

PRIVACY NOTICE

This Privacy Notice describes how your personal information is collected, used, and shared when you visit or make a purchase from www.ayoandaye.com (the “Site”).

PERSONAL INFORMATION WE COLLECT

Ayo & Aye LLC collects Personal Information about you in connection with your order or interactions about our products or services. By providing your Personal Information to Ayo & Aye LLC in the ways described in this Privacy Notice, you agree that you are authorized to provide that information and are accepting this Privacy Notice. If you do not agree to our practices, please do not subscribe, create an account or otherwise interact with our services, Ayo & Aye LLC’s websites or mobile-device applications.

AUTOMATICALLY COLLECTED TECHNICAL INFORMATION

Ayo & Aye LLC may also collect information about you when you visit our websites, which your web browser automatically sends whenever you visit a website on the Internet (“Technical Information”). Technical Information is information that does not, by itself, identify a specific individual but which could be used to indirectly identify you. Our Marketplace Solutions Provider’s servers automatically record this information, which may include your Internet Protocol (“IP”) address, browser type, browser language and other information about your web browser, type of device (including mobile device) used to access our website and the date and time of your request. Gathering Technical Information helps us ensure our websites and other services work correctly and support our operational analytic efforts. Information may be collected automatically through the following:

- A **“Cookie,”** a small dataset that we transfer to your computer so that we can keep track of your interests and/or preferences and recognize you as a return visitor to the websites. Additional information about how we use cookies as well as how you can control our use of cookies is set forth in our Cookie Notice;
- **“Clear GIFs,”** sometimes called “web beacons,” which are small images placed on a web page or in an e-mail message. We use clear GIFs to monitor user behavior, deliver cookies, collect information, count visits, understand usage and campaign effectiveness, and to tell if a recipient has opened and acted upon an e-mail;
- **“Log Files,”** which record website activity on our services and enable us to gather statistics about our users' browsing habits. These entries help Ayo & Aye LLC

determine (among other things) how many and how often users have accessed or used our services, which pages they have visited and other similar data;

- **Marketing E-mail Communications** where we use pixel tags and cookies so that we can track your interaction with those messages, such as when you open the e-mail or click a URL link that is embedded within them. When recipients click on one of those URLs, they pass through a separate web server before arriving at the destination page on a company website; or
- **Mobile Communications** when you download or use our mobile-device applications, or access one of our mobile-optimized websites, we may receive information about your mobile device, including a unique identifier for your device.

Additionally, the technical information we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

ORDER INFORMATION

When you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card), email address, and phone number. We refer to this information as “Order Information”. We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations).

Additionally, we use this Order Information to:

- 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.

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above.

We may also 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.

DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

MINORS

The Site is not intended for individuals under the age of 18.

NOTICE TO RESIDENTS OF COUNTRIES OUTSIDE OF THE UNITED STATES

Any Personal Information collected about EU data subjects via our websites is processed in the United States by Ayo & Aye LLC or by a third party acting on our behalf. When you provide Personal Information to Ayo & Aye LLC, you consent to the processing of your information in the United States. Our websites are hosted in the United States. Ayo & Aye LLC websites are subject to United States laws, which may not afford the same level of protection of those in your country.

CALIFORNIA PRIVACY RIGHTS

The California “Shine the Light” law permits California residents to annually request and obtain information free of charge about what personal information is disclosed to third parties for direct marketing purposes in the preceding calendar year. Ayo & Aye LLC does not disclose your Personal Information to third parties for direct marketing without your consent.

CHANGES

We may update this privacy notice from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

HOW TO CONTACT US

If you have any questions about this Privacy Notice or the way in which your Personal Information has been used, please contact us by e-mail at info@ayoandaye.com or by mail at: Ayo & Aye LLC, 105 125th Street, #1174 Front 1, New York, NY 10027 United States