

Privacy Policy

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Introduction

Mint Luxury Linens ("**Company**" or "**We**") respect your privacy and are committed to protecting it through our compliance with this Privacy Policy ("Policy").

This Policy describes how We collect, use, share or otherwise process information relating to individuals ("Personal Information") . We are responsible for the processing of your Personal Information as described in this Policy, unless specified otherwise, and act as the controller of such Personal Information.

1. Processing activities covered

This policy applies to the processing of Personal Information we collect when you:

- Visit the website {www.mllinens.com} (our "Website");
- Visit our branded social media pages;
- Receive communications from us or otherwise communicate with us, including but not limited to emails, phone calls, texts, and other electronic messages;
- Download mobile and desktop applications from this Website, provided such applications are provided by us and not by a third party (in which case the privacy notice of the third party would apply);
- Interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy;
- Register for, attend, or take part in our events, webinars, programs, or contests;
- Act as or work for one of our service providers or suppliers, to the extent We act as a controller with respect to your Personal Information;
- Participate in surveys, research, or other similar data collection facilitated by us.

This Policy does *not* apply to Personal Information collected by Us or provided by our partners from:

- Publicly available information that you have published or that has been made available online;
- Through any other means, including on any other website operated by Company or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your Personal Information and how we process it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this Policy and the accompanying Terms of Use. This Policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

2. Personal Information We Collect About You and How We Collect It

a. Personal Information We collect from you

The Personal Information we collect may include:

Situations	Types of Personal Information
If you express an interest in obtaining additional information about our services; register to use our Website or to receive communications; sign up for an event, webinar or contest; participate in a program, training, certification or survey; or download certain content	Contact information, such as your name, job title, company name, address, phone number, email address, username, and password, other information, such as your birthday, you have voluntarily chosen to share.
If you make purchases via our Website or register for an event or webinar	Contact information, financial and billing information, such as billing name and address, credit card number, or bank account information. We refer to this information as “Order Information” .
If you attend an event	Attendee badge information which may include name, title, company name, address, country, phone number, email address, image, and video.
When you visit our Website	We automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as

	“Device Information” . Please see section <u>Information We Collect Through Automatic Data Collection Technologies</u> for more information.
If you voluntarily submit certain information to us, such as filling out a survey, responding to a questionnaire, or participating in other forms of research	Information you have provided as part of that request, which may include Personal Information, to the extent you voluntarily choose to provide it.
If you are one of our suppliers or service providers (or work for such a supplier or service provider)	Contact information, payment, and billing information.
If you reach contact us via email or chat	Records and copies of your correspondence (including email addresses).

If you provide us with Personal Information relating to other individuals, you represent that you have the authority to do so, and where required, have obtained the necessary consent, and acknowledge that it may be used in accordance with this Policy. If you believe that your Personal Information has been provided to us improperly, or want to exercise your rights relating to your Personal Information, please contact us by using the information in section **Your rights related to your Personal Information**.

We may collect Personal Information from third parties, for example, our business partners. Please note, once you leave our store’s website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or this Website’s Terms of Service.

3. Shopify

This Website is hosted on Shopify Inc. (“Shopify”). They provide us with the online e-commerce platform that allows us to sell our products and services to you. Your data is stored through Shopify’s data storage, databases, and the general Shopify application. They store your data on a secure server behind a firewall. For more information on how Shopify handles your data, please visit: <https://www.shopify.com/legal/privacy>.

4. Children Under the Age of 16

Our Website is not intended for children. We do not knowingly collect Personal Information from (i) children under the age of 13 and (ii) from children between 13-18 unless we have obtained consent from a parent or a guardian or such collection is subject to a separate agreement with us or the visit by a child is unsolicited or incidental. If you are a child under 18, do not use or provide any information on this Website or on or through any of its features. If you believe we have mistakenly or unintentionally collected or received Personal Information of a

minor without verification of parental consent, we will take steps to delete their Personal Information from our systems.

5. Information We Collect Through Automatic Data Collection Technologies.

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see **Choices About How We Use and Disclose Your Information.**
- **Web Beacons.** Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

6. Third-Party Use of Cookies and Other Tracking Technologies

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. For information about how you can opt out of receiving targeted advertising from many providers, see **Choices About How We Use and Disclose Your Information.**

7. How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please check the relevant box located on the form on which we collect your data (the order form). For more information, see **Choices About How We Use and Disclose Your Information.**

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

8. Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Shopify to power our online store--you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>. We also use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Mint Luxury Linens's assets, whether as a going concern, or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Mint Luxury Linens about our Website users is among the assets transferred.
- To third parties to market their products or services to you if you have consented to these disclosures. For more information, see **Choices About How We Use and Disclose Your Information**.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful request for information we receive, or to otherwise protect our rights.
- To enforce or apply our [Terms of Service](#) and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Mint Luxury Linens, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

9. Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by checking the relevant box located on the form on which we collect your data (the order form). You can also always opt out by checking or unchecking the relevant boxes or by sending us an email stating your request to info@mllinens.com.
- **Promotional Offers from the Company.** If you do not wish to have your contact information used by the Company to promote our own or third parties' products or services, you can opt-out by checking the relevant box located on the form on which we collect your data (the order form) or at any other time by sending us an email stating your request to info@mllinens.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt-out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience, or other transactions.
- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by checking the relevant box located on the form on which we collect your data (the order form) or at any other time by sending us an email stating your request to info@mllinens.com

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's [website](#).

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address: info@mllinens.com

However, please know we do not currently sell data triggering that statute's opt-out requirements.

TEXT MARKETING NOTIFICATIONS

By subscribing to Mint Luxury text notifications, you agree to receive automated marketing text messages from us about our products and services at the phone number you provided when you subscribed, and that the messages may be sent via automatic telephone dialing system or other technology. Message frequency is recurring. Consent is not a condition of purchase. Message and data rates may apply. Reply STOP, END, CANCEL, UNSUBSCRIBE or QUIT to opt-out and HELP for customer support. You may receive an additional text message confirming your decision to opt out. You understand and agree that attempting to opt out by any means other than texting the opt-out commands above is not a reasonable means of opting out.

10. Do Not Track

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

11. Residents of the European Economic Area (EEA)

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us at info@mllinens.com.

Pursuant to the General Data Protection Regulation ("GDPR"), if you are a resident of the European Economic Area ("EEA"), we process your personal information under the following lawful bases:

- Your consent;
- The performance of the contract between you and the Site;
- Compliance with our legal obligations;
- To protect your vital interests;
- To perform a task carried out in the public interest;
- For our legitimate interests, which do not override your fundamental rights and freedoms.

Additionally, please note that your information may be transferred outside of Europe, including to the United States.

If you are a resident of the EEA, you have the right to object to processing based solely on automated decision-making (which includes profiling), when that decision-making has a legal effect on you or otherwise significantly affects you. We may engage in automated decision-making, including decisions based on AI-generated content, but we ensure that it does not result in any decision that has a legal or otherwise significant effect without human intervention.

Our processor, Shopify, uses limited automated decision-making to prevent fraud that does not have a legal or otherwise significant effect on you. Services that include elements of automated decision-making include:

- Temporary blacklist of IP addresses associated with repeated failed transactions. This blacklist persists for a small number of hours.
- Temporary blacklist of credit cards associated with blacklisted IP addresses. This blacklist persists for a small number of days.

12. Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. The rights under these laws differ, but may include:

Common Rights Across Colorado, Connecticut, Virginia, and Utah:

- The right to confirm if we are processing your personal information.
- The right to access and delete certain personal information we hold about you..
- The right to data portability, allowing residents to receive their personal information in a structured, commonly used, and machine-readable format.

- The right to opt-out of the processing of personal data for purposes of targeted advertising and sales.

Additional Rights in Colorado, Connecticut, and Virginia:

- The right to correct inaccuracies in their personal information, especially when considering the nature of the information and the purposes for which it is processed.
- The right to opt-out of profiling activities when such profiling could result in decisions producing legal or other significant impacts on them.

If you are a resident of any of these states and wish to exercise any of these rights, please use the contact information below.

12. International Users

This Privacy Policy describes our policies and procedures in North America. Regardless of where you live, by using our websites or engaging with us through the Services, you consent to have your personal data transferred, processed, and stored in the United States, and allow us to use and collect your personal information in accordance with this Privacy Policy and for it to be processed globally.. By providing your information you consent to any transfer and processing in accordance with this Policy.

13. Data Retention

We will keep your Personal Information for as long as it remains necessary for the identified purpose or as required by law, which may extend beyond the termination of our relationship with you. We may retain certain data as necessary to prevent fraud or future abuse, or for legitimate business purposes, such as analysis of aggregated, non-personally identifiable data, account recovery, or if required by law. All retained Personal Information will remain subject to the terms of this Privacy Policy.

14. Your rights related to Your Personal Information

You can review and change your Personal Information by logging into the Website and visiting your account profile page.

You have certain rights relating to your Personal Information, subject to local data protection laws. Depending on the applicable laws, these rights may include the right to access, correct, or delete any Personal Information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from the Website, copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other Website users. Proper access and use of information provided on the Website, including User Contributions, is governed by our [Terms of Service](#).

15. Data Security

Security Measures: All data you provide is stored on a secure server behind a firewall. Any payment transactions will be encrypted using secure socket layer (SSL) technology, which is further bolstered by Shopify's infrastructure. This ensures that your data is handled securely and in accordance with this Privacy Policy. For your protection, our store is hosted on Shopify Inc., which is aligned with 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, and is then deleted.

When you click on links on our store, they may direct you away from our site. We are not responsible for the content or privacy practices of other sites and encourage you to read their privacy statements. We reserve the right to modify this data security clause at any time, so please review it frequently. Any changes will take effect immediately upon their posting on the website. Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on the Website.

16. Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you via a notice to the website homepage with a link to the updated privacy policy. The date the privacy policy was last revised is identified at the top of the 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.

17. Contact Information

If you would like to exercise your rights related to your Personal Information or if you have questions regarding our privacy practices, please email us at info@mllinens.com or write to us at 2180 Satellite Blvd., Duluth, GA 30097. When you contact us, please indicate in which country and/or state you reside. We may require you to verify your identity after you contact us.

If you believe that we have not been able to assist with your complaint or concern, and you are located in the EEA or the UK, you have the right to lodge a complaint with the competent supervisory authority. If you work or reside in a country that is a member of the European Union or that is in the EEA, you may find the contact details for your appropriate data protection authority on the following [website](#).