Privacy Policy

Hello! Audio Retail Services, LLC operates the website located at the sound parcel.co.

We take privacy seriously. This Privacy Policy describes the information that is collected via our website, how that information is used, and what settings we provide for you to control how your information is used. If you have any questions about our Privacy Policy, send us an email at hello@thesoundparcel.co. This Privacy Policy also applies to services and products offered by Audio Retail Services, LLC, as well as any other applications, content or features that we may offer from time to time, on our website.

Information That We Collect

- We collect information from you, when you subscribe to our newsletter, such as your e-mail address.
- We collect information from you when you register on the site, place an order, and respond to communication such as e-mail.
- When registering with our site, we will ask for your address, email and mailing address, and phone number. In the event we have an issue processing your order, we will use this information to contact you.
- When placing an order, we will ask for your credit card information.
- Like a lot of other sites, we use <u>Google Analytics</u> to track visitor trends. This information is anonymous and kept confidential.
- We use e-mail services such as <u>MailChimp</u> to send email newsletters to you.
 MailChimp's Privacy Policy is located <u>here</u>.
- We use <u>Shopify</u> to host our store. They provide us with the online e-commerce
 platform that allows us to rent or sell our products and services to you. Your
 data is stored through Shopify's data storage, databases and the general
 Shopify application. Don't worry, they store your data on a secure server
 behind a firewall.
- We use "cookies" to enhance your experience. For more information on how we use cookies, please see below.

- In any event, we will reserve the right to use your email address and any other
 personally identifiable information that you provide to us to respond to you, to
 make recommendations for you and to send you marketing materials for our
 own products and services.
- Google, as a third party vendor, uses cookies to serve ads on your site.
- Google's use of the DART cookie enables it to serve ads to your users based on their visit to your sites and other sites on the Internet.
- Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

How Does Shopify Payment Processing Work?

If you choose a direct payment gateway to complete your purchase, then Shopify stores your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover.

PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

For more insight, you may also want to read Shopify's <u>Terms of Service</u> or <u>Privacy</u> Statement.

Cookies & Online Tracking

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and

application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

How The Information We Gather Is Used

We will generally not disclose the personally identifiable information that we collect through your use of our website to unaffiliated third parties. We reserve the right, however, to provide such information to our employees, contractors, agents, and designees to the extent necessary to enable them to perform services on our behalf, including order fulfillment and website-related services such as web hosting, to improve website-related services and features, to perform maintenance services, and to distribute advertisements and other marketing materials on our behalf. We reserve the right to use the information to process your transactions, and to track your order history so that we may answer any recommendations or concerns, and to send you newsletters and provide information on services that we think will be of interest to you. We also reserve the right to disclose any personally identifiable information that we collect to any third party if we believe that we are required to do so for any or all of the following reasons: (i) to comply with the law; (ii) to comply with legal processes or governmental requests; (iii) to prevent, investigate, detect, or prosecute criminal offenses or attacks on the technical integrity of our website or our network; and/or (iv) to protect the rights, property, safety and security of The Sound Parcel, our website visitors, and/or the public.

Opting Out

If at any time you would like to change your personally identifiable information, no longer wish to receive materials from us or would like your personal information removed from our database, please contact us at hello@thesoundparcel.co. If you would like to unsubscribe, please use the "unsubscribe" function in all our email communications with you so that we know that you no longer wish to receive any materials from us.

You can opt-out of Google Analytics [HERE]

You can opt out of targeted (behavioral) advertising by visiting these links: Facebook [HERE], Google [HERE], Bing [HERE], Ad Roll [HERE]

Changes To This Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Data Retention

The Sound Parcel will retain your information for as long as your account is active or as needed to provide you services. If you no longer want The Sound Parcel to use your information to provide you services, you may close your account. After closing your account, The Sound Parcel will solely retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

California Online Privacy Protection Act Compliance

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

As part of the California Online Privacy Protection Act, all users of our site may make any changes to their information at anytime by logging into "My Account".

Online Policy Only

This online privacy policy applies only to information collected through our website and not to information collected offline.

Our Website May Contain Links To Other Websites

Please be aware that we are not and cannot be responsible for the privacy practices of any websites that you access through our website and that this Privacy Policy applies solely to the information which we collect through our website. We encourage you to ensure that you read the privacy statements of all the destination websites which you visit.

Your Consent

By using our site, you consent to our privacy policy.

Contact Information

If you have questions or suggestions you can contact us, by sending an email to hello@thesoundparcel.co.