

Privacy Policy Effective Date: September 19, 2025

Thank you for visiting WaxThatWick Candle ("we," "our," or "us"). Your privacy matters to us. This Privacy Policy outlines how we collect, use, and protect your personal information when you visit or interact with our website, www.waxthatwick.com.

By accessing or using our website, you agree to the practices described in this Privacy Policy.

1. Information We Collect a. Information You Provide Voluntarily We collect personal information that you provide directly to us when you: - Place an order - Subscribe to our email list - Contact us via forms, email, or social media - Leave a product review or comment

This information may include: - Name - Email address - Shipping and billing address - Phone number - Payment details (processed securely via third-party providers) - Any additional information you choose to provide

b. Information Collected Automatically When you browse our website, we automatically collect certain information using cookies and tracking technologies, including: - IP address - Browser type and version - Device information - Referring URL - Pages visited and time spent - General location data (e.g., country or region)

2. How We Use Your Information We may use your information to: - Process and fulfill your orders - Communicate with you about your purchases or customer service inquiries - Send updates, promotions, or newsletters (with your consent) - Improve our website, services, and customer experience - Detect and prevent fraud or unauthorized activity - Comply with legal obligations

3. Legal Basis for Processing (For Users in the EU/EEA) If you are located in the European Economic Area (EEA), we process your personal data under the following legal bases: - Your consent - The performance of a contract with you - Compliance with a legal obligation - Our legitimate business interests (e.g., improving services or fraud prevention)

4. Sharing Your Information We do not sell, rent, or trade your personal information. We only share data with trusted third-party service providers who help us operate our website and fulfill orders. These may include: - Payment processors (e.g., PayPal, Stripe) - Shipping providers (e.g., USPS, UPS) - Email marketing platforms (e.g., Mailchimp, Klaviyo) - Analytics tools (e.g., Google Analytics)

Each provider is contractually obligated to protect your data and use it only for the services they perform on our behalf.

5. Cookies & Tracking Technologies We use cookies and similar tracking technologies to improve your browsing experience and analyze website performance. Cookies help us: - Remember your preferences and shopping cart - Track site usage and traffic patterns - Personalize content and promotions (if applicable)

You can disable cookies in your browser settings at any time, but some features of the site may not work as intended.

6. Email Marketing & Communication If you opt in to receive marketing emails from WaxThatWick Candle, we may send you updates, promotions, product launches, or seasonal sales. You can unsubscribe at any time by clicking the "unsubscribe" link in the footer of any email.

7. Data Retention We retain your personal information only as long as necessary to fulfill the purposes described in this policy, unless a longer retention period is required by law (e.g., for tax or legal

reporting purposes).

8. Security We take the security of your personal information seriously and implement reasonable safeguards to protect it. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

9. Children's Privacy WaxThatWick Candle does not knowingly collect, solicit, or sell personal information from children under the age of 13. If you are under 13, please do not provide any personal information on this website. If we learn that we have collected information from a child under 13 without verified parental consent, we will delete that information immediately.

If you believe we may have unintentionally collected information from a child under 13, please contact us at Sales@Waxthatwick.com.

10. Your Rights Depending on your location, you may have the right to: - Access the personal data we hold about you - Correct, update, or delete your information - Withdraw consent for marketing communications - Object to or restrict how we process your information - Request a copy of your personal data in a portable format

To exercise any of these rights, please contact us at Sales@Waxthatwick.com.

11. Your California Privacy Rights (CCPA) If you are a California resident, you have the right to request: - The categories and specific pieces of personal information we have collected about you - The categories of sources from which we collect personal information - The business or commercial purpose for collecting your information - The categories of third parties with whom we share your information - Deletion of your personal information (with some legal exceptions)

We will not discriminate against you for exercising your rights under the CCPA. To submit a request, please contact us at Sales@Waxthatwick.com.

12. Third-Party Links Our website may contain links to third-party websites (e.g., social media, shipping services). We are not responsible for the content or privacy practices of those sites. We encourage you to read their privacy policies.

13. Changes to This Privacy Policy We may update this Privacy Policy from time to time to reflect changes in our business, website, or legal obligations. When we do, we will revise the "Effective Date" at the top of this page. Continued use of our site after updates means you accept the changes.

14. Contact Us If you have any questions, concerns, or privacy requests, you can reach us at: ■ Email: Sales@Waxthatwick.com ■ Website: www.waxthatwick.com

■ Thank you for supporting WaxThatWick Candle. We're committed to protecting your privacy while delivering safe, sustainable, and beautifully made products to your home.