

PRIVACY POLICY

Most Recent Update: January 10th 2024

This Privacy Policy describes how www.agegraceful.com (the "Site" or "we") collects, uses, and discloses your Personal Information when you visit or make a purchase from the Site.

COLLECTION OF PERSONAL INFORMATION Information collected directly from you: We may collect personal information directly from you, for example through a web form, during an online or in-person 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. Information collected from your device: Our website may use tracking 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, browser and operating system information, geographic location, referring website address, and other information about how you interact with the website. Our website may also use cookies to personalize your experience and enable certain features such as keeping track of items you put in your shopping cart. You may disable cookies in your web browser however parts of our website may not function properly. More information about blocking and deleting cookies is available at <http://www.allaboutcookies.org>. 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. Information collected from our advertising partners: We may collect personal information about you from our advertising partners. Personal information we collect from our advertising partners may include your demographic information, shopping history, and geographic location. We may also share your personal information 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. When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information that can uniquely identify an individual (including the information below) as "Personal Information". See the list below for more information about what Personal Information we collect and why.

- We use Constant Contact to help us understand how visitors interact with our website. Constant Contact uses and processes your information in accordance with its privacy policy available at <https://www.constantcontact.com/legal/about-constant-contact>.

Behavioral Advertising As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For example:

- We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://policies.google.com/privacy?hl=en>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

- *We share information about your use of the Site, your purchases, and your interaction with our ads on other websites with our advertising partners. We collect and share some of this information directly with our advertising partners, and in some cases through the use of cookies or other similar technologies (which you may consent to, depending on your location). For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.*

You can opt out of targeted advertising by:

- *FACEBOOK - <https://www.facebook.com/settings/?tab=ads>*
- *GOOGLE - <https://www.google.com/settings/ads/anonymous>*
- *BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>*

USE OF PERSONAL INFORMATION *We use your personal Information to provide our services to you, which includes: offering products for sale, processing payments, shipping and fulfillment of your order, and keeping you up to date on new products, services, and offers by email and text message subject to your consent. We use information collected automatically from your device [to provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.] We may also use information collected from you and information collected from your device to send you abandoned cart reminders if you added items to your shopping cart but did not complete check out. We use information collected from our advertising partners to market our products and services to you.*

Lawful basis *Pursuant to the General Data Protection Regulation ("GDPR"), if you are a resident of the European Economic Area ("EEA"), we process your personal information under the following lawful bases:*

- *Your consent;*
- *The performance of the contract between you and the Site;*
- *Compliance with our legal obligations;*
- *To protect your vital interests;*
- *To perform a task carried out in the public interest;*
- *For our legitimate interests, which do not override your fundamental rights and freedoms.*

Sharing Personal Information *We share your Personal Information with service providers to help us provide our services and fulfill our contracts with you, as described above. For example: ● We use GoDaddy Online to power our online store. You can read more about how GoDaddy uses your Personal Information here: [uses and processes your information in accordance with its privacy policy](#) available*

at <https://www.godaddy.com/legal/agreements/privacy-policy> We may share your Personal Information 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. **DISCLOSURE OF PERSONAL INFORMATION** We may use third-party service providers to assist us with providing and marketing our products and services to you and we may share your information with such third parties for these limited purposes. Device information

- **Examples of Personal Information collected:** version of web browser, IP address, time zone, cookie information, what sites or products you view, search terms, and how you interact with the Site.
- **Purpose of collection:** to load the Site accurately for you, and to perform analytics on Site usage to optimize our Site.
- **Source of collection:** Collected automatically when you access our Site using cookies, log files, web beacons, tags, Quantcast, Microsoft Clarity, or pixels
- **Disclosure for a business purpose:** shared with our processor GoDaddy, GoDaddy Poynt, Constant Contact, Verizon and Calendly.

We use Constant Contact for our 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-contact-data-notice>. **Reporting and Analytics** The length of time that a cookie remains on your computer or mobile device depends on whether it is a "persistent" or "session" cookie. Session cookies last until you stop browsing and persistent cookies last until they expire or are deleted. Most of the cookies we use are persistent and will expire between 30 minutes and two years from the date they are downloaded to your device. You can control and manage cookies in various ways. Please keep in mind that removing or blocking cookies can negatively impact your user experience and parts of our website may no longer be fully accessible. Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser's "Tools" or "Preferences" menu. For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser's help file or through such sites as www.allaboutcookies.org. Additionally, please note that blocking cookies may not completely prevent how we share information with third parties such as our advertising partners. To exercise your rights or opt-out of certain uses of your information by these parties, please follow the instructions in the "Behavioral Advertising" section above. **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 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 available at verizon.com/terms By entering your phone number in the checkout and initializing a purchase, subscribing via our subscription form or a keyword, you agree that we may send you text notifications (for your order, including abandoned cart reminders) and text marketing offers. Text marketing messages will not exceed [20] a month. You acknowledge that consent is not a condition for any purchase. If you wish to unsubscribe from receiving text marketing messages and notifications reply with STOP to any mobile message sent from us or use the unsubscribe link we provided you within any of our messages. You understand and agree that alternative methods of opting out, such as using alternative words or requests will not be accounted as a reasonable means of opting out. Message and

*data rates may apply. For any questions please text HELP to the number you received the messages from. You can also contact us for more information. If you wish to opt out please follow the procedures above. **Do Not Track** Please note that because there is no consistent industry understanding of how to respond to "Do Not Track" signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.*

Retention *When you place an order through the Site, we will retain your Personal Information for our records unless and until you ask us to erase this information. For more information on your right of erasure, please see the 'Your rights' section below. **Automatic decision-making** If you are a resident of the EEA, you have the right to object to processing based solely on automated decision-making (which includes profiling), when that decision-making has a legal effect on you or otherwise significantly affects you. We DO NOT engage in fully automated decision-making that has a legal or otherwise significant effect using customer data. Our processor GoDaddy uses limited automated decision-making to prevent fraud that does not have a legal or otherwise significant effect on you. Services that include elements of automated decision-making include:*

- *Temporary denylist of IP addresses associated with repeated failed transactions. This denylist persists for a small number of hours.*
- *Temporary denylist of credit cards associated with denylisted IP addresses. This denylist persists for a small number of days.*

Cookies *A cookie is a small amount of information that's downloaded to your computer or device when you visit our Site. We use a number of different cookies, including functional, performance, advertising, and social media or content cookies. Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor. We use the following cookies to optimize your experience on our Site and to provide our services. **Cookies Necessary for the Functioning of the Store***

Name

Function

_ad

Used in connection with access to admin.

_secure_session_id

Used in connection with navigation through a storefront.

<i>cart</i>	<i>Used in connection with shopping carts.</i>
<i>cart_goD</i>	<i>Used in connection with checkout.</i>
<i>cart_GD</i>	<i>Used in connection with checkout.</i>
<i>checkout_token</i>	<i>Used in connection with checkout.</i>
<i>secret</i>	<i>Used in connection with checkout.</i>
<i>secure_customer_sig</i>	<i>Used in connection with customer login.</i>
<i>storefront_digest</i>	<i>Used in connection with customer login.</i>
<i>_GoDaddy_u</i>	<i>Used to facilitate updating customer account information.</i>

Additionally, you can opt out of some of these services by visiting the Constant Contact opt-out portal at:
https://knowledgebase.constantcontact.com/email-digital-marketing/articles/KnowledgeBase/5636-opt-outs-and-unsubscribed-contacts?lang=en_US

Order information

- **Examples of Personal Information collected:** name, billing address, shipping address, payment information (including credit card numbers, email address, and phone number).
- **Purpose of collection:** to provide products or services to you to fulfill our contract, to process your payment information, arrange for shipping, and provide you with invoices and/or order confirmations, communicate with you, screen our orders for potential risk or fraud, and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
- **Source of collection:** collected from you.
- **Disclosure for a business purpose:** shared with our processor GoDaddy Poynt and PayPal (if used),.

Customer support information

- **Examples of Personal Information collected:** Name, email, address, order number
- **Purpose of collection:** to provide customer support.
- **Source of collection:** collected from you.
- **Disclosure for a business purpose:** None

Minors The Site is not intended for individuals under the age of 18. We do not intentionally collect Personal Information from children. If you are the parent or guardian and believe your child has provided us with Personal Information, please contact us at the address below to request deletion. info@agegraceful.com

We use GoDaddy Poynt as our payment processor. GoDaddy uses and processes your payment information in accordance with its privacy policy available at <https://www.godaddy.com/legal/agreements/point-of-sale-agreement>. We use Constant Contact as our advertising partner. We may authorize our advertising partner 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 partner. Such information can be used by us or our advertising partner. For more information about how to opt out of targeted advertising from our advertising partner, go to <https://www.constantcontact.com/legal/about-constant-contact>

YOUR PRIVACY RIGHTS You may have the right to request access to the personal information we hold about you, to port it to a new service, or to request that your personal information be corrected or deleted. To exercise any of these rights, please contact us at info@agegraceful.com.

CHANGES TO THIS PRIVACY POLICY We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons. Please review it frequently.

CONTACT INFORMATION For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at info@agegraceful.com or by mail using the details provided below:

Age Graceful, 8555 SW Sagert St, Tualatin OR 97062, United States

Last updated: 01/10/2024

If you are not satisfied with our response to your complaint, you have the right to lodge your complaint with the relevant data protection authority. You can contact your local data protection authority, or our supervisory authority here: <https://ico.org.uk/make-a-complaint/>