

## **PRIVACY POLICY**

This privacy policy applies solely to information collected by this website. It will notify you of the following: (1) what personally identifiable information is collected from you through the website, how it is used, and with whom it may be shared, (2) Choices that are available to you regarding the use of your data, (3) The security procedures in place to protect against the misuse of your information, (4) How you can correct any inaccuracies in the information.

### **INFORMATION COLLECTION, USE, AND SHARING**

We may collect personal information directly from you, for example through a web form, during registration, while making a reservation, while setting up an account with us, when you contact us for customer support, or at checkout. Personal information we collect directly from you may include first and last name, address, email address, and phone number.

We may use information collected about you for any lawful purpose, including the following:

- To provide you with our products and services, customer service and support, and other relevant information;
- To market our products and services to you, including by email and text message subject to your consent;
- To provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts;
- To send you abandoned cart reminders if you added items to your shopping cart but did not complete checkout;
- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time information is collected.

### **INFORMATION COLLECTED FROM YOUR DEVICE**

Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, for example, your IP address, date and time of your visit, browser and operating system information, referring website address, and other information about how you interact with the website. Our website may also use cookies and similar technologies to enhance your user experience and enable certain features such as keeping track of items you put in your shopping cart. Our email campaigns may also use tracking technologies such as web beacons, pixels, and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

### **DIGITAL ADVERTISING & ANALYTICS**

We may authorize our advertising partners to use cookies and similar technologies on our website to automatically collect certain information from your device, and we may share

information about you, your purchases, and your interactions with our website with our advertising partners. These partners may also collect information from other websites or apps over time, including information about relationships among different browsers and devices. Such information can be used by us or our advertising partners to serve more relevant targeted ads.

We may also work with third parties that collect data about your use of our website and other sites or apps over time for non-advertising purposes. Your web browser may allow you to block or disable cookies; however, parts of our website may not function properly if you do so.

## **INFORMATION COLLECTED FROM OUR PARTNERS**

We may collect personal information about you from our third-party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, your demographic information, shopping history, and geographic location.

## **HOW THIS INFORMATION IS TRANSFERRED TO A THIRD PARTY**

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via email or other direct contact from you. We may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy. We will not sell or rent this information to anyone. We will use your information to respond to you, regarding the reason you contacted us. We will share your information with any of our third parties outside of our organization, as necessary to fulfill your request unless you ask us not to.

We may share the information we collect with other parties, including the following:

- With third-party service providers to assist us with providing and marketing our products and services, such as payment processors, data hosting services, analytics services, online store support, advertising partners, and email service providers.
- With Constant Contact, to send email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contactdata-notice>.
- With any affiliates or joint venture partners that we may have in the future.
- As part of a corporate sale, merger, acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding.
- If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
- With your consent or as otherwise disclosed at the time of data collection or sharing.

We may share information that has been de-identified or aggregated without limitation. Our website may offer interactive features, such as the ability to leave reviews, that you can use to communicate with other website visitors or to submit and post your own content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others.

## **OPT-OUT EMAIL AND TEXT MESSAGE COMMUNICATIONS**

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as order confirmations.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via e-mail through our website on the Contact Us page at [www.totallyyou-nique.com](http://www.totallyyou-nique.com).

## **UPDATING YOUR INFORMATION**

When you have an account with us, you may review, change, or update your contact information by logging into your account.

## **CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy at any time. Please review it frequently.

## **CONTACT INFORMATION**

If you have any questions about this policy or our privacy practices, please contact us at [www.totallyyou-nique.com](http://www.totallyyou-nique.com).