

Privacy Policy

Effective Date: October 24, 2020

At Pink Petal Development, we value you and strive for complete transparency in our interactions. We seek to make your experiences with our applications as efficient, easy, and personalized as possible.

Above all, our goals are to gain and maintain your trust, including by addressing any questions or concerns you might have about the privacy and safety of your personal information when it is in our hands. In this regard, we are working to effectively communicate with you and respond to your requests as efficiently as we can.

The following is our full privacy policy. You can read it here or print it out and read it later.

Scope

This Privacy Policy (“Privacy Policy”) describes how our apps collect, use, process, and share your personal information (sometimes referred to as “PI”) and other information when you use our website or applications, talk to us on media platforms, or otherwise interact or communicate with is related to any of these services (sometimes collectively referred to as the “Services”).

Throughout this Privacy Policy, we refer to the PI we collect from you, about you, or which may be associated with you, interchangeably without any geographic or legal distinctions. (Please note the subsections below addressing specific jurisdictions and any additional rights you may have or any additional requirements that we may have under the laws of those jurisdictions). By using the Services wherever in the world you are located, you consent to our data practices set forth herein (and, if applicable in any particular cases, to any other privacy notice provided at the point of collection, which collection notice will prevail if different from this general Privacy Policy). Unless otherwise noted, your use of our Services is also subject to our Terms of Use.

Simply put, your PI is important to us. We take reasonable bounds to secure it and aim to use it responsibly and transparently. If you have any privacy questions or concerns, or need reasonable accommodations to enable disability access, you can always contact us through our website’s contact form at <https://pinkpetal.dev/contact/>.

Information We Collect

In this section we disclose details about the information we collect from and about you in connection with the Services. Please note that if you are accessing our Services from the European Economic Area, including from the UK after Brexit (an “EEA User”), the level of disclosure set forth below meets the standards of the European Data Protection Regulation (Regulation (EU) 2016/679 (“GDPR”).

Information Collected Directly From You

We collect personal information and other data from you when you submit it to us or a third party acting on our behalf. The information collected directly from you depends upon how you use the Services. For example:

- When you create an account, we collect your e-mail address, username and password. If you provide it to us, we may also collect additional information from you, including your name, birthday (day and month), physical address, zip code/post code, phone number (home or mobile), gender and/or user image.
- If you make a purchase on our Sites and your shipping address is in the US, we will collect your order-related information, including your billing and shipping address (“Transaction Info”). We will also ask that you provide your payment information (credit card, debit card, or other payment method) at the point of purchase, but Pink Petal Development does not itself collect that information. Instead, that information is passed on to our payment processors, or if you use any third-party payment services, directly to them.
- When you return or exchange products, we may also collect Transaction Info.
- If you are a resident of the US and join our promotional text messaging program, we will collect your mobile phone number. Only residents of the US are eligible to participate in promotional text messaging programs.
- When you contact our Customer Service agents by e-mail, chat, phone, Social Media or via contact forms we provide for that purpose, we will collect (and you expressly consent to our doing so) any personal details and other content that you provide to us, which may include, without limitation, your name, e-mail address, postal address, IP address, geolocation data, and if you contact us via Social Media, your social media handle, your profile photo and any other publicly available information.
- If you participate in a Prize Promotion, we may collect and process your name, social media handle, address, e-mail address, phone number, image, photograph, voice, statements, and/or other information, such as the prize you have won.
- If you are on our App and search by UPC code or voice search, we will access your device camera and microphone, with your permission. If you wish to update your permissions, you may do so in the “Settings” options on your device.

Information Collected From Other Sources

We may receive information about you from third parties, including, without limitation, from your friends or family members who invite you participate in our referral programs, from our CRM (customer relationship management) and other vendor(s) and business partners, such as our data, marketing, personalization, performance, deep linking, or analytics service providers.

We may also obtain information about you when you log in through a third-party social network or authentication service, such as Facebook or Google. These services will authenticate your identity (so that you do not have to register for an account on our Site or App separately). When you log-in via their services, you will be re-directed to their websites for log-in and they will then share with us your user ID, profile URL, profile picture, name and e-mail address so that (i) we can identify you and so that (ii) your account on their platforms will be connected to our Services. Such platforms may furthermore provide you the option to share certain PI with us, in which case we may receive further information (such as your address book). Your username and profile picture may be visible to all other application users, regardless of whether they are your “friends.”

When you interact with us through a social media site or third-party service, such as when you like, follow, or share Pink Petal Development’s content on Facebook, Twitter, Instagram or other sites, we

may receive information from the social network, including your profile information, picture, user ID associated with your social media account, and any other information you permit the social network to share with third parties. The data we receive from these third-party sites is dependent upon that third party's policies and your privacy settings on that third-party site. You should always review and, if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to our Services. If you make a comment or post other content on our Social Media pages, please be aware that you are providing information directly to the social media network subject to their Privacy Policy and terms of use. As with other third-party sites, we have no control over and are not responsible for their own data and privacy practices.

We may combine information we receive from other sources with information we have collected directly from you.

Information Automatically Collected When You Use Our Services

In addition to information that you or other parties provide us, "cookies" and other tracking technologies (sometimes generically referred to as "Cookies") enable us and third parties to collect certain information from you passively when you use our Services. What information is collected depends on how you use our Services, and includes:

- domain name visited
- your browser type and version
- your operating system
- the web pages and other content you view
- the links you click on
- your IP address
- the length of time you spend interacting with the Services
- the referring URL
- the device type from where you access our Sites
- the advertising ID and other unique identifiers associated with your device
- the screen resolution of your device
- the manufacturer of the device you use to access our Services
- the exit page
- your language preferences
- what devices you use to access the Services
- your mobile device ID
- your device name and model
- your mobile operating system, type, name, and version
- the App version
- geolocation data, such as inferred and precise location; provided, however, that we will collect precise location information from your mobile device only if you enable that feature; nevertheless, even if you elect not to enable that feature we may be able to determine location by other means such as when you use wi-fi in our Stores. Turning off device location tracking does not affect the processing of the data that has been collected before the feature has been disabled.

How We Use Your Information

Our use of your PI, including location information when applicable, is limited to the following purposes, subject to applicable law, unless otherwise disclosed at the point of collection or otherwise consented by you:

- To provide Services to you (including to fulfill your orders)
- To communicate with you through e-mail, text messaging, push notifications, cloud-enabled voice services or other means and devices regarding your account, your purchases (including, without limitation, delivery or shipping-related information), your returns, or your other uses of our Services, including, for example, to send you product updates and availability of previously out-of-stock items
- To respond to your inquiries, resolve your problems and concerns, and for other Customer Service purposes, including, without limitation, for business purposes such as record keeping, quality assurance, training purposes and to improve our Customer Service operations
- To distinguish you from other users of our Sites
- To measure traffic and the effectiveness/success of our ad campaigns and other Services (including those offered through third parties, including our online targeted advertising and offline promotional campaigns)
- To offer you location customization; for example, our store finder feature may access and use information about your device location (such as based on IP address or GPS, as applicable), or your account information, to suggest appropriate store locations; moreover our content may be personalized based on various information pieces we may have about you to try to provide you with more location-relevant content
- To offer you personalized search capability, recommendations, instructions, or help on our Sites and on third party sites
- To assist us in advertising our Services on third party websites, mobile apps, and other online services, and provide you with a better, more personalized experience when you visit our Sites or when we send you marketing communications, or when we otherwise display our content to you on our Sites or on third party sites, or when you otherwise interact with any of our Services
- To customize your experience when you engage with us and to tailor ads and other content to you while you use our Services or when you navigate across the Internet or interact with us across devices
- To better understand how you and others access and use our Services, both on an aggregated and individualized basis, and to conduct further analysis such as identify usage trends and identify target groups, with the goal of continuously improving our Services and enhancing your experience when engaging with us across our Services
- If you have asked us to send you marketing e-mails (or, if you are a US resident, marketing text messages) about our current or upcoming promotional offers or new products or other information we think may be of interest to you, to send you such marketing communications
- To send you promotional mailers by regular (post) mail
- For research, product development, Services enhancement, and analytics purposes
- To build (and/or have others build on our behalf) custom audiences or look-alike audiences that will help us better tailor our ad campaigns and other outreach communications to you, subject to territorial, platform and other limitations where applicable

- To administer our customer loyalty programs
- To administer our customer referral programs
- To execute and promote our Prize Promotions
- To manage Cookies and allow you to manage your Cookie preferences
- To administer surveys and questionnaires for market research or member satisfaction purposes
- To comply with legal obligations, as part of our general business operations, and for other business administration purposes
- To manage the security of the data in our possession and where we believe necessary, to investigate, prevent or take action regarding illegal activities, suspected fraud, cyber security threats, situations involving potential threats to your safety or the safety of any other person or violations of our Terms of Use or this Privacy Policy, or to bring or defend legal claims
- To debug or repair errors in our systems
- To facilitate arrangements we have with business partners
- For other purposes as permitted by applicable law and not inconsistent with this Privacy Policy or any other express statement we make at the point of collection of the PI

Disclosure Of Your Information

Subject to applicable law, this Privacy Policy, and any other applicable notices at the point of collection, we may share, or you may yourself share via our Services, your PI, and other information, in connection with our operation of our business, and more specifically as follows:

- Companies providing services on our behalf. We may share your PI with third-party vendors that perform services on our behalf, as needed to carry out their work for us, which may include delivering your orders, providing Customer Service, providing marketing and advertising services to us, conducting security audits, providing accounting or legal services, administering our Prize Promotions, providing web hosting, payment processing services or fraud prevention services, assessing or measuring the performance and functioning of our Sites, providing analytics or providing any other services that we need to operate our business.
- Third party ad networks. In the event that we use third party ad networks and other advertising services providers and intermediaries to develop information to enable personalized advertising content for you, to display our ads to you on third party websites and apps you visit, and to measure the effectiveness of those ads. These third parties may place Cookies on your device if you use our Services. Our shared use of your information with these parties helps us tailor ads to your interests. Other parties' use of Cookies are governed by each applicable company's specific Privacy Policy.
- Payment service providers. We may use third-party payment service providers to process payments made through the Services. If you wish to make a payment in connection with your use of the Services, your PI will be collected by such a third-party payment service provider and not by us, and thus will be subject to the third party's Privacy Policy rather than this Privacy Policy.
- Corporate transactions. If we are, or under consideration to be, acquired by, merged with, or invested in by another company, or if our assets are, or may be under consideration to be, transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise (each, a "Corporate Transaction"), we may transfer your PI in connection therewith.

As part of Corporate Transactions, we may also share certain of your PI with lenders, auditors, and third party legal and financial advisors.

- In the context of legal processes. We may disclose your PI to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena or if we reasonably believe that such action is necessary to comply with the law and the reasonable requests of law enforcement.
- To protect us and others. We may disclose your PI when we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the rights, property or personal safety of any person, violations of our Terms of Use or this Privacy Policy, or as evidence in litigation, arbitration or government agency investigation in which we are involved.
- General public and other Site or App users. Your user name and any information, including, without limitation, reviews, comments, and text will be available to, and searchable by, all users of our Sites if you post such content there.
- Non-PI. We may share aggregate, anonymized, or de-identified information, and other non-PI, about you with affiliated and non-affiliated entities for marketing, advertising, research, and other purposes. This Privacy Policy is not intended to limit our disclosure of non-PI, which we reserve the right to disclose and otherwise share as permitted by applicable law.

Cookies And Other Tracking Technologies

We, our service providers and third parties automatically collect certain types of usage information when you use our Services or otherwise engage with us. We, and they, collect this information through a variety of Cookies, including traditional cookies, web beacons, pixel tags, Flash cookies, embedded scripts, location-identifying technologies, SDKs or similar technologies now or hereafter developed. To the extent required by applicable law, we ask you to provide your consent to the use of Cookies. You can avoid certain Cookies by not consenting to their use or if you already provided your consent, by subsequently withdrawing it. To learn more, manage your Cookies preferences and see a complete list of the Cookies we use, go to the Cookie Preference Center. Please note that blocking or disabling Cookies may negatively impact your experience using our Sites, as some of the features may not work properly or as intended.

What Are Cookies?

- **Cookies.** The traditional cookies are small text files which are placed on your device (such as computer or smart phone) when you visit our Services. Cookies store certain settings and data for exchange with our system via your browser. A cookie usually contains the name of the domain from which the cookie has been placed, as well as information about the age of the cookie and a random alphanumeric identifier, the so-called cookie-ID. They help to recognize the device and make any pre-settings immediately available.
- **Flash Local Storage Objects.** We may use Adobe Flash Local Storage Objects (“Flash LSOs”) to store your Sites preferences and to personalize your visit. Flash LSOs are different from browser cookies because of the amount and type of data stored. Typically, you cannot control, delete, or disable the acceptance of Flash LSOs through your web browser. For more information on Flash LSOs, or to learn how to manage your settings for Flash LSOs, go to the Adobe Flash Player Help Page, choose “Global Storage Settings Panel” and follow the instructions. To see the Flash LSOs

currently on your computer, choose “Website Storage Settings Panel” and follow the instructions to review and, if you so choose, to delete any specific Flash LSO. Please go to the following link to exercise your choices:

www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html

- **Clear GIFs, Pixel Tags and Other Technologies.** Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer’s hard drive, clear GIFs are embedded invisibly on web and app pages. We may use clear GIFs (a.k.a. web beacons or pixel tags), in connection with our Services to, among other things, track the activities of our Site and App users, help us manage content, and compile statistics about usage of the Sites. We and our third party service providers also use clear GIFs in HTML e-mails sent to you, to help us track e-mail response rates, identify when our e-mails are viewed, and track whether our e-mails are forwarded. If you are an EEA User and sign up to receive marketing e-mails, you acknowledge and agree to the uses set forth above. If you are an EEA User and you do not agree to our use of pixel tags in marketing e-mails, please do not sign up to receive marketing e-mails from us.
- **Embedded scripts.** An embedded script is programming code that is designed to collect information about your interactions with our Services, such as the links you click on. The code is temporarily downloaded onto your computer or device from our web server or a third-party service provider, is active only while you are connected to the applicable Services, and is deactivated or deleted thereafter.
- **SDKs.** SDKs are blocks of code that may be installed in our App and that come from third party companies with which we work. SDKs helps us understand how you interact with our App and collect certain information about the device and network you use to access our App, such as the advertising identifier associated with your device and information about how you interact with our App.
- **Location-identifying technologies.** GPS (global positioning systems) software, geo-filtering and other location-aware technologies locate you (sometimes precisely), or make assumptions about your location, for purposes such as verifying your location and delivering or restricting content (including ads) based on your location. If you have enabled GPS or use other location-based features on your device while using the Services, your device location may be tracked by us and third parties.
- **Device recognition technologies.** These technologies, which include application of statistical probability to data sets, as well as linking a common unique identifier to different device use (e.g., Facebook ID), attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user or household).
- **In-app tracking methods.** There are a variety of tracking technologies that may be included in mobile applications, and these are not browser-based like traditional cookies and cannot be controlled by browser settings. Some use device identifier, or other identifiers such as “Ad IDs” to associate app user activity to a particular app and to track user activity across apps and/or devices.

Cookie Categories and Purposes

We categorize the Cookies we use in connection with our Services in four general categories as follows:

- **Strictly Necessary Cookies** let you navigate our Sites and use essential features such as access to the shopping cart and tools to pay for your purchase or enhance your security. We use Strictly Necessary Cookies to identify you as being logged in to the Sites and to authenticate you. Strictly Necessary Cookies are required to ensure that the products that you add to your shopping cart are kept there while you are shopping, and that the data that you enter during the ordering process is retained, to allow you to proceed with the payment of your order. These Cookies are persistent and allow for session to session browsing. You may not opt out of Strictly Necessary Cookies, because if you disable these Cookies we can't guarantee how the Sites or the security on the Sites will perform during your visit or subsequent visits.
- **Performance Cookies** may be placed on your device by us (or others) to collect analytics, statistical and other information about how you and others use our Sites (e.g. which pages you visit, when you open or read the communications we send you, which of our ads you interact with on our Sites or other websites or access points where our ads may appear, if you receive any error messages, how many users have viewed a product, etc.).
- **Functionality Cookies** may be placed on your device by us (or others) and are used to improve your visit to our Sites by providing you the personalized or enhanced features that you have selected or by remembering certain settings you have chosen (e.g., language preferences, the country from where you are visiting, if you have engaged with a particular component or list on the Sites so that it won't repeat, show you when you're logged in to the Sites, etc.). If you disable these Cookies, we will not be able to retain your preferences or selected settings for your next visit.
- **Targeting or Advertising Cookies** are used to track your visit to our Sites or other interaction with our Services, as well as your interaction with other websites, applications or online services (including social media) and the pages you visited and links you followed. This allows us and others to display targeted ads to you, improve their delivery, measure the success of our ad campaigns and see when, whether and for how long you interact with our Services. We may also use these Cookies to limit the number of times you see the same ad.

Exercising Your Access, Deletion, and Other Privacy Rights

To obtain access to your PI or to ask us to delete your PI from our systems, or for other choices you may have regarding the exercise of your privacy rights, please contact us through our contact form found at <https://pinkpetal.dev/contact/>.

To honor your requests, we may require additional information about you to verify your identity and authenticate your request. Our responses to and processing of your requests may differ based on the applicable data protection laws which apply to you and your transactions, and the sensitivity of the data you seek to access. We will make good faith efforts to comply with your requests, but reserve the right to limit requests to what is required by applicable law and to exercise such discretion to limit or reject requests as permitted by applicable law.

Additional Privacy Rights and Choices; Managing Preferences

Account-related choices. You may update your profile information, such as your user name and password, by accessing the profile section of your account. You may also be able to adjust certain communications preferences in your account settings. If you would like us to close your account

associated with a particular e-mail address, please send us an e-mail from that e-mail address via the contact form at <https://pinkpetal.dev/contact/> with the words CLOSE MY ACCOUNT in the subject line. We will only honor “close my account” requests associated with a particular e-mail address if we locate an account in our systems associated with that e-mail address.

Access to your Device Information. You may control the App’s access to certain of your device information through the “Settings” on your device.

Managing Cookies. If you prefer not to accept traditional Cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a Cookie, which lets you choose whether or not to accept it; (ii) disable existing Cookies; or (iii) set your browser to automatically reject Cookies. Please check your browser and browser settings to determine where traditional Cookies are stored and whether and how they may be deleted. The “help” portion of the toolbar on most browsers will tell you more. To find out how to manage traditional Cookies on popular browsers, go to Google Chrome; Microsoft Edge; Mozilla Firefox; Microsoft Internet Explorer; Opera and Apple Safari. To find information relating to other browsers, visit the browser developer’s website. Deleting Cookies in the manner described above does not delete Local Storage Objects (LSOs) such as Flash objects and HTML5. Depending on your mobile device and operating system, you may not be able to delete or block all Cookies.

Services Not Designed For Minors

Our Sites are not designed for children under 16 and we do not knowingly collect information from children under the age of 16. In fact, our Sites require you to have reached the age of majority in the jurisdiction in which you live in order to make purchases there. If you are under the age of 16, please do not use our Services or otherwise provide us with any PI either directly or by other means. Pink Petal Development does not knowingly collect or solicit any information from anyone under the age of 16 on our Services. In the event that we learn that we have inadvertently collected PI from a child under age 16, we will delete that information as required by applicable law. If you believe that we might have any information from a child under 16, please contact us using the contact details set out at the end of this Privacy Policy. Visitors older than the age of 16, but younger than their country’s legal age of majority are permitted to use and/or submit their PI only with parental supervision. We encourage parents and guardians to spend time online with their minor children and to participate and monitor their interactive activities.

Retention of Your PI

We will retain your PI only for as long as necessary for the purposes outlined in this Privacy Policy, and for a commercially reasonable time thereafter for backup, archival, fraud prevention or detection, or audit purposes, or as otherwise required by law. Where your PI is no longer required, we will delete it consistent with our data retention and deletion policy. If you do not have an account on our Site or App, we will only retain your PI for as long as we have your consent to send you marketing communications. When you shop online on the Site or on the App without having opened an account (i.e., you shop as a guest), we will only retain your PI for a commercially reasonable period of time after you have completed your order in order to fulfill any contractual or legal obligations we have such as processing any refunds, exchanges, refunds, or honor any product warranties (unless you have also signed up to receive marketing communications from us, in which case we will add this order information to your

customer record). If you already have an account with us, but you choose to make a purchase as a guest, we will add the guest checkout purchase to your customer record internally automatically. To avoid this, please use a different e-mail address to make a purchase as a guest.

Security

Data Security. We care about the security of your PI and employ physical, administrative, and technological safeguards designed to preserve the integrity and security of all information collected through our Services. In addition to implementing various security measures, we do not store your PI for an unlimited period of time. However, no security system is impenetrable, and we cannot guarantee the 100% security of our systems. In the event that any information under our control is compromised as a result of a breach of security, we will take reasonable steps to investigate the situation and, where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with applicable law.

Please take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing robust and unique passwords that nobody else knows or can easily guess, and keeping your log-in ID and password private. Also, please be aware that, if you publicly post your PI, it is not protected. Please refrain from sending us sensitive data by e-mail. We are not responsible for any lost, stolen, or compromised passwords, for any activity on your account via unauthorized password activity, or for any PI that you publicly and intentionally disclose via our Services.

International Use and Transfer

We are based in the US and the information we and our service providers and other third parties collect is governed by US law, except as otherwise stated in this Privacy Policy or required by applicable law. If you are accessing the Services from outside of the US, please be aware that information collected through the Services may be transferred to, processed, stored, and used in the US and other parts of the world, where the data protection laws may be different from and less protective than those of your country of residence. Your consensual use of the Services and the provision of any information therefore constitutes your consent to the transfer to, and the processing, usage, sharing, and storage of your information, including your PI, in, the US and other countries, as set forth in this Privacy Policy.

Contact Us

If you have any questions about this Privacy Policy or the way we process your PI or if you want to make a complaint or exercise your rights, please contact us via the contact form found at <https://pinkpetal.dev/contact/>.