

HELLO LOVE, INC. – Website Privacy Policy

Last modified: April 29, 2022

Introduction

Your privacy is important to us at Hello Love Incorporated (“**Hello Love**,” “**Company**,” or “**We**”). We are committed to protecting your privacy through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website www.hellolove.com (our “**Website**”), our practices for collecting, using, maintaining, protecting, and disclosing that information, and includes information on your rights as a resident of California, the European Economic Area (“**EEA**”), or the United Kingdom (“**UK**”).

We provide this Website for use only by persons located in the United States. Information regarding the rights of residents in the EEA or UK is included in anticipation of international expansion. We make no claims that the Website or any of its content is accessible or appropriate outside of the United States. Access to the Website may not be legal by certain persons or in certain countries. If you access the Website from outside the United States, you do so on your own initiative and are responsible for compliance with local laws.

We reserve the right to make changes to this policy from time to time without prior notice to you. Any changes will take effect immediately upon posting the revised privacy policy. However, we will not use your personal information in a manner materially different than what was stated when it was collected unless you consent.

BY ACCESSING OUR WEBSITE, YOU AGREE TO THE TERMS OF THE PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, OR TO ANY CHANGES WE MAY SUBSEQUENTLY MAKE, WE REQUEST THAT YOU STOP ACCESSING OUR WEBSITE.

Notice

Our Website is not intended for children under 18 years of age. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Website or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at Support@HelloLoveInc.com

This Website is operated in the United States (“**U.S.**”). By continuing to use this Site, you consent to the transfer of your Personal Information to, and the processing of your Personal Information in, the United States in accordance with this Policy.

Type and Nature of Information Collected and Processed

We collect several types of information from and about users of our Website or through your communication with us, including:

- “**Personal Information**” including information by which you may be personally identified, such as your name, postal address, e-mail address, or telephone number; and
- “**Additional Information**” including information that is about you but individually does not identify you and information about your internet connection, the equipment you use to access our Website, and usage details.

How We Collect Information

We collect this information:

1. Directly from you when you provide it to us.
2. Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
3. From third parties, for example, our business partners.

All Personal and Additional Information we process is processed for one of the following lawful bases: consent, contract, legal obligation, vital interests, public task, or legitimate interests. The following sections provide more information about the types of Personal and Additional Information we collect and why.

1. Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided when you apply to become a Hello Love Fanatic or Affiliate, at the time of registering to use our Website, subscribing to our service, posting material, purchasing products, or requesting further services. We may also ask you for information when you enter a promotion sponsored by us and when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses) if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your search queries on the Website.
- You also may opt to provide information to be published or displayed (hereinafter, “**posted**”) on public areas of the Website or transmitted to other users of the Website or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

2. 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 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.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). We do not respond to Do Not Track requests.

The information we collect automatically may include Personal Information, or we may maintain it or associate it with the Personal Information we collect in other ways or that we 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 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 and for other related website statistics (for example, recording the popularity of certain Website content and verifying system and server integrity).

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

Some content or applications on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. For example, our Website is hosted by Rave Retailer (see <https://raveretailer.com/privacy-policy/> for Rave Retailer's privacy policy) and integrates software from directscale.com (see <https://www.directscale.com/cookies-and-privacy-policy/> for directscale.com's cookie and privacy policy). These third parties may use cookies 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 third-party 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](#).

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 provide you with notices about your account including expiration and renewal notices.
- 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 that 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 goods and services that may be of interest to you. If you do not want us to use your information in this way, please adjust your user preferences in your account profile. 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.

We will retain your Personal Information for our records for the length of time needed to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law or, under certain circumstances, until you ask us to erase this information.

Disclosure of Your Information

We may disclose Personal Information that we collect, or you provide as described in this privacy policy as follows:

- To Hello Love's employees and third parties who provide technical or organizational services for Hello Love and are required and have agreed to protect your data.
- We grant rights to independent contractors (each a "**Hello Love Fanatic**" or a "**Hello Love Affiliate**") to promote and/or sell our products and services. Hello Love Fanatics and Hello Love Affiliates are not employees of Hello Love. Therefore, we have no control over the collection, use, or disclosure of personal information by Hello Love Fanatics or Hello Love Affiliates for marketing or other purposes, nor do we assume any responsibility or liability for this. If you provide a Hello Love Fanatic or Hello Love Affiliate with information through this Website, we will have access to this information and the information will be handled in accordance with this privacy policy. Hello Love Fanatics may provide Hello Love with information about their customers, which we will handle in accordance with this Website Privacy Policy upon receipt of the information. If you are a customer of a Hello Love Fanatic or have shared your information directly with a Hello Love Affiliate, please contact your Hello Love Fanatic or Hello Love Affiliate directly to learn about their data protection practices.
- In the case of payment processing for orders, the data for processing the payment transaction is passed on to the payment service provider who is bound by instructions. The Hello Love Fanatic through whom you place an online order is only informed whether the transaction has been completed. Your Hello Love Fanatic will not receive any information about your account unless you provided your information directly to the Hello Love Fanatic or have given your consent in advance.

- To companies such as shipping companies for transporting orders and credit card companies for billing. These service providers are prohibited from using your personal information.
- In the case of a merger, acquisition by another company, or sale of all or part of Hello Love's assets, in which case your personal information may also be included in the transferred assets.
- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To third parties to market their products or services to you if you have not opted out of these disclosures. We contractually require these third parties to keep personal information confidential and use it only for the purposes for which we disclose it to them. 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 any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use [TERMS OF USE](#) https://cdn.raveretailer.com/966B5DFEAB/2022/04/GSR_626c72c86ae213081881651278040.pdf 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 Hello Love, our customers, or others.

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 or registration form). You can also always opt-out by logging into the Website and adjusting your user preferences in your account profile or by sending us an email with your request to Support@HelloLoveInc.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 sending us an email stating your request to Support@HelloLoveInc.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 sending us an email stating your request to Support@HelloLoveInc.com.

We do not control third-party collection or use of your information to serve interest-based advertising. However, 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.

We DO NOT engage in fully automated decision-making that has a legal or otherwise significant effect using customer data.

California, EEA, and UK residents may have additional personal information rights and choices. Please see [Your Privacy Rights](#) for more information.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated e-mail address: Support@HelloLoveInc.com. However, please know we do not currently sell data triggering that statute’s opt-out requirements.

Your Privacy Rights

Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information.

This section applies to California residents only and supplements the information contained in this privacy policy. The California Consumer Privacy Act 2018 (the “CCPA”) grants specific rights to California residents and requires that certain companies make certain disclosures. In anticipation of future growth, we have opted to include the disclosures now.

If you are a California resident, you have the right to (i) request that we delete personal data that we have collected about you; (ii) request that we disclose the personal data we have collected about you; (iii) request that we disclose whether we sell (or sold) your personal data; (iv) opt-out of the sale of your personal data (to the extent we sell your personal data); and (v) not face discrimination for exercising your rights under the CCPA.

With respect to the sale of personal data, the CCPA defines “sale” or “sell” broadly to cover scenarios that are traditionally not considered a sale of personal data. Accordingly, there may be instances where we sell (as that term is defined under the CCPA) personal data. To exercise your right to opt-out of such sale, you (or your authorized agent) may submit a request to us emailing us at Support@HelloLoveInc.com. To exercise other rights under the CCPA, you (or your authorized agent) may contact us by submitting a verifiable consumer request as described below. Your request must provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal data and describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We collect the following categories of personal data directly from you and indirectly from you (e.g., by observing your actions on our Website): (i) identifiers, which includes the following specific pieces of personal data: name, email address, street address, and telephone number; (ii) bank card information, which includes the following specific pieces of personal data: name, card number, and other financial information; (iii) commercial information, which includes the following specific pieces of personal data: products or services purchased or considered or other purchasing or consuming history or tendency; and (iv) internet or other electronic network activity information, which includes the following specific pieces of personal data: browsing history, search history, and information regarding your interaction with this Website.

The purposes for collecting and selling (as that term is defined by the CCPA) personal data and how we use and share personal data are outlined in this privacy policy.

In the preceding twelve months, we have not collected personal information through this Website nor have we sold any categories of personal information.

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to Support@HelloLoveInc.com or write us at: 30900 Rancho Viejo Rd., Suite 145, San Juan Capistrano, CA 92675.

Your European Privacy Rights

Although we do not currently offer our products in the EEA or the UK, we have included this information in anticipation of international expansion.

If you are a resident of the EEA or the UK, you have certain additional rights with respect to your Personal Information under the General Data Protection Regulation (Regulation (EU) 2016/679) (the "GDPR"), or the General Data Protection Regulation of the United Kingdom ("UK GDPR") including the following:

- The right of access to your Personal Information.
- The right to rectify your Personal Information if it is incorrect or incomplete.
- The right to have your Personal Information erased ("right to be forgotten") if certain grounds are met.
- The right to withdraw your consent to our processing of your Personal Information at any time (if our processing is based on consent).
- The right to object to our processing of your Personal Information (if processing is based on legitimate interests).
- The right to object to our processing of your Personal Information for direct marketing purposes.
- The right to receive your Personal Information from us in a structured, commonly used and machine-readable format, and the right to transmit your Personal Information to another controller without hindrance from us (data portability).

If you are located in the EEA or the UK and you are or have been our customer, we may have provided you with the opportunity to opt-in to receiving marketing communications. If you have consented to receiving marketing communications from us, you may opt out of such communications at any time by using the unsubscribe feature at the bottom of the email, or by contacting us directly using the information provided in the "Contact" section of this Privacy Policy. Further, if you are located in the EEA, we will never share your personal information with a third party for such third party's marketing purposes, unless you have specifically consented to us doing so.

You may contact us at Support@HelloLoveInc.com to exercise any of the above rights. If you believe that our processing of your Personal Information is inconsistent with your data protection rights under the GDPR and we have not adequately addressed your concerns, you have the right to lodge a complaint with the data protection supervisory authority of your country.

Accessing and Correcting Your Information

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

You may also send us an email at Support@HelloLoveInc.com to request access to, 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 use **TERMS OF USE**.

https://cdn.raveretailer.com/966B5DFEAB/2022/04/GSR_626c72c86ae213081881651278040.pdf

California, EEA, and UK residents may have additional personal information rights and choices. Please see [Your Privacy Rights](#) for more information.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Website like message boards. The information you share in public areas may be viewed by any user of 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 circumvention of any privacy settings or security measures contained on the Website.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

Hello Love, Inc.
30900 Rancho Viejo Rd., Suite 145
San Juan Capistrano, CA 92675.

Tel: 949-415-9536

Email: Support@HelloLoveInc.com