

## **BodyShopGirl Privacy Policy**

**At BodyShopGirl, we want you to know how we collect, use, share, and protect information about you. By interacting through websites, mobile applications, products, and services, you consent to the use of information that is collected or submitted as described in this privacy policy. We may change or add to this privacy policy, so we encourage you to review it periodically.**

### **Types of information Collected:**

- **Name**
- **Mailing address**
- **E-mail address**
- **Phone (or mobile) number**
- **Date of birth or age**
- **Driver's license number**
- **Credit/debit card number**
- **Purchase/return/exchange information**
- **Registry or list information**
- **Your mobile device information (e.g., device model, operating system version, device date and time, unique device identifiers, mobile network information)**
- **How you use our sites and mobile applications, search terms, pages you visit on bodyshopgirl.com and our mobile applications and application performance**
- **Media Information (e.g. Advertising engagement in social, digital, and broadcast media)**
- **IP Address**

- **Special status designations (e.g., Teacher, College Student, Military)**
- **Language Preferences**

**If you choose not to provide information, we may not be able to provide you with requested products, services or information.**

### **How is Your Information Collected?**

#### **You Provide It to Us**

**We collect information that you enter on our digital properties or give us in other ways (e.g. when you contact Guest Relations, order on bodyshopgirl.com).**

#### **Automated Information Collection**

**In order to provide the best Guest experience possible, we also use automated information collection technologies for reporting and analysis purposes. We examine metrics such as how you are shopping on our website, in our stores, and on our mobile applications, the performance of our marketing efforts, and your response to those marketing efforts.**

#### **Third-party automated collection**

**We and our service providers use anonymous identifiers such as cookies and other technologies to collect and store certain types of information (e.g. click stream information, browser type, time and date, subject of advertisements clicked or scrolled over, hardware/software information, cookie and session ID) whenever you interact with us or third-parties that use our services.**

**We also allow third-party companies (e.g., Google) to place tags on our digital properties once approved through our tagging process. The tags may collect information from your interactions on bodyshopgirl.com. Our Privacy Policy does not cover these third party companies. Please contact these third party companies (e.g., Google) directly for more**

information about their privacy policy and your choices regarding the tags and the information collected by the tags.

### **Social Media Widgets**

Our sites and mobile applications include social media features, such as the Facebook, Pinterest, Instagram, and Twitter widgets. These features may collect information about you such as your IP address and which page you are visiting on our site. They may set a cookie or employ other tracking technologies to accomplish this. Social media features and widgets may be hosted by a third party. Your interactions with those features are governed by the privacy policies of the companies that provide them.

### **Mobile Location Information**

If you use a mobile device, your device may share location information (when you enable location services) with our websites, mobile applications, services or our service providers. For example, precise geo-location can be used to help you find nearby stores. Or, in-store location through the use of your phone's blue tooth signal, LED light chip technologies or other technologies will permit bodyshopgirl to find nearby products for you, get you real-time deals, auto-sort your shopping list and more.

### **Information from other sources**

We collect information about you from other sources to enhance our existing Guest information and improve the accuracy of our records. This improves our ability to contact you and increases the relevance of our marketing.

### **How Is Your Information Used?**

Information we collect is used for a variety of purposes, including activities such as: processing transactions, helping our Guest relations representatives resolve issues, identifying fraud and improving our services. In addition, information we collect improves your experience

by delivering more personalized interactions and advertising in digital (e.g. bodyshopgirl.com, mobile app, other online sites) and social media (e.g., Facebook, Pinterest, Instagram), as well as TV and Video platforms.

We also use information we collect for reporting and analysis purposes. We examine metrics such as how you are shopping on our website, in our stores and on our mobile applications, the performance of our marketing efforts and your response to those marketing efforts.

#### **Our Purposes (including but not limited to marketing)**

- **Deliver coupons, mobile offers newsletters, in-store receipt messages, emails, mobile messages, targeted advertising and social media notifications**
- **Provide interactive features of the website or mobile applications, such as product reviews or Weekly Ad, send marketing communications and other information regarding products, services and promotions**
- **Administer promotions, surveys, and focus groups**
- **Cross-context and cross-device linking**
- **Interest based advertising**
- **Improve Guest experiences**
- **Conduct research and analysis**
- **Perform other business activities as needed, or as described elsewhere in this policy**

#### **Product and Service Fulfillment**

- **Fulfill and manage purchases, orders, payments, and returns/exchanges**
- **Respond to requests for information about our products and services in our stores, on our websites or mobile applications, or to otherwise serve you**

- **Connect with you regarding Guest service via our contact center, Guest service desk, or on social media or internet chat platforms. Chat functionality allows our Guest Relations specialists to see what a Guest is typing before hitting the send button. This allows for quicker response time as our specialists anticipate questions.**
- **Provide services such as Gift Registry or a shopping list**
- **Manage subscription services, including order management, billing, improving reorder experiences, communicate with you about your subscription, and offer other products and services that may be of interest to you**
- **Fulfill benefits associated with use of our services, such as delivery of Welcome kits, to award and redeem points through our loyalty programs, etc.**
- **Administer sweepstakes and contests**
- **Conduct a transaction where we collect information required by law (for example, pseudoephedrine or age-restricted purchases)**
- **Allow you to, using our mobile applications: find a store nearest to your location, show you a map of the store (if available), use our drive up (where available) capabilities, add and redeem offers, search for products and check availability, check prices, provide product ratings and reviews, track your orders, scan a UPC barcode or QR code, use voice recognition to add to your list, update information, etc.**

### **Cross-Context**

**We merge data collected from our own websites and mobile apps. Examples of the data collected include: cookie IDs, device Advertising IDs (such as Apple and Google's Advertising Identifiers); transaction and browsing history; your interaction with our online and mobile advertisements, including advertisements we serve within our emails and advertisements that we serve on behalf of third parties; information about ads we serve, such as which ad was served, your interactions with**

the ads, and the URLs where the ads are served from marketing partners such as Google.

### **Cross-Device Linking**

We may also link your various devices so that content you see on one device can result in relevant experience on another device. This allows us to deliver more personalized and consistent advertising to you (for example, if you purchase a product on our website using your desktop, we are able to avoid showing you an advertisement on the same product on your mobile phone; if you add an item to your cart on bodyshopgirl.com through your mobile device, but leave bodyshopgirl.com without purchasing the item, we are able to show you that item in your cart on another device).

### **Interest Based Advertising**

BodyShopGirl participates in interest-based advertising (IBA), also known as Online Behavioral Advertising. We use third-party advertising companies to display ads tailored to your individual interests based on how you browse and shop online, as well as to provide advertising-related services such as ad delivery, reporting, attribution, analytics, and market research.

We allow third-party companies to collect certain information when you visit our websites or use our mobile applications. This information is used to serve ads for bodyshopgirl.com products or services or for the products or services of other companies when you visit this website or other websites. These companies use non-identifiable information (e.g., click stream information, browser type, time and date, subject of advertisements clicked or scrolled over, hardware/software information, cookie and session ID) and personally identifiable information (e.g., static IP address) during your visits to this and other websites in order to provide advertisements about goods and services likely to be of greater interest to you. These parties typically use a cookie, web beacon or other similar tracking technologies to collect this

**information. BodyShopGirl adheres to the Digital Advertising Alliance (DAA) self-regulatory principles for IBA.**

### **User Experience Information**

**In order to improve Guest online and mobile shopping experiences, help with fraud identification, and assist our Guest relations representatives in resolving issues Guests may experience in completing online purchases, we use tools to monitor certain user experience information; including login information, IP address, data regarding pages visited and ads clicked, specific actions taken on pages visited (e.g., information entered during checkout process), browser and device information.**

### **Social Media**

**BodyShopGirl engages with Guests on multiple social media platforms (e.g., Facebook, Twitter, Instagram, and Pinterest among others). If you contact us on one of our social media platforms, request Guest service via social media, or otherwise direct us to communicate with you via social media, we may contact you via direct message or use other social media tools to interact with you. In these instances, your interactions with us are governed by this privacy policy as well as the privacy policy of the social media platform you use.**

### **Social Media Ads**

**We may display bodyshopgirl ads to you through social media platforms. These ads are sent to groups of people who share traits such as likely commercial interests and demographics. For example, we may aim Guests who have expressed an interest in shopping for groceries, cosmetics, clothing, etc. See the policies of each social media platform for additional information about these types of ads.**

### **Prevention of Fraud and Other Harm**

**Prevent fraudulent transactions, monitor against theft and otherwise protect our Guests and our business (e.g., product recalls)**

## **Legal Compliance**

**For example, assist law enforcement and respond to legal/regulatory inquiries**

## **How is Your Information Shared?**

### **BodyShopGirl Subsidiaries and Affiliates**

**We share the information we collect within BodyShopGirl, which includes all BodyShopGirl subsidiaries and affiliates. BodyShopGirl may use the information to offer you products and services that may be of interest to you.**

**BodyShopGirl owns and operates BodyShopGirl stores, websites, mobile applications, BodyShopGirl subsidiaries and affiliates include, but are not limited to: Shopify, and Oberlo, and Vendors around the Globe including Alibaba.com, AliExpress.com.**

### **Card Issuing Bank**

**We may share the information we collect with our banking partner, Golden1 Credit Union.**

### **Service Providers**

**We may share the information we collect with companies that provide support services to us (such as printers, e-mail providers, mobile marketing services, analytics providers, web hosting providers, call center/chat providers, sweepstakes vendors, payment processors, coupon delivery vendors, data enhancement services, fraud prevention providers or shipping services providers, including product vendors) or that help us market our products and services. These companies may need information about you in order to perform their functions. We limit information shared with service providers to what is necessary to fulfill the services.**

### **Registries and Shopping Lists**



**If you create a gift registry or shopping list, your information will be accessible on our website, mobile or social applications, on partner registries, and on kiosks in stores. If you purchase an item from a registry or shopping list, information such as your billing name and address will be made available to the owner(s).**

### **Other Businesses Products and Services**

**We allow other businesses to make their products or services available to our Guests (e.g. BodyShopGirl Plus Partners). You may purchase products or services from these other businesses through our website or mobile service. When you purchase such products or services we will share personal information related to your purchase with those businesses.**

### **Legal Requirements**

**We may disclose information we collect when we believe disclosure is appropriate to comply with the law; to enforce or apply applicable terms and conditions and other agreements; to facilitate the financing, securitization, insuring, sale, assignment, bankruptcy, or disposal of all or part of our business or assets; or to protect the rights property or safety of our company, our Guests or others.**

### **Elsewhere at Your Direction**

**At your direction or request, or when you otherwise consent, we may share your information.**

### **Sharing Non-identifiable or Aggregate Information with Third Parties**

**We may share non-identifiable or aggregate information with third parties for lawful purposes.**

### **Business Transfers**

**In connection with the sale or transfer of some or all of our business assets, we may transfer the corresponding information regarding our Guests. We also may retain a copy of that Guest information.**

## **What Choices Do You Have?**

### **Postal Mail**

**If you do not wish to receive catalogs, coupons, and other promotional postal mail, please send us an email @ [usbodysshopgirl@gmail.com](mailto:usbodysshopgirl@gmail.com) to opt-out.**

### **E-mail**

**If you do not wish to receive promotional e-mails from us, please send us an email @ [usbodysshopgirl@gmail.com](mailto:usbodysshopgirl@gmail.com) to opt-out. You also have the ability to unsubscribe from promotional e-mails via the unsubscribe link included in each promotional e-mail. This opt-out does not apply to operational emails (e.g., surveys, product reviews).**

### **Text Messages**

**We may send text messages you have consented to receive. You can cancel text messages at any time by texting "STOP". After you send "STOP", we may send you an additional text message to confirm that you have been unsubscribed. You will no longer receive text messages from that short code, but you may receive text messages if you are subscribed to other text lists. If at any time you have questions about the text messages, text "HELP". After you send "HELP" we will respond with instructions on how to use our service as well as how to unsubscribe. Message and data rates may apply.**

### **Push Notifications**

**You may opt-out from allowing BodyShopGirl to send you push notifications by adjusting the permissions in your mobile device. You may also choose which types of push notifications to receive by adjusting the permissions within your bodyshopgirl mobile application. This opt choice does not apply to in app notifications.**

### **Geo-Location and In-Store Location**

**You may prevent your mobile device from sharing your location data by adjusting the permissions on your mobile device or within the relevant app.**

### **Cookies, Tracking, and Interest-Based Advertising**

**The help function of your browser should contain instructions on how to set your device to accept all cookies, to notify you when a cookie is issued or to not receive cookies at any time. If you set your device to not receive cookies at any time, certain personalized services cannot be provided to you, and accordingly, you may not be able to take full advantage of all of our features.**

**To opt-out of the vendors we use for cross-device linking, go to the Digital Advertising Alliance's Choices page at [www.aboutads.info/choices](http://www.aboutads.info/choices) and perform a global opt-out on each browser and device that you would like to be opted out on. Opting out in this manner means that the browser on the device from which you opt-out will no longer receive information collected on devices linked to it, that devices linked to it will not receive information collected from the opted-out device, and that the vendor will not transfer information collected from the opted-out device to a third party. Please note that this will not opt you out of cross-device linking or advertising across linked devices based solely on your visits to bodyshopgirl websites or apps, or your interaction with advertisements for bodyshopgirl delivered by bodyshopgirl.**

**To opt-out of our interest-based advertising for bodyshopgirl's goods and services or those of another party, online and in third-party mobile applications, visit Digital Advertising Alliance's Choices page at [www.aboutads.info/choices](http://www.aboutads.info/choices) and perform a global opt-out. Options you select are browser and device specific.**

### **Do Not Track**

**Some browsers have a "do not track" feature that lets you tell websites that you do not want to have your online activities tracked. At this time,**

**we do not respond to browser "do not track" signals, but we do provide you the option to opt-out of interest based advertising (see above for opt-out information).**

### **Other Web Site Analytics Services**

**Analytics services such as Site Catalyst by Adobe Analytics, Google Analytics and Crazy Egg provide services that analyze information regarding visits to our websites and mobile applications. They use cookies, web beacons, recorded interactions and other tracking mechanisms to collect this information.**

### **California Residents**

#### **California Consumer Privacy Act**

**If you are a California resident, the information below also applies to you. Certain terms used in this section have the meanings given to them in the California Consumer Privacy Act of 2018 ("CCPA").**

**Categories of Personal Information BodyShopGirl has collected from or about its Guests in the preceding 12 months**

- Identifiers (e.g. name, mailing address, email address, phone number, credit/debit card number)**
- Characteristics of protected classifications (e.g. gender, age)**
- Commercial information (e.g. products or services purchased, purchase history)**
- Internet or other electronic network activity (e.g. browse or search history)**
- Geolocation data (e.g. latitude or longitude)**
- Audio, electronic, visual, or similar information (e.g. recording of Guest service calls)**

- **Inferences drawn from any of the above (e.g. preferences or characteristics)**

**Categories of Sources from which BodyShopGirl has Collected Personal Information about Guests (for more information, see the How is Your Information Collected section of this privacy policy).**

- **Consumer Directly ( bodyshopgirl.com, Mobile, Guest Relations)**
- **Advertising Networks (e.g. Google)**
- **Data analytics providers (e.g. data brokers)**
- **Government Entities (e.g. IRS)**
- **Social networks (e.g. Twitter, Facebook)**
- **bodyshopgirl subsidiaries (e.g. shopify, AliExpress)**

**Business or Commercial Purposes for Which BodyShopGirl has Collected or Sold Personal Information about Guests in the Preceding 12 Months (for more information, see the How is Your Information Used section of this privacy policy).**

- **Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytics services, or providing similar services;**
- **Auditing related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance;**
- **Short-term, transient use, including, but not limited to, the contextual customization of ads shown as part of the same interaction;**

- **Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity;**
- **Debugging to identify and repair errors that impair existing intended functionality;**
- **Undertaking internal research for technological development and demonstration; and**
- **Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us.**

#### **Categories of Personal Information bodyshopgirl has Sold about Guests and Categories of Third Parties to Whom Personal Information was sold in the Preceding 12 Months**

##### **Categories of Personal Information Sold**

- **Internet or other electronic network activity (e.g. "cookies" or other tracking tags)**

##### **Categories of Third Parties to Whom Personal Information was Sold**

- **Advertising Networks**

**BodyShopGirl does not knowingly sell the Personal Information of Minors Under the age of 16.**

#### **Categories of Personal Information BodyShopGirl has Disclosed for a Business Purpose and Categories of Third Parties to whom Personal Information has disclosed for a Business Purpose in the Preceding 12 Months**

##### **Categories of Personal Information Disclosed for a Business Purpose**

- **Identifiers (e.g. name, mailing address, email address, phone number, credit/debit card number)**
- **Characteristics of protected classifications (e.g. gender, age)**
- **Commercial information (e.g. products or services purchased, purchase history)**
- **Internet or other electronic network activity (e.g. browse or search history)**

**Categories of third parties to whom Personal Information has been disclosed for a business purpose**

- **Advertising Networks (e.g. Google)**
- **Customer Service (e.g. faxed image)**
- **Data Analytics Providers (e.g. data brokers)**
- **Legal & Risk (e.g. claims)**
- **Order Fulfillment (e.g. BodyShopGirl carrier services)**
- **Technology (e.g. website accessibility)**

### **Non-Discrimination**

**BodyShopGirl will not discriminate against you because you exercise your rights. For example, BodyShopGirl will not deny you goods or services or charge you a different price or rate for goods or services if you make an access, deletion, or do not sell request.**

### **How is Your Personal Information Protected?**

**When we collect or transmit sensitive information such as a credit or debit card number, we use industry standard methods to protect that information. However, no e-commerce solution, website, mobile application, database or system is completely secure or "hacker proof." You are also responsible for taking reasonable steps to protect your personal information against unauthorized disclosure or misuse.**

## **How Do You Contact BodyShopGirl?**

**Email:**

**[usbodyshopgirl@gmail.com](mailto:usbodyshopgirl@gmail.com)**

**Phone: +1 3236395901 on viber**