

ONLINE PRIVACY POLICY

Effective September 6, 2024.

We take your privacy very seriously. Please read this privacy policy statement carefully as it contains important information on who we are, how and why we collect, store, use, and share your personal information. It also explains your rights in relation to your personal information and how to contact us in the event you have a complaint.

1) Web Site.

- a) **Web Site Owner.** Ceramic Souls LLC ("Company") is the owner of this web site ("Web Site"). Company can be contacted by e-mail at info@ceramicsouls.com. This online privacy policy discloses Company information practices for this Web Site, including what type of personal identifiable information is collected, how the information is used, and with whom the information is shared.
- b) **Web Site Visits.** In general, you can visit the Web Site without disclosing any personal information. Company may collect certain information from Web Site visitors. This may include, but is not limited to, the server domain name, e-mail address, type of computer and web browser, what pages visitor accessed, and limited information about search requests. This information is used to solve technical problems and to calculate overall usage statistics.
- c) **Web Site Transactions.** At times, Company will need personal information regarding a customer or client in order to process a subscription or purchase. It is Company's intent to inform you before Company collects personal information.

2) Personal Information That May Be Collected.

- a) **Identifying Information.** In order to make a purchase or to access designated subscriber or restricted areas within the Web Site, Company may ask a visitor to provide certain personal identifying information, which may include: name, mailing address, e-mail address, screen name, password, telephone number, method of payment, and, if applicable, credit card number. Company may request additional information necessary to establish and maintain customer's account.
- b) **Information from Children.** Company does not collect or maintain information from users actually known to be under the age of 13, and no part of Company's Web sites are structured to attract anyone under the age of 13. Company will not collect or post information from a child known to be under the age of eighteen (18) without the written consent of a parent or guardian. Company does not knowingly use personally identifying information collected from children for marketing or promotional purposes, and does not disclose such information to any third party for any purpose whatsoever.
- c) **Lost or Stolen Information.** Help us keep your personal information accurate. If your payment information and/or username and password changes or is lost or stolen, you should promptly notify Company in order to enable Company to cancel the lost or stolen information and to update its records with changed information.

d) **Links to Other Web Sites.** The Web site may contain links to other web sites. Company is not responsible for the privacy practices or the content of those other Web sites.

3) **Uses Made of the Information.**

a) **Limited Uses Identified.** Without your prior consent, Company will not use your personal identifiable information for any purpose other than that for which it is submitted. Company uses personal identifiable information to reply to inquiries, handle complaints, provide operational notices and in program record-keeping. Company also processes billing and business requests related to Web Site's goods and/or services. Company may also use personal information collected from you for statistical analysis of customer's behavior, for product development, for content improvement, to customize the content and layout of the Web Site, and for internal company reviews.

b) **Marketing Uses.** The information you provide to the Web site may also be collected, used, analyzed and/or processed by Company, or selected third parties on Company's behalf, for marketing and other business purposes. If you do not want your personal identifying information used in this way, you may opt out of receiving such marketing material by following the instructions provided in the marketing materials or by contacting Company by e-mail at info@ceramicsouls.com.

c) **Promotional Communications.** We may use your personal information to send you updates about our products and/or services, including exclusive offers, promotions or new products and/or services. We have a legitimate interest in processing your personal information for promotional purposes, which means we do not usually need your consent to send you promotional communications. However, where consent is needed, we will ask for this consent separately and clearly. You have the right to opt out of receiving promotional communications at any time by contacting us by email at info@ceramicsouls.com.

d) **Stored Information Uses.** Company stores the information entered on the Web Site. This information is used to compile a customer's purchase history in order to enable Company to recommend products, services, or special offers that would be of interest to a customer. Stored information is used by Company to support customer interaction with the Web site, to deliver purchases and/or services, and/or to contact the customer or client again about other Company services and products.

e) **Online Advertising.** Some companies that help Company deliver advertising may collect and use information about Company's customers to help Company better understand the types of advertising or promotions that are most appealing to Company's customers. If the customer would prefer that these companies not collect such information, you may notify Company by e-mail at info@ceramicsouls.com.

4) **Disclosure of the Information.**

a) **Within Corporate Organization.** Company may share your personal information within the Company corporate organization.

- b) **Mergers and Acquisitions.** For the purpose of developing and expanding its business, Company may share, rent, sell or buy business assets. In such transactions, customer information is generally one of the transferred business assets. Also, in the event Company is acquired, customer information will be one of the transferred assets.
- c) **Agents.** Company may engage other companies and individuals to perform business functions on behalf of Company. These persons are provided with personal identifying information required to perform their functions, but are prohibited from using the information for other purposes.
- d) **Affiliated Businesses.** Company may work closely with affiliated businesses operating web site stores, providing services or selling products on each other's web sites. Customer information related to a transaction with an affiliated business is shared with that affiliated business.
- e) **Marketing Analysis by Third Parties.** Company reserves the right to disclose personal information about customers to this parties for marketing analysis.
- f) **Disclosure to Governmental Authorities.** Company may release personal information to appropriate governmental authorities where release is required by law (for example, a subpoena) or by a regulation, or is requested by a government agency conducting investigations or proceedings.

5) Use of Computer Tracking Technologies.

- a) **No Tracking of Personal Information.** Company's Web site(s) are not set up to track, collect or distribute personal information not entered by visitors. Our site logs do generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for internal purposes by technical support staff to provide better services to the public and may also be provided to others, but, again, the statistics contain no personal information and cannot be used to gather such information.
- b) **Use of Cookies.** A cookie is a small amount of data that is sent to customer's browser from a Web server and is stored on the computer's hard drive. Company uses non-identifying cookies to provide easier site navigation. Company's Web site(s) can still be used if customer's browser is set to reject cookies. Company's cookies do not generate personal data, do not read personal data from your machine and are never tied to anything that could be used to identify you.
- c) **Use of Web Beacon Technologies.** Company may also use Web beacon or other technologies to better tailor its Web site(s) to provide better customer service. If these technologies are in use, when a visitor accesses these pages of the Web site, a non-identifiable notice of that visit is generated which may be processed by Company or by its suppliers. Web beacons usually work in conjunction with cookies. If customer does not want cookie information to be associated with customer's visits to these pages,

customer can set its browser to turn off cookies; however, Web beacon and other technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.

- d) **Collection of Non-Identifiable Information.** Company may collect non-identifiable information from user visits to the Company Web site(s) in order to provide better customer service. Examples of such collecting include: traffic analysis, such as tracking of the domains from which users visit, or tracking numbers of visitors; measuring visitor activity on Company Web site(s); Web site and system administration; user analysis; and business decision making. Such information is sometimes known as "clickstream data." Company or its contractors may use this data to analyze trends and statistics.
- e) **Collection of Personal Information.** Company collects personal identifying information from customer during a transaction. Company may extract some personally identifying information about that transaction in a non-identifiable format and combine it with other non-identifiable information, such as clickstream data. This information is used to help Company understand trends and patterns and is not reviewed at an individual level.

6) Information Security.

- a) **Commitment to Online Security.** Company intends to protect customer personal information and to maintain its quality. To achieve information security and quality, Company implements appropriate measures and processes, such as using industry standard encryption technologies when transmitting certain sensitive information. We limit access to your personal information to those who have a genuine business need to access it.
- b) **No Liability for Acts of Third Parties.** Company will exercise all reasonable efforts to safeguard the confidentiality of customer personal information. However, transmissions protected by industry standard security technology and implemented by human beings cannot be made absolutely secure. Consequently, Company shall not be liable for unauthorized disclosure of personal information due to no fault of Company including, but not limited to, errors in transmission and unauthorized acts of third parties.

7) Privacy Policy Changes and Opt-Out Rights.

- a) **Changes to Privacy Policy.** This privacy notice was last updated on September 6, 2024. Company reserves the right to change its privacy policy statement at any time. A notice of any material change will be posted on the Web.
- b) **Opt-Out Right.** You have the right at any time to stop permitting personal information to be collected, used or disclosed by Company and/or by any third parties with whom Company has shared and/or transferred such personal information. Right of cancellation may be exercised by contacting Company by e-mail at info@ceramicsouls.com. After processing the cancellation, Company will delete customer or prospective customer's personal information from its data base.

8) Access Rights to Data.

- a) **Information Maintained by Company.** Upon your request, Company will provide a reasonable description of your personally identifiable information that Company maintains in its data bank. Company can be contacted by e-mail at info@ceramicsouls.com.
- b) **Corrections and Changes to Personal Information.** Help us to keep your personal information accurate. If your personal information changes, or if you identify an error after reviewing your information that Company has on file, please promptly e-mail Company at info@ceramicsouls.com and provide the new or correct information.

Your California Privacy Rights. California's privacy laws require a company to provide notice to California users of their rights to receive information on to which entities their information was shared for marketing purposes.

Beginning on January 1, 2005, California Civil Code Section 1798.83 permits Company's customers or clients who are California residents to request certain information regarding Company's disclosure of personal information for their direct marketing purposes. To make such a request, please write to: info@ceramicsouls.com. Within thirty (30) days of receiving such a request, Company will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. Company reserves its right not to respond to requests submitted other than to the address specified in this paragraph.

9) Accountability.

- a) **Questions, Problems and Complaints.** If you have a question about this policy statement, or a complaint about Company compliance with this privacy policy, you may contact Company by e-mail at info@ceramicsouls.com.
- b) **Terms of Use.** If you choose purchase Company's products and/or services, customer's action is hereby deemed acceptance of Company practices described in this policy statement. Any dispute over privacy between a customer or client and Company is subject to the provisions of this notice and to Company's Terms of Use Agreement which is incorporated into this Online Privacy Policy statement and can be read at ceramicsouls.com.
- c) **Do You Need Extra Help?** If you would like this notice in another format (for example: audio, large print, braille) please contact us by e-mail at info@ceramicsouls.com.