

PRIVACY POLICY

Effective Date: December, 2023

Trademore Services LLC (“Trademore”) values your business and is committed to protecting your privacy. This Privacy Policy sets forth our policies and practices for the collection, use and sharing of information we collect when you use our website Trademore.com (the “site”) and our services.

I. COLLECTION OF INFORMATION

We, and service providers acting on our behalf, collect information when you interact with us by using our site, contacting us, and using our services.

We collect information you provide directly to us. This includes:

- Your contact information, such as full name, email address, mobile phone number, and physical address;
- Make, model, carrier and condition of your device;
- Account and financial information
- Correspondence you send to us; and
- Information about your activity on our sites.

We collect info when you contact us. When you contact us or we contact you, we may monitor or record that communication for quality assurance, training and security purposes.

We collect information when you visit our site, including through cookies and similar technologies. We, and third party companies acting on our behalf, collect information from our site, such as the date and time of your visit, information about the links you click and pages you view within the Site, pages that you view before and after visiting our site, your Internet protocol (IP) address, Internet service provider, device and advertising identifiers, screen records, browser type, operating system, platform type, connection speed and other attributes. We, and these third party companies, may use cookies, pixels, tags, web beacons, embedded scripts, application programming interfaces (APIs), and similar technologies to collect this information. Cookies are small bits of information that are stored by your computer’s web browser. Pixel tags are very small images or small pieces of data embedded in images, also known as “web beacons” or “clear GIFs,” that can recognize cookies, the time and date a page is viewed, a description of the page where the pixel tag is placed, and similar information from your computer or device. Embedded scripts are programming language used to

add interactivity to websites. Web beacons may be used to place advertisements, and web beacons and embedded scripts can be used to understand website traffic patterns and the number of visitors to our website, and to measure the effectiveness of advertisements or email advertising messages. We use the information collected by these technologies to analyze visitor activity on our site, to understand website traffic patterns and engagement, administer and maintain our site and for site functionality, measure advertising effectiveness, and for other business purposes.

The Trademore site may also include social network or other third-party cookies, plug-ins, pixels, or other similar technologies and widgets that may provide information to their associated social networks or third parties even if you do not click on or otherwise interact with the plug-ins and widgets. We also collect information from these entities when you use them to sign up for our services.

We collect information about you from others. In addition, if you access third-party services, such as Facebook, Google, or Twitter, through the site or to share information about your experience on the site or with our services with others, we may collect information from these third-party services.

II. USE OF INFORMATION

We, and service providers acting on our behalf, generally use the information we collect to:

- Fulfill your requests for products, services, information and support;
- Send you promotional materials or advertising from us or on our behalf;
- Analyze the use of and visitor activity on our site and user data to understand website traffic patterns and engagement, measure advertising effectiveness, and improve the site and our services;
- Fraud and security purposes, and to prevent potentially prohibited or illegal activities and otherwise in accordance with our Terms of Use available in our “Terms and Conditions” for our site and services;
- Authenticate you; and
- For any other purposes disclosed to you at the time we collect your information or pursuant to your consent.

We also allow third-party advertising companies to collect information about your activity on our site through cookies, pixels, and other similar web technologies, to help us provide more relevant Trademore advertisements on others’ sites and apps. These ads may be tailored for you based on your activity on our sites and combined with your

activities on other websites and in apps where these advertising companies are present. These advertising companies may also use information they collect for others' advertising purposes. The use of information collected about your visits over time and across different websites, apps and devices is known as cross-context behavioral or interest-based advertising. You can learn about opting out of interest based advertising in the Your Choices section below.

III. DISCLOSURE OF INFORMATION

We are committed to maintaining your trust, and we want you to understand when and with whom we may share the information we collect.

- ***Authorized service providers and partners.*** We share your information with service providers and partners who help us with specialized services, including email deployment, marketing, and data processing. This includes services provided by others to help us with analytics and the functioning of our website, including, without limitation, [Google Analytics](#), which may include storing and accessing cookies and other information on your computer or wireless device.
- ***Business transfers.*** We may share your information in connection with a substantial corporate transaction, such as the sale of a website, a merger, consolidation, asset sale, or in the unlikely event of bankruptcy.
- ***Legal purposes.*** We may disclose information to respond to subpoenas, court orders, legal process, law enforcement requests, legal claims or government inquiries, and to protect and defend the rights, interests, safety, and security of Trademore, our affiliates, users, or the public.
- ***With your consent.*** We may share information for any other purposes disclosed to you at the time we collect the information or pursuant to your consent.
- ***Third Parties, Including Social Media and Advertising Company Partners.*** We allow our advertising partner third-parties to collect information directly from you about your activity on our site through cookies and other similar web technologies in order to tailor advertising to you. You can learn about opting out of this activity in the Your Choices section below.

If you access third-party services, such as Facebook, Google, or Twitter, through the site or to share information about your Trademore experience or with the services with others, these third-party services may be able to collect information about you, including information about your activity on the Site, and they may notify your connections on the third-party services about your use of the Site, in accordance with their own privacy policies.



IV. DATA SECURITY & RETENTION

Our policy is to retain personal information as long as it is needed for business, tax, audit, investigative, legal and security purposes. We use reasonable technical, administrative and security measures to help protect information from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. In addition, we train our employees on the importance of privacy and security, as well as proper ways to access, use and disclose customer information. You should understand that no data storage system or transmission of data over the Internet or any other public network can be guaranteed to be 100 percent secure.

V. YOUR CHOICES

You have choices about certain ways we use and share information about you.

Marketing. You have choices about receiving marketing from Trademore. If you would like to be removed from Trademore's email marketing list, you can opt out by following the unsubscribe instructions, usually found at the bottom of the emails.

Website information used for interest based advertising You have a choice about whether certain information collected on websites, including Trademore's site, is used to customize advertisements you see on the internet. We do not currently respond to Do Not Track signals in your web browser settings. However we do honor Global Privacy Control (GPC) signals. Please visit [Your Privacy Choices](#)  for more information about how your information may be sold, shared or used for certain targeted advertising and how you can opt out. You can also visit the industry-wide [Digital Advertising Alliance opt-out page](#) to learn more and opt out. Additionally, you will see an icon  in or around online advertisements placed using interest-based advertising techniques. You can click on the icon to learn more and opt out. You can also opt out of the use of your device identifiers for interest-based advertising by selecting "Limit Ad Tracking" or "Opt out of Interest-Based Ads" in your device Settings.

VI. STATE PRIVACY RIGHTS

CALIFORNIA PRIVACY RIGHTS

The California Consumer Privacy Act

The California Consumer Privacy Act, or CCPA, gives you specific rights as a California resident.

The law provides you with the right to know what information we collect about you and how we use it; to access, delete, and correct that information within certain limitations; to tell us not to sell or share personal information about you; to limit the use of certain

sensitive personal information; and to not be discriminated against for invoking these rights.

Your Right to Know Information Collected About You

We describe the personal information we collect, and how we use it, in this Privacy Policy. We, and service providers acting on our behalf, collect personal information when you interact with us, use our services, from your activity on our site, and from third parties. California law requires that we also describe the categories of personal information we collect and use and the sources of that information. Depending on how you use our services and how you interact with us, we may collect these categories of personal information:

- Identifiers, including, name, billing and email address, mobile device identifiers, IP address, physical address, account credentials, and other similar identifiers;
- Personal information that reveals your account log-in, and debit card or credit card number;
- Commercial information, such as records of products your purchase or our services, and financial information used for your transactions;
- Financial information such as credit or debit card information you use as your payment method for your transactions with us;
- Internet or other electronic network activity information, including website activity, browsing history, search history on our site, and information regarding your interaction with our site;
- Contents of your correspondence with us;
- Secure Account Information including account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials;
- And other information that may identify, relate to, describe, or is capable of being associated with you.

Our policy is to retain personal information only as long as it is needed to provide our services and for other purposes described in this Policy, and delete or de-identify it when no longer needed. We may incorporate personal information into different types of records, not always by distinct data elements in order to provide our services and meet our obligations to you. For example, your name could be part of your customer account record, or transaction record. Our policies require that we retain records for as long they are needed for legal, tax, audit, investigative, and/or security purposes and then securely delete or destroy them. Each type of record may be retained for a different time

period depending on its purpose. We have established criteria for how long to keep different types of records, like customer accounts, billing, or browsing history records. Personal Information may be kept longer for legal, tax audit, investigative, and/or security purposes. Personal Information is disposed of when 1) we no longer have the consumer's consent (if required), 2) it is not needed for our business purposes, and 3) we are not required to retain it for legal, tax, audit, investigative, and/or security purposes.

We use this information for business and commercial purposes as they are defined by the CCPA. Business and commercial purposes includes providing services to you; communicating with you and providing customer service; personalizing your experiences; improving our services; providing marketing and advertising; debugging; auditing our processes and services; short-term transient uses; research; and security, fraud, and legal compliance purposes. Examples and additional detail about these types of uses can be found in this Privacy Policy.

Service providers may use information for the same purposes, as necessary for them to perform work for us. Service providers are required to protect the information we share with them or they collect on our behalf and use it only for the specific purposes that we allow. We may also disclose information to third parties, such as partners and to law enforcement, among others, as detailed elsewhere in this policy.

We allow select third parties to directly collect information about your activity on our site using cookies and other similar web technologies. These third parties use information they collect to help us provide more relevant Trademore advertisements on other websites and apps and may also use information for their own or others' advertising purposes. For information about how to opt out of these activities, please visit the "Your Right to Opt Out of Sale or Sharing of Personal Information" section below.

Some of the information we collect may be sensitive personal information under California law including account log-in, financial account, debit or credit card number along with required security or access code.

We do not use, sell, share, or disclose sensitive personal information, as defined by California law, for any purpose other than to provide services requested by you, with your consent, or for other purposes expressly authorized by California law, such as to detect security incidents.

Your Right to Access

You have the right to request access to specific pieces and categories of personal information we collected about you in the past 12 months. You can exercise your right to access by submitting a request through the [Trademore privacy dashboard](#) or by sending

an email to privacy@trademore.com. We will honor up to two consumer rights requests every twelve months as required by California law.

Your Right to Delete

You have the right to request that we delete personal information we have about you unless we need it for specific reasons described by the CCPA. Requests that Trademore delete personal information are subject to exemptions under the CCPA. All personal information that we collect and retain is used to provide our services to you and for related purposes as described in this Privacy Policy, and for other purposes allowable by California law. We will retain certain information required for security, legal, or other business or commercial purposes only for as long as reasonably necessary for business, accounting, tax or legal purposes and then securely delete it. You can submit a request to delete by sending an email to privacy@trademore.com.


Your Right to Correct

You have the right to request that we correct personal information that you believe is inaccurate. You can exercise your right to correct by submitting a request through the [Trademore privacy dashboard](#) or by sending an email to privacy@trademore.com.

Your Right to Opt Out of the Sale or Sharing of Personal Information

The California law gives you the right to opt out of the sale or sharing of personal information. The term “sale or sharing” is broadly defined to include sharing personal information for monetary or other valuable consideration and the sharing of your information for cross contextual advertising purposes. This definition does not cover all sharing of personal information. We do not have actual knowledge that the personal information of consumers under 16 years of age is included in this selling or sharing.

Our activity that falls under the definition of “sale or sharing” under California law includes using third-party advertising companies that collect information about your visit to our website using cookies and other web technologies to inform our and others’ cross contextual advertising.

To opt out of the use of your information for this activity please visit [Your Privacy Choices](#) . We also recognize when you exercise your choice to opt out using a browser-based [Global Privacy Control](#) (GPC). If you are logged in to your Trademore account and you make your choice on the Your Privacy Choices page or your browser GPC signal is set, we will apply your choice whenever you are logged in on our site. If you are not logged in, or don’t have an account and use a GPC, we will opt you out of the “sale or sharing” activity described above, for the browser on the device you are using to visit our sites. You will need to repeat the opt out process if you visit our page from another browser or device, or if you clear cookies from the cache in your browser.

Your Right to Limit the Use of Sensitive Personal Information


You have the right to ask us to limit the use and disclosure of sensitive personal information if we use that information for purposes beyond what is needed to provide the products and services you request or for other reasons specified in the law. We use or disclose sensitive personal information only for purposes allowable in the law or with your consent so we do not offer you an option to limit the use of sensitive personal information. The purposes for which we might use sensitive personal information as allowed by law include: detecting security incidents; resisting malicious, deceptive, fraudulent or illegal actions; ensuring the physical safety of a person; short-term, transient uses; performing services such as maintaining or servicing accounts, providing customer service, fulfilling orders and transactions; and verifying your information. We may also share your information with service providers providing storage or similar services on our behalf.

Your Right to Not Be Discriminated Against

We do not discriminate against you if you exercise any rights described in this section. We will not deny goods or services, charge different prices or rates for goods or services, or provide you a different level or quality of goods and services.

Where to Exercise Your Rights

You can exercise your right to access or correct data by submitting a request through the [Trademore privacy dashboard](#) or by sending an email to privacy@trademore.com. You may submit a request to delete personal information by emailing us at privacy@trademore.com.

To opt out of “sale or sharing”, please visit [Your Privacy Choices](#)  or enable a GPC signal on your browser when visiting our site.

We require you to verify your identity using the processes described in the dashboard before we fulfill your request.

We endeavor to respond to your requests within 45 days, but it may take up to 90 days. If we need more than 45 days, we will contact you to let you know that we need additional time.

You can authorize an agent to exercise your California privacy rights on your behalf. To designate a California business or individual as your agent, we first must verify your identity. Simply log-in to the [Trademore privacy dashboard](#) with your credentials, or with your order number and email address, and follow the instructions for exercising your privacy rights. There you will receive instructions on how to assign an authorized agent for your account.

If you have questions about any of your rights under California law that are described above, you can email us directly at privacy@Trademore.com.

Reporting

The table below reports on the requests we received from consumers via Trademore's Privacy Dashboard and via email at privacy@trademore.com in 2022.

Total number of requests

	Request to Delete	Request to Know
Total Requests	15	0
Complied With	15	NA
Not Complied With	0	NA
Average Response Time (Days)	45	NA

As described above, Trademore allows third-party advertising companies to collect information about activity from website visitors through cookies and other web technologies. During 2022, consumers could learn about this activity and how to opt out on Trademore's "Do Not Sell My Personal Information" webpage. This webpage became Trademore's Your Privacy Choices webpage in December 2022. However, between January 1, 2022 and December 31, 2022, the opt out tools available during that time were managed directly by consumers on their devices and through an industry-wide opt out, so we do not have metrics for the number of consumers who opted out.

If you have questions about your rights under this California law, email us at privacy@Trademore.com.

Other California Privacy Rights

California customers may request, once per year, that we disclose the identity of any third parties with whom we have shared personal information for the third parties' direct marketing purposes within the previous calendar year, along with the type of personal information disclosed.

California residents under age 18 who are registered users of online sites, services or applications may request and obtain removal of content or information they have

publicly posted. Your request should include a detailed description of the specific content or information to be removed. Please be aware that your request does not guarantee complete or comprehensive removal of content or information posted online and that the law may not permit or require removal in certain circumstances.

COLORADO PRIVACY RIGHTS

The Colorado Privacy Act gives specific rights to Colorado residents. These rights include the right to know what information we collect about you and how we use it; to access and delete certain information; to request that we correct information that you believe is inaccurate; and to opt out of having personal information about you sold, used for targeted advertising to you, or used to build a profile about you to make legally or similar significant decisions about you.

Your Right to Know the Information Collected About You

We describe the personal information we collect and how we use it in this Privacy Policy. We collect personal information when you interact with us and use our services, from certain third-party sources and from your activity on our site. Depending on what services you use and how you interact with us, we may collect these categories of personal information for the following purposes:

Contact and personal identifiers including name, billing and email address, mobile device identifiers, IP address, account credentials, other similar identifiers.	We use this information to provide our services, complete transactions, operate our business, communicate with you and provide customer service; improve our services; provide marketing and advertising; create business insights; debug problems, audit our processes and services; short-term transient uses; research; and security, fraud, and legal compliance.
Commercial information, such as records of products you purchase or our services, and financial information used for your transactions with us.	We use this information to provide our products and services, operate our business, communicate with you and provide customer service; personalize your experiences; improve our services; provide marketing and advertising; create

	business insights; debug problems, audit our processes and services; short-term transient uses; research; and security, fraud, and legal compliance.
Internet or electronic network activity (including search history on our site, and information regarding our interactions with our site and advertisements).	We use this information to operate and improve the functioning of our website, analytics and ad measurement, improve our services; provide marketing and advertising; create business insights; debug problems, audit our processes and services; short-term transient uses; research; and security, fraud, and legal compliance.
Secure Account Information including account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.	We use this to provide you with access to your account, accept payment for your transactions and services you purchase, security and fraud prevention and legal compliance purposes.
Other information that may identify, relate to, describe, or is capable of being associated with you.	We use this information to the extent necessary to provide services to you, provide you with access to your account, accept payment for products and services you purchase, communicate with you and provide you with customer service, security and fraud prevention and legal compliance purposes, and for the purpose you provided it for.

Service providers may use information for the same purposes, as necessary for them to perform work on our behalf. Service Providers are required to protect the information they receive from us or collect on our behalf and use it for the specific purposes that we allow. These service providers may also be referred to as processors by Colorado law.

We may also disclose information for legal compliance, credit, with your consent and as further described in this policy.

We allow select third parties to collect information about your activity on our websites using cookies and other web technologies. These third parties use information they collect to help us provide more relevant Trademore advertisements on other websites and apps and may also use information for their own or others' advertising purposes. For information about how to opt out of the use of this information for advertising purposes, please visit the "Your Right to Opt Out of the Sale of Personal Information and Targeted Advertising" section below. We do not have actual knowledge that the personal information of consumers under 16 years of age is included in this activity.

Your Right to Access or Correct Information

You have the right to request access to certain personal information we collected about you. You can exercise your right to access by submitting a request through the Trademore privacy dashboard or by sending an email to privacy@trademore.com. You can use this same process to request that we correct inaccurate personal information we have about you.


Your Right to Delete

You have the right to request that Trademore delete personal information we have about you but all the information we collect today is subject to exemption under Colorado law. The personal information that Trademore collects and retains today is used to provide service to you and for related purposes as described in this Privacy Policy. We retain this information only as long as necessary to comply with laws and cooperating with law enforcement in good faith; investigating, establishing, preparing or defending against legal claims; internal research to improve, repair, or develop our services; identifying and repairing errors; internal operations; providing services you use; protecting vital interests and certain public interests; preventing fraud; and assisting another with compliance and then securely delete it.

Your Right to Opt Out of the Sale of Personal Information and Targeted Advertising

Colorado consumers have the right to opt out of the sale of personal information and the right to opt out of processing of personal information for targeted advertising. The term "sale" is defined to mean the exchange of personal data for monetary or other valuable consideration and "targeted advertising" means using information obtained or inferred over time from your activities across non-affiliated websites, applications or online services to determine or predict your interests and display targeted advertising to you.

Our activity that falls under the definition of “sale” or “targeted advertising” under Colorado law includes using third-party advertising companies’ cookies, pixels, tags, and other web technologies on our site to collect information about your activity on our site during your visit which can be used and combined with other information about you from your activity and behavior across unaffiliated websites and apps to tailor the ads you see from us and others.

To opt out of the sale of personal information and targeted advertising, please visit our [Your Privacy Choices](#)  page.

Your Right to Opt Out of Profiling

Colorado consumers have the right to opt out of having their information used for profiling to make decisions that produce legal, or similarly significant effects concerning a consumer. Colorado law defines profiling as using automated processing of personal data to evaluate, analyze or predict personal aspects of an individual’s economic situation, health, personal preferences, interests, reliability, behavior, location or movement.

We do not offer you the ability to opt out of profiling because we do not use personal information to profile you to further decisions that have legal or similar effects.

Use of Sensitive Personal Information

Colorado law prohibits us from using sensitive data, also called sensitive personal information in this policy, without your consent, except for purposes specified in the law. Sensitive personal information is defined as personal data revealing racial or ethnic origin, religious beliefs, mental or physical health condition or diagnosis, sex life or sexual orientation, or citizenship or citizenship status; processing genetic or biometric data for purposes of uniquely identifying you; and personal data collected from a known child.

We do not knowingly collect sensitive personal information.

Appeals Process


If we deny your privacy rights request, you can appeal that decision under the Colorado law. You also may submit an appeal by emailing us at privacy@trademore.com. Please use the subject line "APPEAL" and provide your name, contact information including phone number, a description of the decision you are appealing, and the reason for your appeal. If we deny your appeal, we will notify you and give you instructions on how you can appeal that decision to the Colorado Attorney General.

We Do Not Discriminate Against You

We do not discriminate against you if you exercise any rights described in this section. We do not deny goods or services, charge different prices or rates for goods or services, or provide you a different level or quality of goods and services.

Where to Exercise Your Rights

You can exercise your right to access or correct data by submitting a request through the Trademore privacy dashboard or by sending an email to privacy@trademore.com. You may submit a request to delete personal information and your right to appeal by emailing us at privacy@trademore.com.

To opt out of the sale of personal information and targeted advertising, please visit our [Your Privacy Choices](#)  page.

We require you to verify your identity using the processes described in the Trademore privacy dashboard dashboard before we fulfill your request.

You can authorize an agent to exercise your privacy rights on your behalf. To designate an agent, we first must verify your identity. Simply log-in to the Trademore privacy dashboard with your credentials, or with your order number and email address, and follow the instructions for exercising your privacy rights. There you will receive instructions on how to assign an authorized agent for your account.

If you have questions about your rights under this Colorado law, email us at privacy@trademore.com.

CONNECTICUT PRIVACY RIGHTS

The Connecticut Data Privacy Act gives residents certain rights as it relates to personal information. These rights include the right to know what information we collect about you and how we use it; to access and delete certain information; to request that we correct information that you believe is inaccurate; to opt out of having personal information about you sold or processed for targeting advertising to you, or prevent us from using artificial intelligence to create a profile about you to make legally or similar significant decisions about you.

Your Right to Know Information Collected About You

We describe the personal information we collect and how we use it in this Privacy Policy. We collect personal information when you interact with us and use our services,

from certain third-party sources, and from your activity on our site. Depending on what services you use and how you interact with us, we may collect these categories of personal information:

- Identifiers, including, name, billing and email address, mobile device identifiers, IP address, physical address, account credentials, and other similar identifiers;
- Personal information that reveals your account log-in, and debit card or credit card number;
- Commercial information, such as records of products your purchase or our services, and financial information used for your transactions;
- Financial information such as credit or debit card information you use as your payment method for your transactions with us;
- Internet or other electronic network activity information, including website activity, search history on our site, and information regarding your interaction with our site;
- Contents of your correspondence with us;
- Secure Account Information including account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials;
- And other information that may identify, relate to, describe, or is capable of being associated with you.

We use this information for business purposes including: providing you products and services; operating our business; communicating with you and providing customer service; personalizing your experiences; improving our services; providing marketing and advertising; debugging; auditing our processes and services; short-term transient uses; research; and security, fraud, and legal compliance purposes. Examples and additional detail about these types of uses can be found in this Privacy Policy.

Service providers may use information for the same purposes, as necessary for them to perform work for us. Service providers are required to protect the information we share with them or they collect on our behalf and use it only for the specific purposes that we allow. We may also disclose information to third parties, such as partners and to law enforcement, among others, as detailed elsewhere in this policy.

We allow select third party advertising companies to collect information about your activity on our websites, for example through cookies and other web technologies. These third parties use information they collect to help us provide more relevant

Trademore advertisements on other websites and apps and may also use information for their own or others' advertising purposes. For information about how to opt out of the use of this information for advertising purposes, please visit the "Your Right to Opt Out of the Sale of Personal Information and Targeted Advertising" section below.

Your Right to Access or Correct Information

You have the right to request access to certain personal information we collected about you. You can exercise your right to access by submitting a request through the Trademore privacy dashboard or by sending an email to privacy@trademore.com. You can use this same process to request that we correct inaccurate personal information we have about you.

Your Right to Delete


You have the right to request that Trademore delete personal information we have about you but all the information we collect today is subject to exemption under Connecticut law. The personal information that Trademore collects and retains today is used to provide service to you and for related purposes as described in this Privacy Policy. We retain this information only as long as necessary to comply with laws, rules, regulations, investigative subpoena or summons by governmental authorities; defending against legal claims; providing and maintaining the products and services you use, performing a contract, preventing and responding to security and other significant incidents; and taking immediate steps to protect an interest that is essential for the life or physical safety of you or another natural person. The law also allows for short-term transient purposes such as displaying relevant information to you based on your activity during a single interaction and then securely delete it.

Your Right to Opt Out of the Sale of Personal Information and Targeted Advertising

Connecticut consumers have the right to opt out of the sale of personal information and the right to opt out of processing of personal information for targeted advertising. Connecticut law defines "sale" to mean the exchange of personal data for monetary or other valuable consideration. "Targeted advertising" means using personal data obtained or inferred from your activities over time and across nonaffiliated Internet web sites or online applications to predict your preferences or interests and display advertising to you.

Our activity that falls under the definition of "sale" or "targeted advertising" under Connecticut law includes using third-party advertising companies' cookies, pixels, tags, and other web technologies on our site to collect information about your activity on our site during your visit which can be used and combined with other information about you

from your activity and behavior across unaffiliated websites and apps to tailor the ads you see from us and others.

To opt out of the sale of personal information and targeted advertising, please visit our [Your Privacy Choices](#)  page, which is also accessible in the footer of our webpage.

Your Right to Opt Out of Profiling

Connecticut consumers have the right to opt out of profiling in furtherance of solely automated decisions that produce legal, or similarly significant effects concerning a consumer. Connecticut law defines profiling as automated processing performed on personal data to evaluate, analyze or predict personal aspects related to an identified or identifiable individual's economic situation, health, personal preferences, interests, reliability, behavior, location or movement.

We do not offer you the ability to opt out of profiling because we do not use personal information to profile you to further decisions that have legal or similarly significant effects.

Use of Sensitive Personal Information

Connecticut law prohibits us from processing sensitive personal information without your consent except as specified in the law. Sensitive personal information includes: data revealing racial or ethnic origin, religious beliefs, mental or physical health condition or diagnosis, sex life, sexual orientation or citizenship or immigration status; processing genetic or biometric data for the purpose of uniquely identifying you; personal data collected from a known child; or precise geolocation data.

We do not knowingly collect sensitive personal information.

Appeals Process


If we deny your privacy rights request, you can appeal that decision. You also may submit an appeal by emailing us at privacy@trademore.com. Please use the subject line "APPEAL" and provide your name, contact information including phone number, a description of the decision you are appealing, and the reason for your appeal. If we deny your appeal, we will notify you and give you instructions on how you can appeal that decision to the Connecticut Attorney General.

We Do Not Discriminate Against You

We do not discriminate against you if you exercise any rights described in this section. We do not deny goods or services, charge different prices or rates for goods or services, or provide you a different level or quality of goods and services.

Where to Exercise Your Rights

You can exercise your right to access or correct data by submitting a request through the Trademore privacy dashboard or by sending an email to privacy@trademore.com. You may submit a request to delete personal information and your right to appeal by emailing us at privacy@trademore.com.

To opt out of the sale of personal information and targeted advertising, please visit our [Your Privacy Choices](#)  page.

We require you to verify your identity using the processes described in the Trademore privacy dashboard dashboard before we fulfill your request.

You can authorize an agent to exercise your privacy rights on your behalf. To designate an agent, we first must verify your identity. Simply log-in to the Trademore privacy dashboard with your credentials, or with your order number and email address, and follow the instructions for exercising your privacy rights. There you will receive instructions on how to assign an authorized agent for your account.

If you have questions about your rights under this Connecticut law, please email us at privacy@trademore.com.

NEVADA PRIVACY RIGHTS

Nevada law allows consumers to opt out of the sale of personal information by online service providers such as website operators. Nevada law defines “sale” as the exchange of certain personally identifiable information for money, where the recipient also intends to sell that information. Personally identifiable information includes name, address, phone number, Social Security number, or any identifier that can be used to contact a consumer electronically.

Trademore doesn’t sell personal information as defined by Nevada law and has no plans to start selling personal information as defined by Nevada law. If Trademore begins selling such information, existing customers will be opted out.

If you have questions, please email us at privacy@trademore.com.

UTAH PRIVACY NOTICE

The Utah Consumer Privacy Act gives specific rights to Utah residents. This law may give you the right to know whether we collect information about you; access and delete certain information we collect; obtain a copy of personal information you've provided to us; and opt out of having personal information about you sold or used for targeted advertising to you.

Personal information we collect and how we use it.

This privacy policy details our collection and use practices. We collect personal information when you interact with us and use our products or services, such as when you contact us or have questions about your order or trade in, or when you buy or trade in devices with us. Depending on what products and services you use and how you interact with us, we may collect these categories of personal information:

- Contact and device information (including, name, billing and email address, mobile device identifiers, IP address and account credentials); information about the products and services you purchase; information about your browsing, search and other activity on our sites and app as well as your interactions with our sites, app and advertisements.
- Secure Account Information including account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account and to authenticate you.
- And other information that may identify, relate to, describe, or is capable of being associated with you.

We use this information we collect for business and commercial purposes which include: providing you products and services, operating our businesses, and engaging in economic activities such as communicating with you and providing customer service; fulfilling your requests for products, services, information, and support; analyzing and improving our services and website; providing marketing and advertising; auditing our processes and services; short-term transient uses; and security, fraud, and legal compliance purposes.

We also allow select third parties to directly collect information about your activity on our websites using cookies and other web technologies. These third parties use information they collect to help us provide more relevant Trademore advertisements on other websites and apps and may also use information for their own or others' advertising purposes.

Accessing personal information.

You can access specific pieces and categories of personal information we collect by accessing the Trademore privacy dashboard or by sending an email to privacy@trademore.com. To the extent technically feasible, we will provide this information to you in a portable and readily usable format.

Requesting that we delete information.

Utah law may give you the right to request that Trademore delete personal information we have about you unless we need it for specific reasons. These reasons include complying with laws, rules, regulations, or regulatory inquiries, investigations, subpoena or summons by governmental authorities; cooperating with law enforcement agencies; defend against legal claims; providing and maintaining a product or service to you; performing a contract with you; taking immediate steps to protect an interest that is essential for the life or physical safety of you or another individual; detect, prevent and protect against security incident, fraud, harassment, identity theft, malicious or deceptive activity or illegal activity; preserve the integrity or security of our systems or defend against those harming or threatening the integrity or security of our systems; conduct internal analytics or research to develop, improve or repair our products, services or technology; identify and repair technical issues; perform internal operations that are aligned with what you would expect based on our relationship with us or otherwise compatible with processing needed to provide you products or services you request or to perform our agreement or contract with you. All personal information that we collect and retain is used to provide our services to you and for related purposes as described in this Privacy Policy, and for other purposes allowable by Utah law. We will retain certain information required for security, legal, or other business or commercial purposes only for as long as reasonably necessary for business, accounting, tax or legal purposes and then securely delete it. You can submit a request to delete by sending an email to privacy@trademore.com.

Tell us not to sell personal information.

Utah law defines “sale” to mean the exchange of personal data for monetary consideration. We do not sell information as it is defined under Utah law.

Opt-out of targeted advertising.

Utah law describes “targeted advertising” as using personal data obtained from your activities over time and across nonaffiliated websites or apps to predict your preferences or interests and target advertising to you.

Our activities that fall under the definition of “targeted advertising” under the Utah law are:

- using third-party advertising companies’ cookies, pixels, tags, and other web technologies on our site to collect information about your activity on our site during your visit which can be used and combined with other information about you from your activity and behavior across unaffiliated websites and apps to tailor the ads you see from us and others.

To opt out of this activity please visit Your Privacy Choices  .

Use of sensitive information

Utah law may give you the right to opt out of having sensitive personal information used or shared for purposes beyond what is needed to provide the products and services you request

for for other reasons specified in the law. Utah law defines sensitive personal information as personal data revealing racial or ethnic origin, religious beliefs, sexual orientation, citizenship or immigration status; medical history, mental or physical health condition, or medical treatment or diagnosis by a health care professional; processing genetic or biometric data for the purpose of uniquely identifying you; and precise geolocation data. The law allows the use of sensitive information for these purposes: complying with laws, rules, regulations, or regulatory inquiries, investigations, subpoena or summons by governmental authorities; cooperating with law enforcement agencies; defend against legal claims; providing and maintaining a product or service to you; performing a contract with you; taking immediate steps to protect an interest that is essential for the life of physical safety of you or another individual; detect, prevent and protect against security incident, fraud, harassment, identity theft, malicious or deceptive activity or illegal activity; preserve the integrity or security of our systems or defend against those harming or threatening the integrity or security of our systems; conduct internal analytics or research to develop, improve or repair our products, services or technology; identify and repair technical issues; perform internal operations that are aligned with what you would expect based on our relationship with us or otherwise compatible with processing needed to provide you products or services you request or to perform our agreement or contract with you.

We do not use or disclose sensitive personal information for other purposes without your consent.

We do not discriminate against you.

We do not discriminate against you if you take any of the actions described in this section, by denying you goods or services, charging different prices or rates for goods or services or providing you a different level or quality of goods and services.

Where to access personal information, request that we delete information, and opt out of targeted advertising.

You can exercise your right to access personal information by submitting a request through the Trademore privacy dashboard or by sending an email to privacy@trademore.com. You may submit a request to delete personal information and your right to appeal by emailing us at privacy@trademore.com.

To opt out of targeted advertising, please visit our Your Privacy Choices  page.

We require you to verify your identity using the processes described in the Trademore privacy dashboard before we fulfill your request.

We will endeavor to respond to your requests within 45 days, but it may take up to 90 days. If we need more than 45 days, we will contact you to let you know that we need additional time.

VIRGINIA PRIVACY RIGHTS

The Virginia Consumer Data Protection Act gives residents certain privacy rights. These rights include the right to access and delete certain information we collect about you; to request that we correct information that you believe is inaccurate; to opt out of having personal information about you sold, used for targeted advertising to you, or used to build a profile about you to make legally or similar significant decisions about you; and to appeal the denial of a request to exercise one of these privacy rights.

Personal Information We Collect and How We Use It

We describe the personal information we collect and how we use it in this Privacy Policy. We, and service providers acting on our behalf, collect personal information when you interact with us and use our site and our services. Depending on how you use our services and how you interact with us, we may collect these categories of personal information:

- Identifiers, including, name, billing and email address, mobile device identifiers, IP address, physical address, account credentials, and other similar identifiers
- Personal information that reveals your account log-in, and debit card or credit card number
- Commercial information, such as records of products your purchase or our services, you purchase and financial information used for your transactions;
- Financial information such as credit or debit card information you use as your payment method for your transactions with us;
- Internet or other electronic network activity information, including search history on our site, and information regarding your interaction with our site;
- Contents of your correspondence with us;
- Secure Account Information including account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials;
- And other information that may identify, relate to, describe, or is capable of being associated with you.

We use this information for business and commercial purposes. Business and commercial purposes includes providing you products and services, operating our businesses, and engaging in economic activities such as communicating with you and providing customer service; personalizing your experiences; improving our services; providing marketing and advertising; debugging; auditing our processes and services; short-term transient uses; research; and security, fraud, and legal compliance..

Examples and additional detail about these types of uses can be found in this Privacy Policy.

Service providers we use to do work on our behalf may use information for the same purposes. We share information with service providers as necessary for them to perform work for us. They are required to protect the information they receive from us or collect on our behalf and use it only for the specific purposes we allow. These service providers may also be referred to as processors by Virginia law. We may also disclose information for legal compliance, with your consent and as further described in other sections of this policy.

We also allow select third party advertising companies to collect information on our website using cookies, pixels, web beacons, scripts, social network plugins, and similar web technologies. These third parties use information they collect to help us provide more relevant Trademore advertisements on other websites and apps and may also use information for their own or others' advertising purposes. For information about how to opt out of these activities, please visit the "Your Right to Opt Out of Sale of Personal Information and Targeted Advertising" section below.

Virginia law defines sensitive personal information to include: personal data revealing racial or ethnic origin, religious beliefs, mental or physical health diagnosis, sexual orientation, or citizenship or immigration status; processing genetic or biometric data for the purpose of uniquely identifying you; personal data collected from a known child; and precise geolocation data. We do not use, sell, share, or disclose sensitive personal information for any purpose other than to provide the goods or services requested by you, with your consent, or for other purposes expressly authorized by Virginia law.

Your Right to Access

You have the right to request access to specific pieces and categories of personal information we collected about you. You can exercise your right to access by submitting a request through the [Trademore privacy dashboard](#) or by sending an email to privacy@trademore.com.

Your Right to Delete

Requests that we delete personal information we have about you are subject to exemption under Virginia law. We will retain certain information required for security, legal, or other business or commercial purposes only as long as necessary for business, accounting, tax or legal purposes and then securely delete it.

All personal information that Trademore collects and retains is used to provide service to you and for related purposes as described in this Privacy Policy. You can submit a request to delete by sending an email to privacy@trademore.com.

Your Right to Correct

You have the right to request that we correct personal information we have about you that you believe is inaccurate. You can exercise your right to correct by submitting a request through the [Trademore privacy dashboard](#) or by sending an email to privacy@trademore.com.

Your Right to Opt Out of the Sale of Personal Information and Targeted Advertising

Virginia consumers have the right to opt out of the sale of personal information and the right to opt out of processing of personal information for certain types of targeted advertising. The term “sale” is defined to mean the exchange of personal data for monetary consideration and “targeted advertising” means using information from your activities over time and across non-affiliated websites and online applications to predict your preferences or interests to tailor advertising to you. We do not have actual knowledge that the personal information of consumers under 16 years of age is sold or used for targeted advertising.

We do not sell information as defined by the Virginia law. Our activity that falls under the definition of “targeted advertising” under the Virginia law includes using third-party advertising companies’ cookies, pixels, tags, and other web technologies on our site to collect information about your activity on our site during your visit which can be used and combined with other information about you from your activity and behavior across unaffiliated websites and apps to tailor the ads you see from us and others;

To opt out of targeted advertising, please visit [Your Privacy Choices](#) .

Your Right to Opt Out of Profiling

We do not offer you the ability to opt out of profiling because we do not use personal information to profile in furtherance of decisions that produce legal or similarly significant effects concerning a consumer.

Your Right to Appeal

If we deny your privacy rights request, you have the right to appeal that decision. You can submit an appeal to privacy@trademore.com. Please use the subject line "APPEAL" and provide your name, contact information including phone number, a description of the decision you are appealing, and the reason for your appeal. If we deny your appeal, we will notify you and give you instructions on how you can appeal that decision to the Virginia Attorney General.

Where to Exercise Your Rights

You can exercise your right to access or correct data by submitting a request through the [Trademore privacy dashboard](#) or by sending an email to privacy@trademore.com. You may submit a request to delete personal information and your right to appeal by emailing us at privacy@trademore.com.

To opt out of targeted advertising, please visit our [Your Privacy Choices](#)  page.

We require you to verify your identity using the processes described in the Trademore privacy dashboard before we fulfill your request.

You can authorize an agent to exercise your Virginia privacy rights on your behalf. To designate a California business or individual as your agent, we first must verify your identity. Simply log-in to the [Trademore privacy dashboard](#) with your credentials, or with your order number and email address, and follow the instructions for exercising your privacy rights. There you will receive instructions on how to assign an authorized agent for your account.

If you have questions about any of your rights under this Virginia law that are described above, you can email us directly at privacy@Trademore.com.

VII. INTERNATIONAL USERS

The site and services are designed for and targeted to U.S. audiences and are governed by and operated in accordance with the laws of the U.S. We make no representation that the site or services are operated in accordance with the laws or regulations of any other nations. By using the site and services and providing us with information, you understand and agree that your information may be transferred to and stored on servers located outside your resident jurisdiction and, to the extent you are a resident of a country other than the United States, that you consent to the transfer of such data to the United States for processing by us in accordance with this Privacy Policy.

VIII. CHANGES TO THE PRIVACY POLICY

We may make changes to this privacy policy, so please check back periodically. You will be able to see that we made changes by checking the effective date above. If we decide to use or disclose information that identifies you personally in a way that is materially different from what we stated in our privacy policy at the time we collected that information from you, we will give you a choice about the new use or disclosure by appropriate means, which may include an opportunity to opt-out.

IX. STILL HAVE QUESTIONS?

If you have any questions about this Privacy Policy or our practices, please contact us via email at privacy@Trademore.com.