

## **PRIVACY POLICY**

### **1. OUR COMMITMENT TO YOUR PRIVACY**

Our Privacy Policy tells you what personally identifiable information Tippi & Lu may collect from you, how Tippi & Lu may process your personally identifiable information, how you can limit our use of your personally identifiable information, and your rights to obtain, modify and/or delete any personally identifiable information Tippi & Lu has collected from you.

### **2. INFORMATION WE COLLECT**

#### **2.1 Information you provide Tippi & Lu**

Tippi & Lu collects personal information when you request information about our products or otherwise voluntarily provide such information through our site.

Generally, you will have control over the amount and type of information you provide to us when using our site.

As a visitor you can browse our site to find out more.

#### **2.2 Information Collected Automatically**

When you use our site, we automatically collect certain information by the interaction of your mobile device or web browser with our platform.

#### **2.3 Cookies**

Like many other sites, we use “Cookies.” A Cookie is a small piece of data stored on your computer or mobile device by our site. We use Cookies to identify the areas of our site that you have visited. We also use cookies to enhance your online experience by eliminating the need to log in multiple times for specific content. Finally, we may use Cookies to personalize the content that you see on our site or to customize marketing and other information we provide to you.

#### **2.4 Other Automatically-Gathered Information**

Tippi & Lu may automatically record information when you visit its site, including the URL, IP address, browser type and language, and the date and time of your visit. Tippi & Lu uses this information to analyze trends among its users to help improve its site or customize communications and information that you receive from us. If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed in to our site.

## 2.5 Google Analytics

Tippi & Lu uses “Google Analytics” to collect information about its use. Google Analytics collects information such as how often users visit our website, what pages they visit when they do so, and what other sites they used prior to coming to our site. We use the information we get from Google Analytics to improve our website. Google Analytics collects only the IP address assigned to you on the date you visit our site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit our site, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to our site is restricted by the Google Analytics Terms of Use.

## **3. HOW INFORMATION IS USED**

When Tippi & Lu uses or processes personal data about you, it does so only as necessary to provide the services you use or otherwise with your consent, to comply with applicable law, or to fulfill other legitimate interests of you or us as described in this Policy. Through our site, you will be provided with the choice of which types of communications you will receive with us, and the ability to change those choices whenever you want.

### 3.1 Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our site or ask us to provide you more information about our business, you provide your consent to us to process information that may be personally identifiable information.

Wherever possible, we aim to obtain your explicit consent to process this information, for example, by asking you to agree to our use of Cookies or to receive communications from us.

We continue to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us using the contact information at the end of this Policy. However, if you do so, you may not be able to use our site further.

### 3.2 Legally Required Releases of Information

We may be legally required to disclose your personally identifiable information, if such disclosure is (a) required by law, or other legal process; (b) necessary to assist law enforcement officials or government enforcement agencies; (c) necessary to investigate violations of or otherwise enforce our Legal Terms; (d) necessary to protect us from legal action or claims from third parties including you; and/or (e) necessary to protect the legal rights, personal/real property, or personal safety of our company, clients, third party partners, employees, and affiliates.

## **4. OBTAINING, CHANGING OR DELETING YOUR INFORMATION**

### 4.1 Access to your personal information

To obtain a copy of all information Tippi & Lu maintains about you, you may send us a request using the contact information at the end of this Policy or, if available, through a tool on our site. After receiving the request, we will tell you when we expect to provide you with the information, and whether we require any fee for providing it to you.

### 4.2 Remove or Change your Information

If you wish us to remove or change personally identifiable information that you have provided us, you may contact us at the contact information at the end of this Policy or if available through a tool on our site.

### 4.3 Verification of your Information

When we receive any request to access, edit or delete personally identifiable information, we will first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

## **5. RETENTION PERIOD FOR PERSONAL DATA**

Except as otherwise mentioned in this Policy, Tippi & Lu keeps your personally identifiable information only for as long as required:

- to provide you with the services you have requested, or otherwise to perform or enforce a contract between us;
- to continue to provide the best possible user experience to visitors who return to our site to collect information;
- to comply with other law, including for any period demanded by tax authorities; or
- to support a claim or defense in any court or in any legal, regulatory or administrative proceeding.

## **6. LIMITATION OF LIABILITY**

You assume the sole risk of transmitting your information as it relates to the use of this site, and for any data corruptions, intentional interceptions, intrusions or unauthorized access to information, or of any delays, interruptions to or failures preventing the use this site. In no event shall we be liable for any direct, indirect, special, consequential or monetary damages, including fees, and penalties in connection with your use of materials posted on this site or connectivity to or from this site to any other site.

## **7. PROTECTING YOUR CHILD'S PRIVACY**

Even though our site is not designed for use by anyone under the age of 18, we realize that a child may attempt to access the site. We do not knowingly collect personally identifiable information from a child. If you are a parent or guardian and believe your child is using our site, please contact us. We may ask for proof of identification before we remove any information to prevent malicious removal of information. If we discover on our own that a child is accessing our site, we will delete the information as soon as we discover it, we will not use the information for any purpose, and we will not disclose the information to third parties. You acknowledge that we do not verify the age of our users nor do we have any liability to do so. If you are a child, please seek the permission of a parent or guardian before accessing the site.

## **8. CHANGES TO OUR PRIVACY POLICY**

Tippi & Lu reserves the right to change this privacy policy at any time. If we decide to change this Privacy Policy, we will post those changes on the site so our users are always aware of what information we collect, use, and disclose. In all cases, your continued use of our site after any change to this Privacy Policy will constitute your acceptance of such change.

## **10. ACCEPTANCE**

By accessing our site, you have willingly accepted the terms of this Privacy Policy.

## **11. CONTACT US**

Tippi & Lu

760-833-0200

[sales@tippiandlu.com](mailto:sales@tippiandlu.com)

[www.tippiandlu.com](http://www.tippiandlu.com)