



## Privacy Policy

Last Updated: October 10, 2023

This Privacy Policy (“Policy”) describes how your personal information is collected, used, and shared by MIRACO, LLC (“MIRACO,” “we,” “us” and “our”) when you visit our website, social media pages, or wherever this Privacy Policy is posted (the “Sites”). “Personal information” is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household.

This does not apply to third-party websites, mobile applications, or services that may link to the Sites or be linked to from the Sites. Please review the privacy policies on those websites and applications directly to understand their privacy practices.

We may update this Privacy Policy from time to time, as detailed below. You should not use the Sites if you have any objections to our Policy. If we make a material change to the Policy, we will notify you via email. If you have a question about how your personal information is being used, you can contact us through the methods provided in the “Contact Us” section at the end of this Privacy Policy.

### INFORMATION WE COLLECT

#### Information you provide to us

You may provide the following information to us directly:

- **Identifiers**, which may include name, phone number, and email address.
- **Professional or employment-related information**, which may include job interests, job preferences, and your activity interacting with job postings on the Sites.
- **Audiovisual information**, including any photos or videos you submit in connection with product reviews or post on our Sites.
- **Financial information**, such as payment card information or account information.

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- **Content of communications**, such as call recordings or chat history, when you contact our customer service team, or Content you may include in survey responses.
- **Social media information** you provide by interacting in our social media pages and online forums, or by commenting on content posted on our Sites. Please note that these comments are also visible to other users of our Services.
- **Sensitive personal information**, such as your account login information and password when you create an account on our Sites.
- **Any other information** you submit to us.

## Information We Collect Automatically

We and partners working on our behalf may use log files, cookies, or other digital tracking technologies to collect the following information from the device you use to interact with our Sites:

- **Internet, technical, or other similar network activity**, which may include usage and browsing history; device information, including device properties; search history; and information on your interaction with our Sites, including use of a “favorite” function.
- **Geolocation information**, such as your IP address, or precise geolocation information (i.e., GPS information).
- **Advertising information**, including special advertising and other unique advertising identifiers that enable us or third parties working on our behalf to target advertisements to you. Please be aware that our advertising partners may collect information about you when you visit third-party websites or use third-party apps. They may use that information to better target advertisements to you on our behalf.
- **Demographic information**, such as your age and gender.

The above excludes text messaging originator opt-in data and consent; this information will not be shared with any third parties.

## Information We Collect from Other Sources

We may collect the following information about you from third-party sources:

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- **Commercial information** about purchases you make on the Sites.
- **Social media information** from social media platforms when you interact with our social media pages and online forums, or by commenting on content posted on our Sites.
- **Advertising information** when you interact with our advertisements on our Sites or a third party's websites or platforms.
- Any other personal information about you provided by our service providers or third parties.

## Information we Create or Generate

Inferences drawn from any of the personal information we collect, which may include using automated means to generate information about your likely preferences or other characteristics ("inferences"). For example, we may infer your general geographic location (such as city and state) based on your IP address.

## HOW WE USE YOUR PERSONAL INFORMATION

We may use any of the information we collect for the following purposes:

- **Service functionality:** To provide you with our Sites and products, including taking steps to enter a contract for sale or for services, process payments, fulfill orders, send service communications (including renewal reminders), and conduct general business operations, such as accounting, recordkeeping, and audits. We use cookies to help keep track of items you put into your shopping cart including when you have abandoned your cart and this information is used to determine when to send cart reminder messages via email and/or SMS.
- **Service improvement:** To improve and grow our Sites and product line, including to develop new products and understand how our Sites are being used, our customer base, purchasing trends, and the effectiveness of our marketing.
- **Advertising and marketing:** To send you marketing communications, personalize the advertisements you see on our Sites and third-party online properties, and measure the effectiveness of our advertising. We may share your information with online advertising partners, and social media platforms for this purpose.
- **Personalization:** To offer you recommendations and tailor the Sites and product recommendations to your preferences.

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- **Security:** To protect and secure our Sites, assets, network, and business operations, and to detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal.
- **Legal compliance:** To comply with legal process, such as warrants, subpoenas, court orders, and lawful regulatory or law enforcement requests and to comply with applicable legal requirements.

## HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We may disclose any of the personal information we collect with the following recipients:

- **Our Personnel:** Information about visitors to our Sites may be accessible to members of our technical support, marketing, and development teams, who have a need to access or use such information in order to perform their duties and responsibilities. Other departments within MIRACO may have access to certain information about you on a need to know basis, such as the legal department, the finance department, or internal auditing.
- **Affiliates:** We share information with other members of our group of companies.
- **Service providers:** We engage vendors to perform specific business functions on our behalf, and they may receive information about you from us or collect it directly. These vendors are obligated by contract to use information that we share only for the purpose of providing these business functions, which include, hosting of our Sites, maintenance of our IT systems, revenue reporting, and product storage and shipment.
- **Social media platforms:** If you interact with us on social media platforms, the platform may be able to collect information about you and your interactions with us. If you interact with social media objects on our Sites (for example, by clicking on a Facebook “like” button), both the platform and your connections on the platform may be able to view that activity. To control this sharing of information, please review the privacy policy of the relevant social media platform.
- **Government entities/Law enforcement:** We may share information when we believe in good faith that we are lawfully authorized or required to do so to respond to lawful subpoenas, warrants, court orders, or other regulatory or law enforcement requests, or where necessary to protect our property or rights or the safety of our employees, our customers, or other individuals.

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- **Other businesses in the context of a commercial transaction:** We may change our ownership or corporate organization while providing the Sites or our products. We may transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information as described in this policy.

## CHILDREN'S PERSONAL INFORMATION

We do not knowingly collect information from children under age 13. If we discover that we have inadvertently collected information from anyone younger than the age of 13, we will delete that information. Please [contact us](#) with any concerns.

## SECURITY

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Sites. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf. Consequently, we cannot ensure or warrant the security of any information you transmit to us, and you understand that any information that you transfer to us is done at your own risk. If we learn of a security system breach we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Sites or providing personal information to us, you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of the Sites. We may post a notice via our Sites if a security breach occurs. We may also send an email to you at the email address you have provided to us in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. If you create an account on our Sites, you are responsible for maintaining the security of your password at all times. You may gain access to and review your personal information by accessing your account. You are responsible for activity occurring while logged into your account.

## DATA RETENTION



We will retain your information for as long as needed to fulfill the purpose for which it is collected and to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **INTERNATIONAL DATA TRANSFERS**

If you are visiting our Sites from a location outside of the U.S., your connection may be through and to servers located in the U.S. Any information you provide during your visit will be processed and maintained on our server and other internal systems located within the U.S. or otherwise as described above. You acknowledge you understand that by providing your personal information to us, your personal information (i) will be used for the uses identified above in accordance with this Privacy Policy, and (ii) may be transferred to the U.S. as indicated above, in accordance with applicable law. By using the Sites, placing an order with us, and/or providing us with this information, you acknowledge this transfer, which may not offer the same level of data protection as the country where you reside, in accordance with the terms of this Policy and you do not require separate notification of each such transfer that occurs.

## **CHATBOXES AND SESSION REPLAY TECHNOLOGY**

We may use technology to monitor how you interact with our Sites. This may include without limitation which links you click on, information that you type into our online forms, and about your device or browser. Further, we utilize session replay spyware to monitor and record mouse clicks and movements, keystrokes, pages, and content viewed by you. Please discontinue use of the Sites if you do not consent to our collection of such information.

## **COOKIES AND OTHER ONLINE TRACKING TECHNOLOGIES**

Like many other Sites, we use “cookies,” which are files stored on your computer's hard drive by your browser. We use cookies to collect information such as the server you are logged onto, the domain name of your internet service provider, your browser type and version, and your IP address. We may also derive the general geographic area associated with an IP address.

Sometimes, we use cookies in combination with “web beacons” or similar technology to

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collect information about how our Sites are used, such as: your IP address and location data, weblogs, time zone, date, your language preferences, browsers used, web addresses visited, other communication data, searches conducted, pages visited, and any other relevant information about your online experience.

To help facilitate the delivery of relevant content, we use Google Analytics. Google Analytics uses cookies to report on user interactions on our and others' Sites. We use the information collected for optimizing marketing, refining advertising, and/or programming strategies, and generally improving user experience. For more information about Google Analytics and how it collects and processes information, please visit:

<https://policies.google.com/technologies/partner-sites>. Instructions on opting out of Google Analytics using a specific plug-in are available at the following link:

<https://tools.google.com/dlpage/gaoptout>. Note that this opt-out is specific to Google activities and does not affect the activities of other ad networks or analytics providers that we may use.

We also use Meta Pixel to measure your use of our Sites, tailor our Sites to your interests, and improve our Sites. Please note, Facebook can connect this data with your Facebook account and use it for its own advertising purposes, in accordance with Facebook's Data Policy which can be found at [Facebook.com/about/privacy/](https://www.facebook.com/about/privacy/).

## YOUR OPTIONS AND RIGHTS REGARDING YOUR PERSONAL INFORMATION

**Your Account:** Please visit [your account](#) to update your account information.

**Email Unsubscribe:** If you do not wish to receive marketing information from us or wish to opt out of future email promotions from us, please [contact us](#). Please note that all promotional email messages you receive from us will include an option to opt out of future email communications.

**SMS or Text Marketing:** If you have given permission, we may contact you by SMS or text message about products, promotions, and special offers that may be of interest to you. You may opt-out of these marketing messages any time by texting STOP or by [contacting us](#).

**Cookies and Ad Choices:** You have options to limit the information that we and our partners collect for online advertising purposes. You may disable cookies in your browser

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or mobile device using their settings menus. Your mobile device may give you the option to disable advertising functionality. Because we use cookies to support Service functionality, disabling cookies may also disable some elements of our online properties. If you delete your cookies, you may also delete your opt-out preferences.

**Do Not Track:** Your browser or device may include “Do Not Track” functionality. The information collection and disclosure practices and the choices that we provide to you will continue to operate as described in this privacy policy regardless of whether a Do Not Track signal is received.

**Your California Privacy Rights; “Shine the Light” Law:** California residents are entitled once a year, free of charge, to request and obtain certain information regarding our disclosure, if any, of certain categories of personal information to third parties for their own direct marketing purposes in the preceding calendar year. We do not share your personal information with third parties for those third parties’ direct marketing purposes.

**Your Nevada Privacy Rights:** Residents of Nevada have the right to opt-out of the sale of certain pieces of their information to third parties. Currently, we do not engage in such sales. If you are a Nevada resident and would like more information about our data disclosure practices, please [contact us](#).

## CONTACT US

Please contact us if you have questions or wish to take any action with respect to information to which this Privacy Policy applies.

MIRACO, LLC

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