

Privacy Policy

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This Privacy Policy describes how Styletyx Inc. ("we," "us," "our," "Company") collect, use, share, and protect information in connection with the Company websites, mobile websites, mobile applications, and any related services that refer or link to this Privacy Policy ("Services").

Your trust is important to us, so keeping your personal data safe and secure remains our top priority.

This policy does not apply to the practices of companies that Styletyx does not own or control, or to individuals that Styletyx does not employ or manage.

When we say 'personal data' we mean identifiable information about you, like your name, email address, support queries and so on. If you can't be identified (for example, when personal data has been aggregated and anonymised) then this policy doesn't apply. Check out our terms of use for more information on how we treat your other data.

We may need to update this policy from time to time. Where a change is significant, we'll make sure we let you know – usually by sending you an email.

1. COLLECTION OF INFORMATION

SOURCES OF COLLECTION

- Register for our Services
- Interact with our Services
- Connect to our Services using third party accounts, such as social media and email accounts
- Contact us for support
- Enter a sweepstakes, contest, promotion, or respond to a survey or poll

We collect certain information when you submit or provide it to us directly. When you interact with our Services online, we automatically collect information about you and your use of the Services through the use of log processes, cookies, location-identifying technologies, and other tracking

technologies. Certain information is collected about you from third parties, such as when you connect through a third-party service.

TYPES OF INFORMATION WE MAY COLLECT

The types of information we collect about you may include personal information of the following types:

- **Identifiers** that you provide us directly, such as your first and last name, username, email address, postal address, location, tax information (for sweepstakes, contests, and promotion winners in the United States)
- **Identifiers**, collected through your use of the Services, such as unique online or device identifiers, IP address, device or session IDs and information regarding your system configuration (operating system and version), network, and connected hardware (e.g., computer or mobile device and carrier)
- **Commercial Information** about you, such as records of products or services purchased, obtained, or considered by you, including products, merchants, and deals you searched for, viewed, or clicked, product types, merchant sites visited from our Services, merchant types, transaction history related to our Services, purchase confirmation data, preferred gender category of clothing, favorite stores, brands, products, influencers, and looks, Sale Alerts you set, and Searches you save, and accrued cash back (United States users only)
- **Internet and other Network Activity**, such as browsing and search history and your interactions with our Services, including:
 - Products, coupons, offers, or merchants you search, click, favorite, and/or view, including clicks you make on merchant sites you visit
 - URL's of pages you visit,
 - Date and time stamps associated with such browsing, searches, and clicks
 - Click stream data, meaning the page by page clicks that you make as you navigate through our Services, including the web page visited before you can to our Services.

device to share such information with us, and locale preferences for your use of the Services.

- **Geolocation**, to the extent you have configured your
- **Inferences** drawn about you and your likely preferences, characteristics, behavior, and attitudes from any information we collect about you.

2. USE OF INFORMATION WE COLLECT

We use information we collect about you for the following business and commercial purposes:

To Provide Our Services and Manage Your Account

- Process your registration with our Services, including verifying whether your email address is active and valid and enrolling you into our programs
- Manage your account, including managing your favorite stores, products, brands

- Send you technical notices, updates, security alerts, and administrative messages
- Provide you customer service regarding your account and reply to your questions, comments, and requests

To Personalize and Improve Our Services

We may use information we collect about you to create a profile of your preferences to personalize and tailor Services content so that it is more likely to be of interest to you. For example, we may use your recent search to display more relevant offers and stores within the Services. Data collected from a browser or device may be used with another computer or device that is linked to the browser or device on which such data was collected (also known as cross-linking). We may also use information we collect about you to identify usage trends and perform statistical analyses to improve our Services, websites, and marketing efforts to provide a better service to you in the future.

To Provide You Marketing and Advertisement Information

To the extent permitted by applicable law or subject to your consent, we may use your personal information to provide you more personalized offers and/or special offers, discounts and similar information, and to send you newsletters, rewards, discounts, promotion codes, events, and general information about the Service. You can manage these communications in accordance with Section 4 (Your Choices) below. To the extent permitted by applicable law or subject to your consent or right to opt-out, we may also use your information to advertise to you online, including targeting advertising to you on other websites.

To Protect You, Others, and our Business

We may use collected information to assess risk and to investigate and limit fraud, spam, and other malicious online activities in our Services, and to improve our security measures. We may also use collected information to assert our legal rights or to defend our legal rights against third parties.

To Comply with Applicable Laws

We may use information we collect about you to enable us to comply with applicable laws, rules, regulations, and judicial authorities in each geographical region in which we operate.

To administer Contests, Sweepstakes, Surveys, Polls, and Promotions

From time to time, we may invite you to enter sweepstakes, contests, promotions, surveys, or polls. If you choose to participate in a contest or promotion, your personal information may be used to administer the contest, such as to determine your eligibility for the contest or to award a prize. If you choose to participate in a survey or poll, the feedback you submit will be aggregated and deidentified to provide us insight on business and shopping trends.

3. SHARING INFORMATION

Disclosure for Business and Commercial Purposes.

We may disclose the below-specified categories of information for our business or commercial purposes, including the following:

Disclosure to our Service Providers

We may share all categories of your collected personal information as necessary with our third-party service providers (which may include Company affiliates) who perform various business operations, solely for our benefit or on our behalf, under our instructions and in compliance with appropriate contractual, technical and organizational security measures to protect your data from unauthorized use, retention, or disclosure. For example, we may partner with other companies to provide you support services, authentication services, prevent fraud on our Services, administer our promotions, sweepstakes, and surveys, perform analytics, and maintain the accuracy of our databases.

Disclosure to Our Business Partners

We work with various types of third-party business partners to offer you our Services. We may share the following types of information with the following types of Business Partners. For European users, this sharing and usage will occur only with your consent and you may update your preferences at any time by following the instructions in Section 6 below.

Affiliate Partners

When you click on a link to a merchant site presented on our Services to start a shopping trip, you evidence your intent to interact with that business through our Services, and thereby are directing us to disclose certain information about you (including the link you clicked in our Services and a unique ID assigned to track that your shopping originated from our Services) to an affiliate network to properly account for your purchases. For a small number of merchants that do not utilize an affiliate network, this information is provided directly to the merchant. The Affiliate Partner will collect Internet and Network Activity information about your use of our Services in relation to the merchant site, products, or offers. Our Affiliate Partners collect this information to track the shopping trip, but certain of them may also use this information to contribute it to their own user profiles and/or combine it with information they collect elsewhere, which they may make available for use by their other clients business clients. For users in California, such sharing with certain of these Affiliate Partners could be considered a “sale” of your personal information as that term is defined in the California Consumer Privacy Act of 2018 (“CCPA”), and the opt-out we offer for California consumers in Section 5, below, would signal these Affiliate Partners to not collect or use your information from our Services except as necessary to validate and provide your Cash Back.

Disclosure to Digital Advertising Providers

To provide us with advertising and marketing services, we partner with certain third parties that automatically collect Internet and Network Activity information about your use of the Services, such as your browsing history, IP address, pages viewed, and links clicked, so that they can use this information to serve you ads for our Services on other sites. These third parties may also use this collected information to draw inferences about you for their own purposes, or collect personal information about your online activities over time and across different websites (in addition to our Services) to help predict your preferences and to display (and enable other third parties to display) ads to you that are more likely to be of interest to you. Note that this Privacy Policy covers only our use of data and does not include use of data by such third parties. If you wish to opt out of interest-based advertising, click [here](#). For California residents, the sharing of your information with third parties for the purposes of online targeted advertising may be considered a

“sale” of your personal information per the CCPA, of which you can opt-out in Section 5, below. For European users, you can opt-out in accordance with Section 6, below.

Disclosure for Legal Purposes

We may share the information we collect, including personal information, to the extent permitted by applicable law, (i) in response to subpoenas or other legal processes or if, in our good faith opinion such disclosure is required or permitted by law without a specific disclosure; (ii) at the request of governmental authorities conducting an investigation; (iii) to enforce our terms and conditions or other policies applicable to our Services; and (iv) to protect the rights, property, life, health, security and safety of Company or any third party.

In Relation to Business Asset Transfers

We may share the information we collect, including personal information, with any third party in connection with, or during confidential negotiations of, any proposed or actual merger, purchase, sale (including a liquidation, realization, foreclosure or repossession) or any other type of acquisition of all or any portion of Company assets, conveyance or transfer of all or a portion of our business to another company. In such event, the acquiring company would be contractually required to use your collected information in accordance with this Privacy Policy and applicable law or to provide prior notice to you of any new or materially changed practices.

For EU/EEA visitors, Legal basis for using your Personal Information

If you are a visitor from the European Economic Area, our legal basis for collecting and using the Personal Information described above will depend on the Personal Information concerned and the specific context in which we collect it. For the European Economic Area, there are different legal bases that we rely on to use your Personal Information:

- Performance of a contract. The use of your Personal Information may be necessary to perform the terms and conditions or other policies under which we provide our Services.
- We will rely on your consent to use (i) technical information such as cookie data and geolocation data; and (ii) your Personal Information for marketing purposes. You may withdraw your consent at any time by contacting us using the information at the end of this Privacy Policy or by following an unsubscribe link in any marketing communication you receive from us.
- Legitimate interests. We may use your Personal Information for our legitimate interests to improve our Services, security purposes, and fraud prevention, and to share information with our affiliates for internal administration. In such circumstances it is for us to ensure that these interests are not overridden by your data protection interests or fundamental rights and freedoms. If we collect and use your Personal Information in reliance on our legitimate interests (or those of any third party), this interest will normally be for to operate our platform and communicating with you as necessary to provide our services to you and for our legitimate commercial interest, for instance, when responding to your queries, improving our platform, undertaking marketing, or for the purposes of detecting or preventing illegal activities. We may have other legitimate interests and if appropriate we will make clear to you at the relevant time what those legitimate interests are.

4. YOUR CHOICES

Updating Account Information

We encourage you to maintain the accuracy of the information you submit to us. You may provide account updates by logging into your Service account and updating your information in the Settings.

Communications Preferences

Email Marketing

By signing up for an account or if you consent, you may receive periodic electronic communications and direct mailings from Company. You can opt out of receiving promotional communications from us at any time by following the instructions provided in those communications to stop them, modifying the settings of your account, or contacting us through the Services. Please note that even if you opt out of receiving promotional communications, we may continue to send you non-promotional emails and other types of communications, as permitted by law, such as service emails relating to our ongoing business relationship. Service emails contain service-related announcements that affect your account, such as product order confirmations, reward or payment updates, and responses to your comments and feedback submitted to us.

5. YOUR RIGHTS REGARDING YOUR PERSONAL INFORMATION

Your privacy rights

You have certain rights regarding your personal information based on applicable local laws, including the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act of 2018 (CCPA) where applicable, which may include the following rights:

- To Access your personal information/data portability – You have the right to request that we send you (or another organization, under certain conditions) a copy of your personal data in our possession, in a readily usable and portable format.
- To Rectify the information we hold about you – You have the right to request that we correct any information you believe is inaccurate or complete any information you believe is incomplete.
- To Erase or Delete your personal information – You have the right to request that we erase or delete your personal information under certain conditions or subject to certain legal exceptions.
- To Restrict our processing of your personal information – You have the right to request that we restrict our processing (collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure, making available, alignment or combination, restriction, erasure or destruction) of your personal information, under certain circumstances.
- To Object to our processing of your personal information – You have the right to object to our processing of your personal data, under certain circumstances.
- To Opt out of certain sharing of your personal information that California law defines as a “sale,” including our selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating your personal information to another business for monetary or other valuable consideration.

- To Lodge a Complaint with your local data protection authority, as set forth below.
- To Non-Discrimination – We will not discriminate against you for exercising any of your privacy rights by denying you goods or services, charging you different prices or rates for goods or services, including through granting others or denying you discounts or other benefits or imposing penalties, providing you a different level or quality of goods or services, or suggesting that you may receive a different price or rate for goods or services or a different level or quality of goods or services if you exercise your rights to access or delete your personal information or opt-out out of its sale.

- To Modify Your Data Collection Preferences - You may in some cases have the option to decline to provide us with certain information; however, your choice may impact your use of certain features or services for which that information is a necessary component.

• **Rights Applicable to California Residents**

This section applies only to California Residents. Pursuant to the California Consumer Privacy Act of 2018 (“CCPA”), if you are a California resident, you have certain rights in relation to your personal information, subject to certain exceptions.

Right to Know and Access: You have the right to know the categories and elements of personal information specific to you that we collected, used, disclosed for a business purpose, and sold about you during the preceding 12 months, including the categories of sources from which we acquired your information and the categories of third parties to whom we disclosed your information for a business purpose or sold your information. General information about the personal information we may collect, use, disclose and sell and the purposes of collection, use and disclosure is set forth in Sections 1-3 of this Privacy Policy.

Right to Request Deletion: You have the right to request that the Company delete any personal information we have collected from you or maintain about you, subject to certain exceptions. If you request that we delete your personal information, we will do so except to the extent we determine that we need the information for a business purpose and have a legal right to maintain it, in which case we will inform you of that legal exception.

Agents. Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. For any agent making a request on your behalf, we may require you to provide proof that you authorized this agent to submit a request on your behalf or that he or she has power of attorney in connection with your request to know, access or delete your personal information, and we may require you to independently verify your identity or log in to your account to provide the access code.

Right to Opt-out of Sale of Your Personal Information: To the extent that we receive monetary or other valuable consideration for sharing or providing access to information about you with our merchant partners, third parties or affiliates in order to provide you rewards and benefits and for our targeted marketing purposes, the CCPA may deem this a “sale” of your personal information. You have a right under California law to opt-out of our “sale” of your information in this way. Please note that to the extent you opt-out we may be unable to offer you some of our services which require such sharing of your Personal Information.

Right to Non-Discrimination: We will not discriminate against you for exercising any of your CCPA rights. Unless otherwise permitted by the CCPA, we will not do any of the following because you request to know, access, or delete your information or opt out of its sale:

- deny you goods or services
- charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties
- provide you a different level or quality of goods or services, or
- suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services

6. RIGHTS APPLICABLE TO EU USERS

Choices under EU law

If your Personal Information is subject to the protections offered by EU law, you may:

- Access, correct, update or request deletion of your Personal Information, at any time by contacting us via the Contact information provided in Section 9, below or by updating your account profile and your privacy preferences.
- Object to processing of your Personal Information, ask us to restrict processing of your Personal Information or request portability of your Personal Information; and
- Withdraw your consent at any time if we have collected and process your Personal Information with your consent.
- Complain to a data protection authority about our collection and use of your Personal Information. For more information, please contact your local data protection authority. (Contact details for data protection authorities in the European Economic Area, Switzerland and certain non-European countries (including US and Canada) are available at https://edpb.europa.eu/about-edpb/board/members_en.)

To exercise any of these rights please contact us in accordance with the contact details set forth below in Section 9, below. Please note that if you are not subject to EU law, these rights do not apply to you.

7. OTHER NOTICES

Shine the Light. California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. We do not share your information with third parties for their direct marketing purposes.

Do Not Track. Company does not currently take actions to respond to Do Not Track signals because a uniform technological standard has not yet been developed. We continue to monitor and review new technologies and will modify this policy accordingly in the event of a change.

Retention of Data. We may retain information about you for as long as it is necessary to fulfill the purposes described Section 2. Some of your information may be retained in our systems even after you request your information to be deleted in order to comply with our obligations under applicable law, collect fees owed, resolve disputes, enforce our legal rights, otherwise use internally in a lawful manner that is reasonably aligned with the expectations of the consumer or compatible with the context in which the information was provided, and to undertake any investigations necessitated by the foregoing.

Information Security. We have implemented technical and organizational measures to provide a level of security appropriate to the risk to the Personal Information that we process. These measures are aimed at preserving the ongoing integrity and protecting the confidentiality of users' Personal Information. We evaluate these measures on a regular basis to confirm that they continue to maintain and apply an appropriate level of security.

8. CHANGES TO PRIVACY POLICY

This Privacy Policy is current as of the date set forth above. We reserve the right to change this Privacy Policy from time to time consistent with applicable privacy laws and principles. If we make changes to this Privacy Policy we will notify you by revising the date at the top of this Privacy Policy, and where such changes will impact you as a data subject, we will provide you with additional notice (such as adding a statement to the homepages of our Services or sending you an email notification).

9. CONTACT US

If you have any questions regarding this Privacy Policy, please feel free to contact us by email at admin@styletyx.com