

Categories of Personal Data we collect	Source	Business or Commercial Purpose for collecting
Identifiers, including (i) full name and username/password; (ii) contact information such as your phone number, email address, or shipping address; and (iii) Customer ID	<p>You</p> <p>Automatically</p> <p>Service Providers</p>	<p>Operational purposes, including administering and maintaining the Services, receiving, processing and fulfilling your order or registration with the Services, communicating with you about your order or account</p> <p>Operational and quality assurance, including to perform data analytics, statistics and audience measurement, to maintain and improve the Services</p> <p>Commercial purposes, including to provide you with exclusive email updates, promotions, and notifications about our products, the Services, or those of our affiliates</p> <p>Security and fraud prevention</p> <p>Advertising and marketing purposes</p> <p>Legal purposes</p>
Commercial information, including order history and shopping preferences	<p>You</p> <p>Automatically</p> <p>Service providers</p>	<p>Operational purposes, including administering and maintaining the Services, receiving, processing and fulfilling your order or registration with the Services, communicating with you about your order or account</p>

		<p>Operational and quality assurance, including to perform data analytics, statistics and audience measurement, to maintain and improve the Services</p> <p>Commercial purposes, including to provide you with exclusive email updates, promotions, and notifications about our products, the Services, or those of our affiliates</p> <p>Security and fraud prevention</p> <p>Advertising and marketing purposes</p> <p>Legal purposes</p>
<p>Financial information (Cardholder Name, Card Expiration Date, Card number, CVV or CID), which is collected through our third-party payment processors on our behalf</p>	<p>You</p>	<p>Operational purposes, including administering and maintaining the Services, receiving, processing and fulfilling your order or registration with the Services, communicating with you about your order or account</p> <p>Security and fraud prevention</p> <p>Legal purposes</p>
<p>Internet and other electronic network activity, such as browsing history, search history, your interaction with the Services and advertisements (such as click or touch stream data, movement, scroll, keystroke activity, pages you visit, links you click, the webpages you visit before and after visiting the Services, and the subject of the ads you click or scroll over)</p>	<p>Automatically</p> <p>Service providers</p>	<p>Operational purposes, including administering and maintaining the Services, receiving, processing and fulfilling your order or registration with the Services, communicating with you about your order or account</p>

		<p>Operational and quality assurance, including to perform data analytics, statistics and audience measurement, to maintain and improve the Services</p> <p>Commercial purposes, including to provide you with exclusive email updates, promotions, and notifications about our products, the Services, or those of our affiliates</p> <p>Security and fraud prevention</p> <p>Advertising and marketing purposes</p> <p>Legal purposes</p>
<p>Technical data collected from your computer or device, including your IP address, device type (such as model and manufacturer), device or mobile advertising identification number, browser (including browser type, language, and preferences), operating system, internet service provider, domain name, and other technical information.</p>	<p>Automatically Service providers</p>	<p>Operational and quality assurance, including to perform data analytics, statistics and audience measurement, to maintain and improve the Services</p> <p>Commercial purposes, including to provide you with exclusive email updates, promotions, and notifications about our products, the Services, or those of our affiliates</p> <p>Security and fraud prevention</p> <p>Advertising and marketing purposes</p>

		Legal purposes
Geolocation data (if enabled)	Automatically Service providers	<p>Operational and quality assurance, including to perform data analytics, statistics and audience measurement, to maintain and improve the Services</p> <p>Commercial purposes, including to provide you with exclusive email updates, promotions, and notifications about our products, the Services, or those of our affiliates</p> <p>Security and fraud prevention</p> <p>Advertising and marketing purposes</p> <p>Legal purposes</p>
Sensory information, such as call recordings	You	<p>Operational purposes, including administering and maintaining the Services, receiving, processing and fulfilling your order or registration with the Services, communicating with you about your order or account</p> <p>Operational and quality assurance, including to perform data analytics, statistics and audience measurement, to maintain and improve the Services</p> <p>Security and fraud prevention</p> <p>Legal purposes</p>

<p>Inferences drawn from Personal Data collected</p>	<p>Automatically Service providers</p>	<p>Operational purposes, including administering and maintaining the Services, receiving, processing and fulfilling your order or registration with the Services, communicating with you about your order or account</p> <p>Operational and quality assurance, including to perform data analytics, statistics and audience measurement, to maintain and improve the Services</p> <p>Commercial purposes, including to provide you with exclusive email updates, promotions, and notifications about our products, the Services, or those of our affiliates</p> <p>Security and fraud prevention</p> <p>Advertising and marketing purposes</p> <p>Legal purposes</p>
<p>User-generated content or feedback that you provide</p>	<p>You</p>	<p>Operational and quality assurance, including to perform data analytics, statistics and audience measurement, to maintain and improve the Services</p> <p>Commercial purposes, including to provide you with exclusive email updates, promotions, and notifications about our products, the</p>

	<p>Services, or those of our affiliates</p> <p>Security and fraud prevention</p> <p>Advertising and marketing purposes</p> <p>Legal purposes</p>
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