourage you to review them to understand your choices regarding the use of your information for advertising purposes.
4. **Integrated services:** We may integrate third-party services or features into our Services to enhance their functionality, such as payment processing, customer support, or calendar

and scheduling tools. When you interact with these integrated services or features, the third-party providers may collect Personal Data from you, such as your name, email address, or payment information. The collection, use, and disclosure of your Personal Data by these third-party providers are subject to their respective privacy policies, and we encourage you to review them before using these services or features.

5. **Disclaimer:** We do not endorse, sponsor, or assume any responsibility for the content, privacy practices, or security measures of third-party websites, applications, or services linked to or accessed through our Services. By using our Services and accessing these third-party links and services, you acknowledge and agree that we are not responsible for any loss or damage that may arise from your use of them or any Personal Data you provide to them.

INTERNATIONAL DATA TRANSFERS

Our Services are accessible globally, and we may store, process, or transfer your Personal Data to countries outside of your country of residence, including to the United States, where our headquarters and data processing facilities are located. The data protection laws and regulations in these countries may differ from those in your jurisdiction, and your Personal Data may be subject to access requests from governments, courts, or law enforcement agencies in those countries. We take appropriate measures to ensure that your Personal Data is protected when transferred internationally, as outlined below:

1. **Data protection agreements:** When transferring your Personal Data to third parties located in countries outside of your jurisdiction, we enter into data protection agreements that incorporate standard contractual clauses, model clauses, or other legally recognized data transfer mechanisms approved by the relevant data protection authorities. These agreements are designed to ensure that these third parties maintain the confidentiality, security, and integrity of your Personal Data and process your Personal Data only for the purposes for which it was disclosed to them.
2. **Privacy Shield:** For transfers of Personal Data from the European Economic Area (EEA), the United Kingdom, or Switzerland to the United States, we may rely on the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework, which are designed to provide a mechanism for the lawful transfer of Personal Data between the EEA, the United Kingdom, or Switzerland and the United States while ensuring an adequate level of protection for your Personal Data.
3. **Binding corporate rules:** We may adopt binding corporate rules or other intra-group data transfer agreements that establish a consistent set of data protection principles and practices for the protection of your Personal Data when transferred between our affiliated companies or subsidiaries located in different countries.
4. **Local data storage and processing:** In certain cases, we may store or process your Personal Data locally within your country of residence or within the EEA to minimize

cross-border data transfers and ensure compliance with applicable data protection laws and regulations.

5. **Compliance with applicable laws:** We strive to comply with all applicable data protection laws and regulations, including the European Union's General Data Protection Regulation (GDPR), the United Kingdom's Data Protection Act, and the California Consumer Privacy Act (CCPA), when transferring your Personal Data internationally. We will promptly notify you and the relevant data protection authorities in the event of any unauthorized access, disclosure, alteration, or destruction of your Personal Data resulting from international data transfers.

By using our Services, you acknowledge and consent to the transfer, storage, and processing of your Personal Data as described in this Privacy Policy, including the transfer of your Personal Data outside of your country of residence. If you have any questions or concerns about the international transfer of your Personal Data, please contact us using the contact information provided in the "Contact Us" section of this Privacy Policy.

CHANGES TO THIS PRIVACY POLICY

We may update or modify this Privacy Policy from time to time to reflect changes in our privacy practices, legal requirements, or technological advancements. When we make changes to this Privacy Policy, we will take the following steps to keep you informed and ensure that you are aware of the changes:

1. **Notification:** We will post any material changes to this Privacy Policy on our Services. While we will not individually notify you through email or other communication channels, we encourage you to regularly check our Services and review the updated Privacy Policy to familiarize yourself with any changes.
2. **Effective date and version number:** Each version of this Privacy Policy will be identified by a unique version number and an effective date, which will be displayed at the top of this page. You can always access the current version of our Privacy Policy on our Services, and we recommend that you periodically review it to stay informed about our privacy practices and any changes that may affect you.
3. **Consent to changes:** By continuing to use our Services after we have notified you of changes to this Privacy Policy, you are acknowledging and consenting to the updated Privacy Policy. If you do not agree with the changes, you must discontinue your use of our Services and delete any account you may have with us.
4. **Archiving previous versions:** We will maintain an archive of previous versions of our Privacy Policy, which will be accessible upon request. If you would like to review an earlier version of this Privacy Policy, please contact us using the contact information provided in the "Contact Us" section of this Privacy Policy.

5. **Material vs. non-material changes:** We will differentiate between material and non-material changes to our Privacy Policy. Material changes are those that significantly affect your rights, our obligations, or the scope of our data processing activities. Non-material changes may include minor adjustments, clarifications, or updates that do not substantially affect our privacy practices. In case of non-material changes, we may not provide individual notifications, but we will still update the effective date and version number of this Privacy Policy.

Your privacy is important to us, and we are committed to maintaining transparency and open communication regarding our privacy practices. If you have any questions, concerns, or suggestions regarding this Privacy Policy or our privacy practices, please do not hesitate to contact us using the contact information provided in the "Contact Us" section of this Privacy Policy.

CONTACT US

If you have any questions or concerns about this Privacy Policy or our privacy practices, Please utilize the contact method provided on our website's "Contact Us" page for a prompt response.