

# Privacy Policy

This Privacy Policy explains how DUFRESNE GROUP (“we”, “us”, or “our”) may collect, use, and disclose your personal information in connection with specific applications and services (collectively, the “Services”).

## Changes to our Privacy Policy

We reserve the right to amend this Privacy Policy at our discretion and at any time. When we make changes to this Privacy Policy, we will provide adequate notice and update the “Last Updated” date above. Your continued use of the Services following the posting of changes constitutes your acceptance of such changes.

## Personal information we collect

The following are categories (with non-exhaustive examples) of personal information we may collect about you:

**Personal Information You Provide.** We collect personal information you provide to us through usage of our Services, such as when you log on to app, communicate with or submit information or content to us, respond to a survey or register for White Glove delivery. This information includes, but is not limited to email address, name, video clips, photos and survey responses.

**Information From Other Sources.** Advertisers, measurement and other partners may share information with us about you and the actions you have taken outside of our Services, such as your activities on other websites and apps or in stores, including the products or services you purchased, online or in person. These partners may also share information with us, such as mobile identifiers for advertising, hashed email addresses and phone numbers, and cookie identifiers, which we use to help match you and your actions outside of the Services. We may obtain information about you from certain affiliated entities within our corporate group.

## Automatically Collected Information

**Automatic Data Collection, Cookies, and Related Technologies.** The **Services** collect and store information that is generated automatically as you use it, including your preferences and anonymous usage statistics. We, our service providers, and our business partners may automatically log personal information about you, your computer or device, and your activity over time on our **Services** and other sites and services, such as identifiers, device data, online activity data, and geolocation data, including by using cookies and similar technology. Like many online services, the **Services** may use the following technologies to facilitate our automatic data collection:

- **Cookies**, which are small text files placed in visitors' computer browsers to store their preferences, make navigation between pages more efficient, help us understand user activity and patterns, and facilitate online advertising.
- **Web beacons**, also known as pixel tags or clear GIFs, which are typically used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked, typically to compile statistics about usage of websites and the success of marketing campaigns.
- **Software development kits**, or SDKs, which are third-party computer code used in connection with our **Services** for a variety of purposes, including to provide us with analytics regarding the use of our **Services**, to integrate with social media, add features or functionality to our **Services**, or to facilitate online advertising. SDKs may enable third parties to collect information directly via our **Services**.

**Image and Video Information.** We may collect information about the videos and images that are generated either through the delivery process or through direct usage of any **Services**, such as identifying the objects and background that appear. We will NOT collect any information related to face or body features or any audio. We may collect this information for demographic classification, for content and ad recommendations, and to enrich your customer profile for use by our retail marketing team.

## How we collect your information

We collect information about you in various ways, including in connection with the sources described below.

**Environmental Background Data.** We collect information from the photos and videos taken in conjunction with White Glove delivery services and usage of our visualization App using object and background recognition and computer vision technology.

**Business Partners and Other Third Parties.** We may also collect information about you from our business partners, retail customers, social media networks and data providers, and we may add that information to information you provide to us and other personal information we collect.

**Social Media Platforms.** You may register using a social network, such as Facebook or Pinterest. We collect information from the social network when you use your social media credentials to log into the Services. For example, when you log in with your Facebook credentials, we may collect the information you have made publicly available in Facebook, such as your name and profile picture. We may also obtain any other information you have authorized Facebook to share with third party applications. For example, if you authorize us to access your Pinterest or Houzz accounts, we may access and collect the photos, images, or other content that you have pinned there. We may also collect social media information when you interact with us via our social media accounts.

**Location Information from Your Mobile Device.** We may collect and store your location information if you enable your mobile device to send it to us.

**Publicly Available Information.** We may collect information about you from publicly available sources and where permitted by applicable law, or with your permission, make it available as part of our Services.

## How we use your personal information

**Service Delivery.** We use information to deliver services including, but not limited to:

- **Product Recommendations.** Your information will be used to provide more targeted product recommendations either a) on demand when requested through use of our room scanning App or b) in the ad content you see through various marketing channels.

**Marketing.** We and our partners may use your personal information for direct marketing from our retail partners and interest-based advertising purposes.

- **Direct Marketing.** Our retail partners may use information (including your email) to provide online advertising on their website and to facilitate transmittal of information that may be useful, relevant, valuable, or otherwise of interest to you. This may be information about their products and services or third-party products and services. You will always have the option to opt-out from direct electronic marketing.
- **Interest-Based Advertising.** We also contract with our business partners, third-party advertising companies, and social media companies to display ads on various sites and services. These companies may use cookies and similar technologies to collect information about you (including the device data and online activity data described above) over time across our **Services** and other sites and services or your interaction with our emails, and use that information to serve ads that they think will interest you. You can learn more about your choices for limiting interest-based advertising, in the “Advertising Choices” section below.

**Research and Development.** We may use your personal information for testing, research, analysis, and product development, including to develop and improve our **Services**, products, and services and to create new products and services. We may anonymize and aggregate data collected through the **Services** by removing information that makes the data personally identifiable to you, which we may use or share for any purpose, including for marketing purposes and to analyze and improve the **Services**.

**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 and internal policies;
- enforce the terms and conditions that govern the Services; and

- prevent, identify, investigate, and deter fraudulent, harmful, unauthorized, unethical, or illegal activity, including cyberattacks and identity theft.

**Other Uses.** In addition to the uses otherwise described in this Privacy Policy, we may also use your personal information as described to you at the time when we collect it.

## How we may disclose your personal information

We may share your personal information with the categories listed below and as otherwise described in this Privacy Policy or at the time of collection. We do not sell your personal information or share your personal information with third parties where restricted by applicable law.

**Retail Partners and Related Companies.** We may share data collected by using the Services with our retail partners to use in the delivery of digital and offline marketing or otherwise facilitate transmittal of information that may be useful, relevant, valuable, or otherwise of interest to you. Our retail partners may collect content from the Services and information about your activity on the Services to help them advertise their products and services, and/or use hashed customer lists that we share with them to deliver ads similar users on their platforms. We may share your personal information with our current or future affiliates and/or subsidiaries.

**Social Networking and Other Websites.** The Services may allow you to share information with social networking websites, such as Facebook. Their use of the information will be governed by their privacy policies, and you may be able to modify your privacy settings on their websites.

**As Required by Law and Similar Disclosures.** We may access, preserve, and disclose your information if we believe doing so is required or appropriate to: comply with law enforcement requests and legal process, such as a court order or subpoena; respond to your requests; protect yours', ours' or others' rights, property, or safety; or for the fraud prevention and safety purposes described above.

**Merger, Sale, or Other Asset Transfers.** If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another provider, including any related negotiations, your information may be sold, disclosed, or transferred as part of such a transaction (or potential transaction), as allowed by law. If another company acquires our company or our assets, that company will possess the information collected by it and us and will assume the rights and obligations regarding your information collected by us as described in this policy.

## Security of your information

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us. We do not accept liability for unintentional disclosure.

By using the **Services** or providing information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of the **Services**.

## Your choices

You can make the following choices with respect to your personal information.

**Cookies.** Most browsers let you remove and/or stop accepting cookies from the websites you visit. To do this, follow the instructions in your browser's settings. Many browsers accept cookies by default until you change your settings. If you do not accept cookies, however, you may not be able to use all functionality of the Services. 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](http://www.allaboutcookies.org).

We use Google Analytics to help us understand user activity and patterns. You can learn more about Google Analytics cookies by clicking [here](#) and about how Google protects your data by clicking [here](#). You can prevent the use of Google Analytics relating to your use of our Services by downloading and installing a browser plugin available [here](#).

**Advertising Choices.** Some of our advertising partners are members of the Network Advertising Initiative (NAI) and are subject to the Self-Regulatory Principles for Online Behavioral Advertising published by the Digital Advertising Alliance (DAA). You can obtain more information about these companies' information collection practices, and opt-out of receiving interest-based advertising from participating NAI and DAA members at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp) and/or the DAA's website at [optout.aboutads.info](http://optout.aboutads.info). Mobile app users may opt out of receiving interest-based advertising in mobile apps provided by participating members of the Digital Advertising Alliance by installing the AppChoices mobile app, available at <https://www.youradchoices.com/appchoices>. You can also limit collection of your information for interest-based ads by blocking third party cookies in your browser settings or using privacy plug-ins or ad blocking software that help you block third party cookies. In addition, your mobile device settings may provide functionality to limit use of the advertising ID associated with your mobile device for targeted online advertising purposes. If you opt-out of interest-based advertisements, you will still see advertisements online but they may be less relevant to you.

Some of the third party advertising companies we work with offer their own opt-out options that you can use to limit their use of your information for interest-based advertising, such as Google ([info](#) and [opt-out](#)) and Facebook ([info](#) and [opt-out](#)). Please note that we also may work with companies that offer their own opt-out mechanisms or do not participate in the opt-out mechanisms described above. Even after using these opt-out mechanisms, you may receive interest-based advertising from other companies.

## Other sites and services

The **Services** may contain links to other websites and online services operated by third parties and our retail partners. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or online services that are not associated with us. We do not control third party websites or online services, and we are not responsible for their actions. Other websites and services follow different rules regarding the collection, use and sharing of your personal information. We encourage you to read the privacy policies of the other websites and online services you use.