

James Martin Vanities Privacy Policy

Last Updated: October 2, 2023

This Privacy Policy describes the data privacy practices of James Martin Signature Vanities, LLC (“**James Martin Vanities**,” “**We**” or “**Our**”) for the personal information collected when You (“**You**” or “**Your**”) visit Our website – www.JamesMartinFurniture.com, its component pages, and/or any other website or app made available by James Martin Vanities (collectively, the “**Website**”), purchase a product or service made available by James Martin Vanities, or interact with an individual or entity authorized to act on behalf of James Martin Vanities.

At James Martin Vanities, We value and respect Your right to privacy and Your right to understand how certain information that relates to You is being collected and used. This Privacy Policy describes the personal information We collect, how that information is used, when and why that information is shared, and what Your rights are regarding Your personal information.

By providing Your personal information to James Martin Vanities, You consent and agree to the terms of this Privacy Policy and the associated [Terms of Use](#), as well as the collection, use, and disclosure of information as set forth in this Privacy Policy and the Terms of Use.

If You do not agree with any of the terms of this Privacy Policy and Our Terms of Use (including any modifications thereto), You should not provide any personal information to James Martin Vanities and should exit the Website. However, this Privacy Policy and the Terms of Use will apply to all of Your information and actions prior to exiting the Website.

The Website is a general audience website for use by individuals residing in the United States who are over the age of 18 years old. The Website is not designed or intended for use by persons under the age of 18.

COLLECTION AND USE OF PERSONAL INFORMATION

James Martin Vanities, on its own or through authorized dealers, service providers, contractors, and third parties, may collect and use the following categories of personal information:

- **Individual Identifiers and Contact Information** – such as information that You provide for the purpose of registering for a dealer account, contacting Us, requesting material samples, requesting promotional material, or for shipping, tracking or order fulfillment (*e.g., First Name, Last Name, Email Address, Mailing Address*);
- **Commercial information** – such as information You provide in connection with ordering or purchase transactions when You place an order online or through an authorized sales representative, and during Your online sessions on the Website (*e.g., items added to Your cart, product purchases, product preferences or specific interests, items not purchased*);

- **Payment Information** – such as information associated with transactions conducted over the Website or through an authorized sales representative, including method of payment, financial account information, or credit/debit card account information,;
- **Computer, Internet and Network Activity Information** – such as information We obtain from Your use of the Website (*e.g., Your server log information, queries or searches, browsing history, internet protocol address, unique device identifiers, and mobile network information*);
- **Other electronic information** – such as information from communications with Us and other user-generated content submitted by You to Us through e-mail or telephone; and
- **Marketing and promotional information** – such as information You provide for the purpose of enrolling or participating in any programs, promotions or contests offered by James Martin Vanities.

James Martin Vanities and its authorized dealers, service providers, contractors and third parties obtain these categories of personal information from the following sources:

- **Directly from You.** For example, the information You provide directly to Us or to our authorized dealers, service providers and contractors (*e.g., payment processors, shipping services, etc.*);
- **Indirectly from You.** For example, the information from devices You use to access the Website; or information that is automatically collected about You by Us and our authorized service providers and third parties as a result of Your use of Our Website, including digital tracking tools such as cookies and similar technology; and
- **Information obtained by Third Parties** (*e.g., Shopify, Google Analytics*). For example, as a result of the use of our Website and other websites.

James Martin Vanities, on its own or through authorized dealers, service providers, contractors and third parties may use Your personal information that You provide to Us or that is collected about You for various business or commercial purposes, including to:

- administer the Website and present the Website and its contents to You, as well as to facilitate and improve Your experience on the Website;
- provide You with products and conduct transactions (including purchases and returns);
- process payments;
- provide advertising, promotional and marketing communications, including direct mail and direct email, as well as to process promotions or similar incentives;

- contact You or communicate with You;
- address customer service issues You may have;
- create analytics reports; and
- process, fulfill, and ship purchase requests, and complete returns and exchanges.

In addition, James Martin Vanities may disclose Your personal information to the extent that it is required to do so by law, in connection with any legal proceedings or prospective legal proceedings, and in order to establish, exercise, or defend its legal rights. We may also disclose Your personal information in connection with negotiations for or any actual sale, acquisition or transfer all or a portion of Our business or assets.

Please note that if You voluntarily submit any personal information for posting on Our Website or any other website (including without limitation any social media website), the information may become publicly available and can be accessed and used by Us and by others. Therefore, You should use care before posting any personal information online.

PERSONAL INFORMATION PROVIDED TO OTHER PARTIES WORKING WITH US

James Martin Vanities does not sell or share Your personal information in exchange for money.

We partner with authorized service providers and contractors as an essential part of Our business operations, which allows Us to make the Website available, offer products and services to You, process and deliver Your orders, and provide information and promotional material about products that may be of interest to You.

(A) SERVICE PROVIDERS AND CONTRACTORS:

James Martin Vanities employs authorized service providers and contractors to assist with Website operations, online transactions, marketing, and analytics (such as for Website hosting, search engine optimization, customer relationship management, payment card processing services, advertising and marketing services, order fulfillment and delivery services, cloud storage services and other third-party technology services). James Martin Vanities and these authorized parties collect personal information and non-personal information, which may be provided to James Martin Vanities or to these authorized service providers and contractors. James Martin Vanities may also provide Your personal information to its authorized service providers and contractors to facilitate processing and fulfilling and delivering Your order.

An authorized service provider or contractor receiving any of Your personal information from James Martin Vanities is required to use and maintain that personal information only as authorized by James Martin Vanities and in accordance with the terms of this Privacy Policy.

(B) THIRD PARTIES:

James Martin Vanities does not provide Your personal information to third parties to conduct marketing or advertising activities. We process Our advertising and marketing activities internally or through authorized service providers and contractors to provide You with electronic marketing communications that are tailored to Your individual interests, as described in more detail in the section entitled “*Marketing and Electronic Communications from Us*” below.

OTHER INFORMATION COLLECTED

James Martin Vanities, on its own or through authorized dealers, service providers, contractors and third parties, may also collect and use other information from and about You that does not specifically identify You individually. Without limitation, this may include:

- purchase interests and purchase history information;
- preferences information (including marketing and communication preferences);
- information from Your internet browser whenever You visit or use the Website (sometimes call “Log Data” or “Log Files”);
- device information and usage data;
- internet service provider;
- referring and exiting websites and pages;
- operating system;
- which pages You visit on Our Website; and
- the time and date of Your visit and use of the Website’s pages.

SENSITIVE PERSONAL INFORMATION – NOT COLLECTED

Except for certain specific personal information required in connection with an application for extension of credit by James Martin Vanities, We do not collect, nor do We request or require that You provide any sensitive personal information (*e.g., social security number, driver’s license number, state identification card, passport number, information related to racial or ethnic origin, political opinions, religious, philosophical, or other beliefs, information related to sex life or sexual orientation, health data, biometric or genetic characteristics, criminal convictions and offenses, trade union membership, or specific geolocation*), and You should not send Us and should not disclose to Us any sensitive personal information on or through the Website or otherwise.

AGGREGATING AND COMBINING INFORMATION

At times, We may aggregate certain personal information and/or non-personal information in a manner that does not identify You to determine information about Our customers, including product trends, sales histories, and where Our customers are located. We may also combine personal information with non-personal information. If We do so, We will treat such combined information as personal information.

USING NON-PERSONAL INFORMATION

Because non-personal information does not identify You individually, We may collect, use, and disclose non-personal information for any lawful purpose in Our sole discretion.

COOKIES, BEACONS, AND OPTING OUT

James Martin Vanities, its authorized service providers, and certain authorized third parties use digital tracking tools such as cookies and similar technology when You use the Website (*e.g., cookies, web beacons and single-pixel GIF files*). Cookies are small files that are transferred to Your device's hard drive through Your internet browser that enables the Website's or authorized service providers' or third parties' systems to recognize Your browser and capture and remember certain information. This helps Us to improve Your access to Our Website, identify repeat visitors, help ensure the authenticity of registered users, provide the mechanism for online shopping and ordering, and enable Website traffic monitoring.

We use session-based cookies and persistent cookies. Session-based cookies will last only as long as Your web browser is open and are deleted when You close Your browser. A persistent cookie will last until it expires or until You delete it. We rely upon authorized service providers and third parties for these digital tracking tools (called third-party cookies). These service providers and third parties may also use cookies, pixels and other identifiers to collect information that indicates how users interact with the Website (*e.g., Google Analytics, Shopify*).

Using cookies helps Us do a number of things to enhance Your experience as a customer or potential customer of James Martin Vanities, including to:

- identify users and visitors to the Website, including new visitors and returning customers;
- remember and process the items in Your shopping cart;
- process and save Your preferences for future visits;
- ensure You do not need to login multiple times through user identification tracking;
- compile analytics, statistics and reports on Our Website and web traffic activity;
- track and target Your interests to enhance Your experience on Our Website, including searches and web traffic adjacent to activity on the Website;

- offer products and advertising that may be aligned with Your interests; and
- provide other services related to the Website.

MARKETING AND ELECTRONIC COMMUNICATIONS FROM US

If You receive promotional materials or newsletters from Us, You may unsubscribe from these communications at any time by following the instructions contained in the emails You receive or, by contacting Us at customer care@jamesmartinvanities.com. Even if You opt-out of receiving direct marketing messages, We may still contact You about a purchase or order or in connection with other customer service activities.

DO NOT TRACK INFORMATION

Some browsers have a “Do Not Track” feature that lets You tell websites that You do not want to have Your online activities tracked. There is currently no uniform browser signal for this feature and no industry standard on how to respond to these signals. Therefore enabling/disabling the Do Not Track feature in Your browser does not ensure that all websites You visit will respond to the request.

James Martin Vanities does not recognize or respond to Do Not Track signals at this time. We will reassess Our approach to responding to Do Not Track signals once an industry standard is established.

CONSUMERS’ RIGHTS TO PERSONAL INFORMATION - CALIFORNIA

If You are a resident of California, You have the following rights:

- **Right to Correct:** You have the right to request that We correct inaccuracies in your personal information.
- **Right to Delete:** You have the right to request that We delete personal information that We have collected from or obtained about You (subject to certain exceptions).
- **Right to Know About Sale or Sharing:** You have the right to request that We disclose to You what personal information We collect, use, sell or share with third parties, including the right to request that We provide to You the categories and specific pieces of personal information We have collected and sold or shared about You (typically for the 12-month period preceding Your request);
- **Right to Opt-out of Sale of Personal Information:** You may request that We stop sharing data in a way that is considered a “sale.”

- **Right to Opt-out of Sharing of Personal Information:** You may request that We stop disclosures of your personal information to a third party for cross-context behavioral advertising (i.e., targeted advertising)
- **Right to Non-Discrimination:** You have the right not to be discriminated against because You exercised any of these rights.

To exercise any of these rights (other than non-discrimination), You may contact Us by email at DataPrivacy@jamesmartinvanities.com or call (833) 865-0355. You may also designate an authorized agent to complete a DSAR request on Your behalf. If You use an authorized agent to submit a request, We will not act on that request unless We are able to authenticate, with commercially reasonable effort, both your identity and the authorized agent's authority to act on your behalf.

Once You submit a completed DSAR request, the consumer is sent an email that requires clicking on a link to verify the email address. This two factor validation helps protect against fraudulent submissions. Please note that a DSAR request is not processed until You have authenticated Your request by verifying the email address submitted.

There may be certain circumstances when We may not completely fulfill Your request, as permitted under the applicable California statute and regulations. For example, in connection with a Request to Delete, We may need to retain certain information to complete a transaction, detect fraud, or comply with a legal obligation.

With limited exceptions, You may only make a verifiable consumer Request to Know your personal information twice within a 12-month period.

If You would like to opt-out of the sale or sharing of Your personal information by James Martin Vanities with third parties, You can click on the link entitled [Do Not Sell or Share My Personal Information](#) or You may contact Us by email at DataPrivacy@jamesmartinvanities.com or call (833) 865-0355. The fully verified and processed opt-out preference will be implemented by James Martin Vanities for the specific consumer account You have identified in the DSAR request.

OTHER WEBSITES

The Website contains links to other sites (including social media websites) that are not owned or controlled by James Martin Vanities. We are not responsible for the content, actions, privacy policies or information privacy and security practices of any other sites and encourages You to review the privacy policies of those sites. We are also not responsible for the content of linked sites. Your use of any linked sites, or any information (including Your personal information) collected, posted, used, or displayed by operators of any linked sites. In addition, James Martin Vanities is not responsible for any third party, or their affiliates or agents, failure to use Your personal information in accordance with such third party's privacy policy, or any contractual or other legal obligations to which such third party, their affiliates or agents, may be subject.

INTENDED WEBSITE AUDIENCE AND NOTICE REGARDING CHILDREN’S PRIVACY

We do not knowingly collect or store any personal information from individuals under the age of 18, and We request that individuals under the age of 18 do not provide any personal information to Us through the Website or otherwise for any reason. If a parent or guardian becomes aware that his or her child under 18 has provided Us with information without his or her consent, he or she should contact Us as set forth in the “*Contacting Us*” section below.

VISITORS FROM OUTSIDE THE UNITED STATES — CROSS-BORDER TRANSFER

The Website is hosted in the United States and is intended for use only by individuals in the United States who are 18 years or older. Purchases on this Website are shipped in the United States and, as a result, the information James Martin Vanities collects is governed by applicable laws of the United States. If You are visiting the Website from outside the United States, Your information may be transferred to, stored and processed in the United States or other countries.

The data protection and other applicable laws of the United States may not be as comprehensive as those laws or regulations in other countries or may otherwise differ from the data protection or consumer protection laws in other countries.

By using the Website and/or providing personal information to James Martin Vanities, You consent to transfer and use of Your personal information by James Martin Vanities as set forth and described in this Privacy Policy and Our Terms of Use.

DATA SECURITY

The security of Your personal information is very important to Us. We follow generally accepted industry standards to protect the personal information submitted to Us, and that We collect, both during transmission and once We receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while We strive to use commercially acceptable means to protect Your personal information, We cannot guarantee the absolute security of the personal information provided by You or collected by Us through use of the Site.

RETENTION AND STORAGE OF PERSONAL INFORMATION

We store all categories of the personal information that We collect (see “*Collection And Use Of Personal Information*” section above) for as long as You have an account with Us or the period of time necessary for the Our business purposes, or as required by or permitted by applicable law.

UPDATES TO THIS PRIVACY POLICY

We may update Our privacy policy from time to time and use of the information We collect now is subject to the privacy policy in effect at the time of use. The "LAST UPDATED" legend at the

top of this Privacy Policy indicates when this Privacy Policy was last revised, and We encourage You to check our Privacy Policy periodically. Any changes will become effective when We post the revised Privacy Policy on Our Website. Your use of the Website, and/or your purchase of a product or service following these changes means that You accept the revised Privacy Policy.

CONTACTING US

If You have any questions about this Privacy Policy, or would like more information, You may contact us by toll free number (833) 865-0355

To exercise any rights in Your personal information, please contact Us by email at DataPrivacy@jamesmartinvanities.com or call (833) 865-0355.