



**HER BODY  
AND  
BEAUTY**

PO Box 1356 • Stow, OH 44224

## **Privacy Notice**

Last Update [11, 11, 2020]

### **INTRODUCTION**

Her Body and Beauty respects the privacy of our shoppers. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.herbodyandbeauty.com](http://www.herbodyandbeauty.com), including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”). Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

## **COLLECTION OF YOUR INFORMATION**

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

### **Personal Data**

Personally identifiable information, such as your name, shipping address, email address, and telephone number, and demographic information, such as your age, gender, hometown, and interests, that you voluntarily give to us when you choose to participate in various activities related to the Site. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.

### **Financial Data**

Financial information, such as data related to your payment method (e.g. valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our services from the Site. All financial information is stored by our payment processor, Paypal, and you are encouraged to review their privacy policy and contact them directly for responses to your questions.

## **USE OF YOUR INFORMATION**

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site [or our mobile application to:

Administer sweepstakes, promotions, and contests.

Assist law enforcement and respond to subpoena.

Deliver targeted advertising, coupons, newsletters, and other information regarding promotions and the Site to you.

Email you regarding your account or order.

Fulfill and manage purchases, orders, payments, and other transactions related to the Site.

Increase the efficiency and operation of the Site.

Monitor and analyze usage and trends to improve your experience with the site.

Notify you of updates to the Site.

Offer new products, services, and/or recommendations to you.

Perform other business activities as needed.

Prevent fraudulent transactions, monitor against theft, and protect against criminal activity.

Process payments and refunds.

Request feedback and contact you about your use of the site.

Resolve disputes and troubleshoot problems.

Respond to product and customer service requests.

Send you a newsletter.

Solicit support for the site.

## **DISCLOSURE OF YOUR INFORMATION**

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

### **By Law or to Protect Rights**

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

### **Marketing Communications**

With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

### **Business Partners**

We may share your information with our business partners to offer you certain products, services or promotions.

## Website Analytics

We may also partner with selected third-party vendors, such as Google Analytics to allow tracking technologies and remarketing services on the through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Site, determine the popularity of certain content and better understand online activity. By accessing the site, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can visit the third-party vendor or the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

## SECURITY OF YOUR INFORMATION

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

## Emails and Communications

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by: emailing [support@herbodyandbeauty.com](mailto:support@herbodyandbeauty.com); include opt out in the subject, and a brief statement of what you wish to opt out of.

## CONTACT US

If you have questions or comments about this Privacy Policy, please contact us at:

Her Body and Beauty  
PO Box 1356, Stow, Ohio 44224  
[support@herbodyandbeauty.com](mailto:support@herbodyandbeauty.com)