Privacy Policy

Effective as of April 14, 2023.

Please click here to view the previous version of our Privacy Policy.

California Notice at Collection: See the Notice to California Residents section below for important information about your rights and how we handle your personal information under California law.

This Privacy Policy describes how Fly by Jing, Inc. ("Fly by Jing," "we", "us" or "our") handles personal information that we collect through our digital properties that link to this Privacy Policy, including our website (collectively, the “Service”), as well as through social media, our marketing activities, and other activities described in this Privacy Policy.

You can download a printable copy of this Privacy Policy here.

Index

- Personal information we collect
- How we use your personal information
- How we share your personal information
- Your choices
- Other sites and services
- Security
- International data transfers
- Children
- Changes to this Privacy Policy
- How to contact us
- Notice to California Residents

Personal information we collect

Information you provide to us. Personal information you may provide to us through the Service or otherwise includes:

- Contact data, such as your first and last name, email address, billing and mailing addresses, and phone number.
• **Profile data**, such as the email address and password that you may set to establish an online account on the Service, date of birth, and any other information that you add to your account profile.

• **Communications data**, based on our exchanges with you, including when you contact us through the Service, social media, or otherwise.

• **Payment and transactional data**, such as information relating to or needed to complete your orders on or through the Service, including payment card information, order numbers and transaction history, and if you choose to sign up for our membership.

• **Marketing data**, such as when you sign up for our newsletter or your preferences for receiving our marketing communications and details about your engagement with them. In addition, you agree to our [Messaging Terms](#) and [Messaging Privacy Policy](#).

• **User-generated content data**, such as when you leave reviews on our Service and any photos, images, comments, questions, messages, and other content or information that you transmit, or otherwise make available on the Service.

• **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

**Third-party sources.** We may combine personal information we receive from you with personal information we obtain from other sources, such as:

• **Public sources**, such as government agencies, public records, social media platforms, and other publicly available sources.

• **Private sources**, such as data providers and social media platforms.

• **Our affiliate partners**, such as our affiliate network provider and publishers, influencers, and promoters who participate in our paid affiliate program.

• **Marketing partners**, such as joint marketing partners and event co-sponsors.

**Automatic data collection.** We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

• **Device data**, such as your computer or mobile device’s operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., Wi-Fi, LTE, 3G), and general location information such as city, state or geographic area.

• **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access
times and duration of access, and whether you have opened our emails or clicked links within them.

**Cookies and similar technologies.** Some of the automatic collection described above is facilitated by the following technologies:

- **Cookies**, which are small text files that websites store on user devices and that allow web servers to record users’ web browsing activities and remember their submissions, preferences, and login status as they navigate a site. Cookies used on our sites include both “session cookies” that are deleted when a session ends, “persistent cookies” that remain longer, “first party” cookies that we place and “third party” cookies that our third-party business partners and service providers place.

- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data on your device outside of your browser in connection with specific applications.

- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.

- **Session-replay technologies**, such as those provided by Hotjar that employ software code to record users’ interactions with the Services in a manner that allows us to watch DVR-like replays of those user sessions. The replays include users’ clicks, mouse movements, scrolls and keystrokes/key touches during those sessions. These replays help us diagnose usability problems and identify areas for improvement. You can learn more about Hotjar at [https://www.hotjar.com/legal/policies/privacy/](https://www.hotjar.com/legal/policies/privacy/) and you can opt-out of session recording by Hotjar at [https://www.hotjar.com/policies/do-not-track/](https://www.hotjar.com/policies/do-not-track/).

**Data about others.** We may offer features that help users invite their friends or contacts to use the Service, and we may collect contact details about these invitees so we can deliver their invitations. Please do not refer someone to us or share their contact details with us unless you have their permission to do so.

**How we use your personal information**

We may use your personal information for the following purposes or as otherwise described at the time of collection:

**Service delivery and business operations.** We may use your personal information to:

- provide, operate and improve the Service and our business, including for registration and billing purposes;
establish and maintain your user profile on the Service;
enable security features of the Service, such as by sending you security codes via email or SMS, and remembering devices from which you have previously logged in;
communicate with you about the Service, including by sending announcements, updates, security alerts, and support and administrative messages;
communicate with you about events or contests in which you participate;
understand your needs and interests, and personalize your experience with the Service and our communications; and
provide support for the Service, and respond to your requests, questions and feedback.

Research and development. We may use your personal information for research and development purposes, including to analyze and improve the Service and our business. As part of these activities, we may create aggregated, de-identified and/or anonymized data from personal information we collect. We make personal information into de-identified or anonymized data by removing information that makes the data personally identifiable to you. We may use this aggregated, de-identified or otherwise anonymized data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

Marketing and advertising. We, our service providers and our third-party advertising partners may collect and use your personal information for marketing and advertising purposes:

- **Direct marketing.** We may send you direct marketing communications. You may opt-out of our marketing communications as described in the Opt-out of marketing section below.
- **Interest-based advertising.** Our third-party advertising partners may use cookies and similar technologies to collect information about your interaction (including the data described in the automatic data collection section above) with the Service, our communications and other online services over time, and use that information to serve online ads that they think will interest you. This is called interest-based advertising. We may also share information about our users with these companies to facilitate interest-based advertising to those or similar users on other online platforms. You can learn more about your choices for limiting interest-based advertising in the Your choices section below.

Compliance and protection. We may use your personal information to:

- comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;
- protect our, your or others’ rights, privacy, safety or property (including by making and defending legal claims);
• audit our internal processes for compliance with legal and contractual requirements or our internal policies;
• enforce the terms and conditions that govern the Service; and
• prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

With your consent. In some cases, we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

Cookies and similar technologies. In addition to the other uses included in this section, we may use the Cookies and similar technologies described above for the following purposes:

• Technical operation. To allow the technical operation of the Service, such as by remembering your selections and preferences as you navigate the site, and whether you are logged in when you visit password protected areas of the Service.
• Functionality. To enhance the performance and functionality of our services.
• Advertising. To help our third-party advertising partners collect information about how you use the Service and other online services over time, which they use to show you ads on other online services they believe will interest you and measure how the ads perform.
• Analytics. To help us understand user activity on the Service, including which pages are most and least visited and how visitors move around the Service, as well as user interactions with our emails. For example, we use Google Analytics for this purpose. You can learn more about Google Analytics and how to prevent the use of Google Analytics relating to your use of our sites here: https://tools.google.com/dlpage/gaoptout?hl=en.

How we share your personal information

We may share your personal information with the following parties and as otherwise described in this Privacy Policy or at the time of collection.

Service providers. Third parties that provide services on our behalf or help us operate the Service or our business (such as hosting, information technology, customer support, email delivery, marketing, consumer research and website analytics).

Payment processors. Any payment card information you use to make a purchase on the Service is collected and processed directly by our payment processors, such as Stripe and Shopify. Stripe may use your payment data in accordance with its privacy policy, https://stripe.com/privacy, and Shopify may use your payment data in accordance with its privacy policy, https://www.shopify.com/legal/privacy.
Financial services companies. Companies that check your credit and offer financing for your purchases, such as Afterpay, if you choose to use them. Afterpay may use your information in accordance with its Privacy Policy, https://www.afterpay.com/privacy-policy.

Advertising partners. Third-party advertising companies for the interest-based advertising purposes described above.

Business and marketing partners. Third parties with whom we co-sponsor events or promotions, with whom we jointly offer products or services, or whose products or services may be of interest to you.

Professional advisors. Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

Authorities and others. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the compliance and protection purposes described above.

Business transferees. Acquirers and other relevant participants in business transactions (or negotiations of or due diligence for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, our or our affiliates (including, in connection with a bankruptcy or similar proceedings).

Other users and the public. Your profile and other user-generated content data (except for messages) may be visible to other users of the Service and the public. For example, other users of the Service or the public may have access to your information if you chose to make your profile or other personal information available to them through the Service, such as when you provide comments, reviews, survey responses, or share other content. This information can be seen, collected and used by others, including being cached, copied, screen captured or stored elsewhere by others (e.g., search engines), and we are not responsible for any such use of this information.

Your choices

In this section, we describe the rights and choices available to all users. Users who are located in California can find additional information about their rights below.

Access or update your information. If you have registered for an account with us through the Service, you may review and update certain account information by logging into the account.
Opt-out of marketing communications. You may opt-out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by contacting us. Please note that if you choose to opt-out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.

If you receive marketing text messages from us, you may opt out of receiving further marketing text messages from us by replying STOP to our marketing message. You may also text STOP, END, CANCEL, UNSUBSCRIBE, or QUIT to 37276.

Cookies. Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, the Service may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit www.allaboutcookies.org.

Advertising choices. You may be able to limit use of your information for interest-based advertising through the following settings/options/tools:

- **Browser settings.** Changing your internet web browser settings to block third-party cookies.
- **Privacy browsers/plug-ins.** Using privacy browsers and/or ad-blocking browser plug-ins that let you block tracking technologies.
- **Platform settings.** Google and Facebook offer opt-out features that let you opt-out of use of your information for interest-based advertising. You may be able to exercise that option at the following websites:
  - Google: [https://adssettings.google.com/](https://adssettings.google.com/)
  - Facebook: [https://www.facebook.com/about/ads](https://www.facebook.com/about/ads)
- **Ad industry tools.** Opting out of interest-based ads from companies that participate in the following industry opt-out programs:
  - Digital Advertising Alliance: [optout.aboutads.info](http://optout.aboutads.info)

You will need to apply these opt-out settings on each device and browser from which you wish to limit the use of your information for interest-based advertising purposes.

We cannot offer any assurances as to whether the companies we work with participate in the opt-out programs described above.

Do Not Track. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track”. To find out more about “Do Not Track,” please visit [http://www.allaboutdnt.com](http://www.allaboutdnt.com).
Declining to provide information. We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

Other sites and services

The Service may contain links to websites, mobile applications, and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites, mobile applications or online services operated by third parties, and we are not responsible for their actions. We encourage you to read the privacy policies of the other websites, mobile applications and online services you use.

Security

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

International data transfer

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

Children

The Service is not intended for use by anyone under 18 years of age. If you are a parent or guardian of a child from whom you believe we have collected personal information in a manner prohibited by law, please contact us. If we learn that we have collected personal information through the Service from a child without the consent of the child’s parent or guardian as required by law, we will comply with applicable legal requirements to delete the information.
Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service or other appropriate means. Any modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). In all cases, your use of the Service after the effective date of any modified Privacy Policy indicates your acknowledgment that the modified Privacy Policy applies to your interactions with the Service and our business.

How to contact us

- **Email**: support@flybyjing.com
- **Mail**: 1011 N Madison Ave, Los Angeles CA 90013
- **Phone**: (510) 775-20

Notice to California Residents

This section describes how we collect, use, and share Personal Information of California residents in our capacity as a “business” under the California Consumer Privacy Act ("CCPA") and their rights with respect to that Personal Information. For purposes of this section, the term “personal information” has the meaning given in the CCPA but does not include information exempted from the scope of the CCPA. In some cases, we may provide a different privacy notice to certain categories of California residents, such as job applicants, in which case that notice will apply instead of this section.

**Your California privacy rights.** California residents have the rights listed below under the CCPA. However, these rights are not absolute, and in certain cases we may decline your request as permitted by law.

- **Right to information/know.** You can request information about the categories of personal information that we have collected; the categories of sources from which we collected personal information; the business or commercial purpose for collecting, sharing and/or selling personal information; the categories of any personal information that we sold or disclosed for a business purpose; and the categories of any third parties with whom personal information was sold, shared or disclosed for a business purpose.
• **Right to access.** You can request a copy of the personal information that we have collected about you.

• **Right to Deletion.** You can ask us to delete the personal information that we have collected from you.

• **Right to correction.** You can request that we correct inaccurate personal information that we have collected about you.

• **Opt-out of sales or sharing.** You can opt-out of any sale of your personal information or any “sharing” of your personal information for cross-context behavioral advertising.

• **Opt-in.** If we know that you are 13-15 years of age, we will ask for your affirmative authorization to sell your Personal Information before we do so.

• **Nondiscrimination.** You are entitled to exercise the rights described above free from discrimination as prohibited by the CCPA.

**Exercising your right to information/know, access, correction and deletion.** You may submit requests to exercise your right to information by submitting a form here, calling us toll free at 1-(866) 862-2645, or via email to support@flybyjing.com. The rights described above are not absolute, and in certain cases, we may decline your request as permitted by law. We cannot process your request if you do not provide us with sufficient detail to allow us to understand and respond to it.

**Verification of identity.** We may need to verify your identity in order to process your information/know, access, correction, or deletion requests and reserve the right to confirm your residency. To verify your identity, we may require government identification, a declaration under penalty of perjury, authentication into your Service account, personal identifiers we can match against information we may have collected from you previously, confirmation of your request using the email or telephone account stated in the request, or other information, where permitted by law.

**Authorized agents.** Your authorized agent may make a request on your behalf. However, we may need to verify your authorized agent’s identity and authority to act on your behalf. We may require a copy of a valid power of attorney given to your authorized agent pursuant to applicable law. If you have not provided your agent with such a power of attorney, we may ask you to take additional steps permitted by law to verify that your request is authorized, such as by providing your agent with written and signed permission to exercise your rights on your behalf, the information we request to verify your identity, and confirmation that you have given the authorized agent permission to submit the request.

**Information practices.** The following describes our practices currently and during the past 12 months:
• **Sources and purposes.** We collect all categories of personal information from the sources and use them for the business/commercial purposes described above in the Privacy Policy.

• **Sales and sharing of personal information.** We do not “sell” personal information as defined by the CCPA. California law classifies our use of some of the services that help deliver interest-based ads to you as “sharing” your personal information with the advertising partners that provide the services from which you have the right to opt-out. You can request to opt-out of this “sharing” of your personal information here: **Do Not Share My Personal Information.** Your request to opt-out will apply only to the browser and the device from which you submit the request. You can broadcast the Global Privacy Control (GPC) to opt-out for each participating browser system that you use; learn more at the Global Privacy Control website. We do not have actual knowledge that we have sold or shared the personal information of California residents under 16 years of age.

• **Sensitive personal information.** We do not use or disclose sensitive personal information for purposes that California residents have a right to limit under the CCPA.

• **Retention.** The criteria for deciding how long to retain personal information is generally based on whether such a period is sufficient to fulfill the purposes for which we collected it as described in this notice, including complying with our legal obligations.

• **De-identification.** We do not attempt to re-identify de-identified information derived from personal information, except for the purpose of testing whether our deidentification processes comply with applicable law.

• **Collection and disclosure.** The chart below describes the personal information we collect by reference to the categories of personal information specified in the CCPA (Cal. Civ. Code §1798.140), and the categories of third parties to whom we disclose it. The terms in the chart refer to the categories of information and third parties described above in this Privacy Policy in more detail. Information you voluntarily provide to us, such as in free-form webforms, may contain other categories of personal information not described below. We may also disclose personal information to professional advisors, authorities and others, and business transferees as described above in the How we share your personal information section of this Privacy Policy.

<table>
<thead>
<tr>
<th>Personal information we collect</th>
<th>CCPA statutory category</th>
<th>Categories of third parties to whom we disclose the personal information for a business purpose</th>
<th>Categories of third parties to whom we “share” personal information</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Identifiers</td>
<td>California customer records</td>
<td>Commercial information</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>------------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Contact data</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profile data</td>
<td>Identifiers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications data</td>
<td>Identifiers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>User-generated content data</td>
<td>Identifiers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data about others</td>
<td>Identifiers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing data</td>
<td>Identifiers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment data and transactional data</td>
<td>Identifiers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| · Online activity data | · Identifiers  
· Commercial information  
· Internet or Network Information  
· Inferences | · Affiliates  
· Service providers  
· Business and marketing partners  
· Advertising partners | · Advertising partners (to facilitate online advertising) |
| · Device data | · Identifiers  
· Internet or Network Information | · Affiliates  
· Service providers  
· Business and marketing partners  
· Advertising partners | · Advertising partners (to facilitate online advertising) |
| · Data derived from above | · Inferences | · Affiliates  
· Service providers  
· Business and marketing partners  
· Advertising partners | · Advertising partners (to facilitate online advertising) |

**Notice of Financial Incentive.**

We may invite you to receive marketing messages from Fly by Jing as part of our membership program so that we may offer you members exclusive benefits for shopping with us. If you choose to participate in our membership program, we may offer you a discount off your Fly by Jing purchase, free shipping, early access to new product drops, seasonal gifts, exclusive deals & promotions and access to member only products.

You can opt-in to our membership program by providing the information requested when you visit or shop flybyjing.com. Additional information about our membership program and activities may be found when you sign up and at [https://flybyjing.com/membership/](https://flybyjing.com/membership/).

By participating in our membership program, you may provide us personal information including:

- **Contact data**
- **Profile data**
- **Communications data**
- **Payment and transactional data**
- **Device data**
- **Online Activity data**
- **Data about others**

The value of each incentive is reasonably related to the value of your data: the benefit and insights that we realize and expect to realize from your participation in our program (such as
shopping preferences and habits); the quantity and quality of information that you provide to us as described above; sales directly or indirectly generated from participation in the membership program; and any increased goodwill towards us.

You may withdraw your participation in our membership program at any time by contacting us at hello@flybyjing.com.