

STYLECARD PRIVACY POLICY

Effective Date: September 1, 2024

This Privacy Policy describes how The Sizing Company, Inc. (“we” or “Stylecard”) collects, uses, shares and protects personal information when you interact with our websites or mobile apps, emails we send, social media accounts, and online services (our “Services”). This Privacy Policy explains the following:

- [The personal information we collect](#)
- [How we use your personal information](#)
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Please note that this Privacy Policy does not apply to non-Stylecard websites or services that state that they are offered under a different privacy policy. Please review the privacy policies on those websites and applications directly to understand their privacy practices.

For questions about our privacy practices, contact us at: hello@gostylecard.com or write to us at: The Sizing Company, Inc. d/b/a Stylecard, 618 E 19th Street, Northampton, PA 18067, Attn: Legal.

1. The Personal Information We Collect

Depending on the nature of your interaction with Stylecard, we may collect personal information as follows:

- Directly from you, when you provide information to us or interact with us:
 - *Contact information* and any other information you choose to include when you communicate with us via e-mail, mail, phone or other channels.
 - *Profile and account information*, such as a username and password, your name, mailing address, e-mail address, birth date, phone number, and usage preferences, which may include signing up to some of our Services or communications from us.
 - *User Content* you may provide via the Services, including information related to your body measurements and clothing fit preferences.
 - *Transactional information* including payment information and payment history if you engage in transactions through the Services.
 - *Any additional information you choose to provide us*, including questions and feedback.
- Automatically from you, when you utilize or interact with our Services;
 - *Device information and online user activity* when you utilize our technology platforms, as described in the next section.

- From third parties:
 - *If you choose to connect your account on our Services to your account on another service, we may receive information from the other service. You can stop sharing the information from the other service with us by removing our access to that other service.*
 - *Information about your interests, contact information, demographic information, and marketing inferences, from third party sources that provide consumer data, social networks and other sources of publicly available data.*
 - *Information about the marketing and advertisements you have seen or clicked on, from online advertising companies.*

Some of this information may be collected by external parties on our behalf. For example, we use a payment processor when you engage in a transaction on our website; Stylecard does not itself collect or store payment card information.

2. Online User Activity, Cookies and Information Collected by Other Automated Means

When you interact with the Services, certain information about your use of our Services is automatically collected. This includes:

- *Usage Details* about your interaction with our Services (such as the date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses);
- *Device Information* including the IP address and other details of a device that you use to connect with our Services (such as device type and unique device identifier, operating system, browser type, mobile network information, and the device's telephone number);
- *Location information* where you choose to provide the website with access to information about your device's location; and
- *Site usage and session information.* We collect information about your interaction with the Services, including the resources that you access, pages viewed, how much time you spent on a page, and how you reached our website. We also log the details of your visits to our website and information generated in the course of using our website, such as mouse movements, clicks, page visits, text entered, how long you spent on a page, and other details of your actions on our website.

Much of this information is collected through cookies, web beacons, and other tracking technologies, which may be operated by our partners who assist us in collect information about usage of the Services, serving ads, or providing other services to you. For example, we use Google Analytics to collect usage details. You can learn more about privacy and Google Analytics by visiting <https://support.google.com/analytics/answer/6004245>, and opt out of collection of your data by using the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>. We may also use cookies set by other third-party services.

You may be able to opt out tracking by cookies or control how information collected by cookies is used via a number of means, as described below.

Your browser or device may include “Do Not Track” functionality; please note that we do not respond to such signals.

3. How We Use Your Personal Information

We use the personal information we collect from you for the following purposes:

- Provide our Services to you, including maintaining your account, managing any purchases or transactions, and providing information related to the products and services you have purchased.
- Interact with you, including responding to your requests, providing customer support, providing information about additional products, services, and promotions that may be of interest to you, and informing you about important changes to this Privacy Policy, our Terms or other policies.
- Tailor the content we display to you in our Services and communications, including advertising.
- Post your reviews or feedback to our Service.
- Manage, operate, and improve the Services and grow our business, including monitoring the performance of our Services, understanding our customer base and the effectiveness of our marketing, events, promotional campaigns, and publications, developing new products and services, and diagnosing or fixing technology problems.
- Comply with legal requirements and industry standards, detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal, and protect the rights of Stylecard, you, or others.

We may create anonymous, aggregated or de-identified data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous, aggregated or de-identified data by removing or not utilizing information that makes the data personally identifiable to you. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Service, provide to third-party retailers and to promote our business.

4. How We Share Your Personal Information

- *Service Providers.* We may share your information with service providers that we believe need the information to perform a technology, business, or other professional function for us such as billing and collection, IT services, maintenance and hosting of our Services, payment processors, marketing partners, accounting, auditing, and tax services, and other professional services.
- *Analytics Partners.* We partner with analytics providers, who collect information via tracking technologies on our websites to assist us with measuring visits and traffic on our websites so we can measure and improve the performance of the sites.
- *Advertising Partners.* We partner with third parties who assist us in serving advertising regarding the Services to others who may be interested in the Services, or who use cookies to display interest-based advertising to you on the Services. These third parties may use tracking technologies to collect or receive information from the Services and elsewhere on the internet and use that information to provide measurement services and target ads. Third parties may allow

other companies to access information about you so that they may market other products you may be interested in.

- *Social Media Platforms.* If you interact with us on social media platforms, the platform may be able to collect information about you and your interaction with us. To control this sharing of information, please review the privacy policy of the relevant social media platform.
- *Affiliates.* We share information with other entities in our corporate family, for purposes consistent with this Privacy Policy.
- *Corporate Event.* We reserve the right to transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Policy.
- *Legal.* We share information where necessary to comply with applicable law, to respond to requests from law enforcement agencies or other government authorities or third-parties, as permitted by law and without your consent when it is necessary to protect our customers, employees, or property; in emergency situations; or to enforce our rights under our terms of service and policies.

5. How We Protect and Store Your Personal Information

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Services. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

If you use our Services outside of the United States, you understand that we may collect, process, and store your personal information in the United States and other countries.

6. Retention of Your Personal Information

We will retain your personal information for as long as is necessary to complete the purposes for which it was collected, or as may be required by law.

7. Your Privacy Options

You may have certain choices when it comes to how we collect and use your personal information:

- *Account Information.* Please visit your account to update your personal information and payment method.
- *Email Marketing.* If at any time you no longer wish to receive marketing communications from us, you can click the unsubscribe link at the bottom of any email or email us at: hello@gostylecard.com.
- *Online Activity Tracking and Interest-Based Advertising.* You have several options to either prevent our collection of information regarding your online activity, or prevent third parties from using such information from being used for interest-based advertisements:

- You may modify your browser setting to disable or reject cookies across the internet; but if you do so, some features of our website or Services may not function properly or be available. If you are visiting the Services from a mobile device, the operating system of the device may offer you options regarding how the device collects and uses your information for interest-based advertising. Please visit <https://thenai.org/opt-out/mobile-opt-out/> for more information.
- You may be able to prevent third parties from using your information for interest-based advertisements across the internet by visiting <http://www.networkadvertising.org> or <http://www.aboutads.info>. Please note this does not opt you out of being served ads, nor will it prevent the receipt of interest- based advertising from other companies that do not participate in these programs
- *SMS Marketing.* Consent to receive automated marketing text messages is not a condition of any purchase. You can opt-out of receiving commercial text messages via by responding to any of our text messages with any of the following replies: STOP, END, CANCEL, UNSUBSCRIBE, or QUIT. If you opt-out, we may still send you messages regarding the status of your orders and other service-related communications.

8. Children’s Information

We do not knowingly or intentionally gather personal information about children. If we have inadvertently collected the personal information of a child under 16, or equivalent minimum age depending on jurisdiction, a parent or guardian of that child may contact us at: hello@gostylecard.com to request that we delete the information from our records or otherwise cease the use of that information.

9. Updates to This Privacy Policy

We may make changes to this Policy from time to time. The “Effective Date” at the top of this page indicates when this Privacy Policy was last revised. We may also notify you in other ways from time to time about the collection, use, and disclosure of your personal information described in this Policy.