



PRIVACY POLICY

INTRODUCTION

As part of our mission to help make commerce better for everyone, Calico Wallpaper, Inc. collects and processes information. This Privacy Policy is intended to help you better understand how we collect, use and store your personal information when you use Calico Wallpaper's products or services (together, the "Services") or whether you're simply visiting this website. By access this website you are agreeing to the terms of this Privacy Policy.

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our privacy practices or for other operational, legal, or regulatory reasons. If we make material changes to this Privacy Policy, we will give you notice of such changes by posting the revised policy on this Website, and where appropriate, by other means. By continuing to use this Website or the Services after these changes are posted, you agree to the revised policy.

If you have questions, comments, or complaints about this Privacy Notice or our processing of personal data, please see the bottom of this Privacy Policy for information about how to contact us.

INFORMATION FROM BUYERS

What information do we collect and why?

- We collect your name, email, shipping and billing address, payment details, company name, phone number, IP address, information about orders you initiate, and information about the device and browser you use. We use this information to provide our Services. We also use this information to improve our Services.
- We use some of the personal information you provide us to conduct some level of automated decision-making -- for example, we use certain personal information (for example, IP addresses or payment information) to automatically block certain potentially fraudulent transactions for a short period of time.

When do we collect this information?

- We collect this information when you use or access our Services, such as when you visit our website, place an order or sign up for an account.
- We also collect this information when you pre-fill your checkout information.
- We may partner with third parties who provide us information about buyers, for example to help us screen out merchants associated with fraud.

When and why do we share this information with third parties?

- We work third parties and service providers to help provide our Services and we may share personal information with them to support these efforts.
- We may also share your information in the following circumstances:
 - o to prevent, investigate, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Terms of Service or any other agreement related to the Services, or as otherwise required by law.
 - o to conform to legal requirements, or to respond to lawful court orders, subpoenas, warrants, or other requests by public authorities (including to meet national security or law enforcement requirements).
- Personal information may also be shared with a company that acquires our business or the business of a merchant whose store you visit or access, whether through merger, acquisition, bankruptcy, dissolution, reorganization, or other similar transaction or proceeding. If this happens, we will post a notice on our home page.

INFORMATION FROM WEBSITE VISITORS AND SUPPORT USERS

What information do we collect and why?

- We collect information about the device and browser you use, your network connection, your IP address, and information about the cookies installed on your device.
 - We may also receive personal information when you make a purchase or complete an online form.
 - From telephone support users, we collect your phone number, call audio, and other personal information you provide us during our call. We may request additional documentation from you during our call to verify your identity.
 - If applicable, from forum users, we collect your name, email address, website URL, and other personal information you may post.
- We use this information to verify your account, to provide and enhance our Services (including supporting or servicing your account, if applicable), and answer any questions you may have.

When do we collect this information?

- We collect this information when you visit our website, use Services offered on our website or engage with us either by email, web form, instant message, phone, or post content on or through our website. We also collect any additional information that you might provide to us.

INFORMATION FROM COOKIES AND SIMILAR TRACKING TECHNOLOGIES

What is a cookie?

- A cookie is a small amount of data, which may include a unique identifier. Cookies are sent to your browser from a website and stored on your device. We assign a different cookie to each device that accesses our website.

Why do We use cookies and similar tracking technology?

- We use cookies to recognize your device and provide you with a personalized experience on our websites, or otherwise through the Services. We also use cookies as part of the Services, for example to operate the shopping cart for our store.
- We also use cookies to serve targeted ads from Google, Facebook, Bing, and other third-party vendors.
- Our third-party advertising partners may use cookies to track your prior visits to our websites and elsewhere on the Internet to serve you targeted ads. For more information about targeted or behavioral advertising, please visit <https://www.networkadvertising.org/understanding-online-advertising>.
- Opting out: You can opt out of targeted ads served via specific third-party vendors by visiting the Digital Advertising Alliance's Opt-Out page.
- We may also use web beacons, tracking technology and other automated tracking methods on our websites, in communications with you, and in our products and services, to measure performance and engagement.
- Please note that because there is no consistent industry understanding of how to respond to "Do Not Track" signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.

WHAT WE DON'T DO WITH YOUR PERSONAL INFORMATION

- We do not and will never share, disclose, sell, rent, or otherwise provide personal information to other companies (other than to third party service providers).



HOW DO WE KEEP YOUR PERSONAL INFORMATION SECURE?

- We follow industry standards on information security management to safeguard sensitive information, such as financial information, intellectual property, employee details and any other personal information entrusted to us. Our information security systems apply to people, processes and information technology systems on a risk management basis.
- We perform annual audits to ensure our handling of your credit card information aligns with industry guidelines. We are certified as a PCI DSS Level 1 compliant service provider, which is the highest level of compliance available, and our platform is audited annually by a third-party qualified security assessor.
- No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee the absolute security of your personal information.

RETENTION OF PERSONAL DATA

We retain personal data for as long is necessary or appropriate to fulfill the purpose for which it was collected, as well to the extent necessary or appropriate to carry out the processing activities described above, including but not limited to compliance with applicable laws, regulations, rules and requests of relevant law enforcement and/or other governmental agencies, and to the extent we reasonably deem necessary to protect our and our partners' rights, property, or safety, and the rights, property, and safety of our users and other third parties. We consider multiple factors, including legal requirements, the scope and nature of the personal data, and potential risk of harm to data subjects from a data breach, in determining the appropriate retention period.

RESIDENTS OF THE EUROPEAN ECONOMIC AREA

Your personal data will be stored and processed in the United States. If you are using the Services from outside the United States, by your use of the Services you acknowledge that we will transfer your data to, and store your personal data in, the United States, which may have different data protection rules than in your country, and personal data may become accessible as permitted by law in the United States, including to law enforcement and/or national security authorities in the United States.

YOUR CALIFORNIA PRIVACY RIGHTS

California Civil Code Section 1798.83, known as the "Shine the Light" law, permits our users who are California residents to request and obtain from us a list of what personal data (if any) we disclosed to third parties for their own direct marketing purposes in the preceding calendar year and the names and addresses of those third parties. Requests may be made only once per year per person, must be sent to the email address below, and are free of charge. We do not disclose personal data protected under the "Shine the Light" law to third parties for their own direct marketing purposes.

MINORS

Our Website is not intended for use by children under 13 years of age or minors. We do not knowingly collect personally identifiable information from children under 13. If we become aware that a child under 13 has provided us with Personal Information, we will delete such information from our files immediately.

ADDITIONAL INFORMATION AND ASSISTANCE

If you have any questions or concerns about this Privacy Policy and/or how we process personal data or would like to exercise any of the legal rights set forth above, please contact us at info@calicowallpaper.com.