

LILY KOO Privacy Notice

Effective Date: November 1, 2018

This privacy notice discloses the privacy practices for **LILY KOO** and our website: <http://www.lilykoo.com>. This privacy notice applies solely to information collected by this website, except where stated otherwise. This privacy notice will inform you on the following:

- What information we collect;
- With whom it is shared;
- How it can be corrected;
- How it is secured;
- How policy changes will be communicated; and
- How to address concerns over misuse of personal data.

Information Collection, Use, and Sharing

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via the website, email or other direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request.

Unless you ask us not to, we may contact you via email in the future to tell you about promotions, new products or services, or changes to this privacy policy.

Your Access to and Control Over Information

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number provided on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

Registration

In order to use this website, a user must first complete the registration form. During registration a user is required to give certain information (such as name, email address, company name, and title). This information is used to contact you about the products/services on our site in which you have expressed interest. At your option, you may also provide demographic information (such as gender or age) about yourself, but it is not required.

Orders

We request information from you on our order form. To buy from us, you must provide contact information (e.g.: name, billing address, and shipping address) and business information (e.g.: resale certificate and professional affiliation). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

Sharing

We share aggregated demographic information with our partners. This is not linked to any personal information that can identify any individual person.

We use outside freight forwarding companies to transport orders. These companies do not retain, share, store or use personally identifiable information for any secondary purposes beyond delivering your order to our distribution center.

If we partner with another party to provide specific services and if the user signs up for these services, we will share names or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

Security

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

Wherever we collect sensitive information, that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a closed lock icon at the top or bottom of your web browser or looking for "https" at the beginning of the address of the web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (e.g. billing or customer service) are granted access to personally identifiable information. The computers/servers on which we store personally identifiable information are kept in a secure environment.

Cookies

We use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the

interests of our users to enhance their experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site.

Some of our business partners may use cookies on their sites (e.g., freight companies). However, we have no access to or control over these cookies.

Links

This web site may contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Surveys

From time-to-time our site may request information via surveys. Participation in these surveys is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

Changes

We may update this privacy policy from time to time in order to reflect changes to our practices or for other operations, legal or regulatory reasons. We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. Notice may be by email to you at the last email address your provided, by posting notice of such changes on our website, or by other means, consistent with applicable law.

If you feel that we are not abiding by this privacy policy, contact us immediately via:

Telephone: 1.855.LILYKOO (1.855.545.9566)

Email: customerservice.USA@LilyKoo.com

Mail: PO Box 355, Jamestown, NC 27282