

Welcome to Petal + Ash. This policy (the “Privacy Policy”) explicates our practices regarding the collection, use, and disclosure of information that you may provide via this Website and certain related services. Please be sure to read this entire Privacy Policy before using or submitting information to this Website.

Petal + Ash may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

POLICY

The Privacy Policy is an overview of our treatment of customer information that we collect and receive. This information includes a customer’s past use of the website, and information that they have disclosed to us at any time. The policy defines personal information as any information about a customer that is personally identifiable. This information includes but is not limited to, name, phone number, email address, address, and applies when this information is not otherwise publicly available.

By using this Website, you agree to the terms of this Privacy Policy. Whenever you submit information via this Website, you consent to the collection, use, and disclosure of that information in accordance with this Privacy Policy.

CONFIDENTIALITY AND SECURITY

Petal + Ash limits access to your personal information to our employees and service providers who we think necessitate the need of access to that information in order to provide service and products to carry out their job. We maintain safeguards that follow federal regulations that protect your personal information.

PROTECTING YOUR INFORMATION

Petal + Ash does not share your personal information with anyone outside of our company that is not affiliated with us. We only share your information in order to provide products/services you have requested, if you have given us your permission to do so, or under these circumstances:

We may share some or all of your personal information with any subsidiaries, joint ventures, or other companies under a common control, in which case we will request that these affiliates honor this Privacy Policy.

We may disclose your personal information to contractors or service providers that help us provide services to you or deliver products to you.

For example, we will disclose your billing information to payment processors to process your order transaction, shipping address to shipping contractors to deliver a product to you, and, at times, your email address to email fulfillment contractors to send you emails from us.

We may disclose your personal information to contractors, service providers, or third-party marketers that help us provide services and deliver products or advertisements to you.

We will answer and follow orders of subpoenas, court orders, other legal process, to establish or exercise our rights as a company or to defend ourselves against legal action. Petal + Ash finds it necessary to share certain information in the instance of investigation, prevention of, or action against illegal activities, fraud, situations that pose real danger to any person, situations that violate Petal + Ash's terms of use, or in other circumstances where it is required by law.

DATA SECURITY

Petal + Ash's website involves procedures of physical, electronic and administrative nature to safeguard your confidentiality. These procedures include Safeguard Sockets Layer (SSL) for financial transactions. We use Safeguard Sockets Layer encryption to protect your online information. Your personal information and access to it is always restricted. Our staff who needs to access your information to perform their role or carry our services for you, are granted this access.

You can be assured that personal information collected through the Website is secure and is maintained in a manner consistent with industry standards. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity, and privacy of any and all information and data exchanged between you and us through this Website cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party. Moreover, where you use passwords, ID numbers, or other special access features on this Website, it is your responsibility to safeguard them.

COLLECTING INFORMATION

Petal + Ash actively collects information when you: join our newsletter, create an account, submit an application, visit the website or web pages of our partner / affiliates, or submit payment information. We may combine your information from the information available from other business partners or companies. In creating an account with Petal + Ash, we require your name, email address, date of birth, gender, zip code, interests and occupation. After creating an account and signing in when you visit the site, you will not possess anonymity.

As you navigate through a website, certain information can be passively collected (that is, gathered without your actively providing the information) using various technologies and means, such as Internet Protocol (IP) addresses, cookies, Internet tags, and navigational data collection. We use this information for the purposes of customizing the web content you see, more easily fulfilling your requests for our products and our services, to improve our site and our customer service, to contact you, to conduct

research on our customer demographic, and to provide information to internal/external clients that will remain anonymous.

A “cookie” is a bit of information that a website sends to your web browser that helps the website remember information about you and your preferences. This Website uses cookies.

“Session cookies” are temporary bits of information that are erased once you exit your web browser or otherwise turn your computer off. Session cookies are used to improve navigation on websites and to collect aggregate statistical information. This Website uses session cookies.

“Persistent cookies” are more permanent bits of information that are placed on the hard drive of your computer and stay there unless you delete them. Persistent cookies store information on your computer for a number of purposes, such as retrieving certain information you have previously provided (e.g., a username), helping to determine what areas of the website users find most valuable, and customizing the website based on your preferences. This Website uses persistent cookies.

“Internet tags” (also known as pixels, single-pixel GIFs, clear GIFs, invisible GIFs, and 1-by-1 GIFs) are smaller than cookies and tell a website server information such as the IP address and browser type related to the user’s computer. This Website uses Internet tags.

“Navigational data” (log files, server logs, and clickstream data) and Internet tags are used for system management, to improve the content of a website, market research purposes, and to communicate information to users. This Website uses navigational data.

INTERNET-BASED ONLINE ADVERTISEMENTS

We, or a data provider we have engaged, may place or recognize a unique cookie on your browser to enable you to receive customized ads, content, or services. No personally identifiable information is on or connected to these cookies. Customized ads are intended to be relevant to you based on information we or an online advertising network serving the ad collect about your online activities here and elsewhere over time. For example, anonymous information collected across multiple Internet sites that you visit over time may enable the ad network to predict your preferences and show you ads that are most likely to be of interest to you. Some of these networks may participate in the Digital Advertising Alliance’s (“DAA”) Self-Regulatory Program. To learn more about your choices relating to networks that participate in the DAA Program, including how to opt out of this category of advertising, please visit <https://aboutads.info/choices>.

THIRD PARTY LINKS

This Website may contain links to websites of third parties not affiliated with Petal + Ash. This Privacy Policy will not apply to these third-party websites and this Website is not responsible for the privacy practices or the content of any of these other websites, even where these third-party websites indicate a special relationship or “partnership” with this Website. In most cases, we do not disclose personally identifiable information to those responsible for the linked websites. The linked websites, however, may collect personal information from you when you visit their website. This collection of information is not subject to the control of this Website. To ensure protection of your privacy, always review the privacy policies of the websites you visit.

YOUR INFORMATION

It is your right to edit your account information at any time. We maintain the right to contact you with certain service announcements, administrative communication, and newsletters, all of which relate to service. These communications are considered part of your Petal + Ash account and we reserve the right to send them to you without offering you the opportunity to opt out. Deleting your account is possible by contacting Petal + Ash at info@petalandash.com

NON-CONFIDENTIAL INFORMATION

Except for information necessary to place an order or join an email list, we do not want you to send to us any confidential or proprietary information through this website. Any information, materials, suggestions, ideas or comments sent to us will be considered non-confidential, and by submitting it, you are giving us the absolute right to use, modify, reproduce, transmit, display and distribute it for any purpose whatsoever, with no payment or other compensation to you. However, we will not use your name unless we are required by law to identify the source of the materials, information, suggestions, ideas or comments, or unless we first obtain your permission.

ERRORS AND INACCURACIES

We always try to provide complete, accurate, up-to-date information on our website. Unfortunately, despite those efforts human or technological errors may occur. This site may contain typographical mistakes, inaccuracies, or omissions, some of which may relate to pricing and availability, and some information may not be complete or current. We reserve the right to correct any errors, inaccuracies or omissions, including after an order has been submitted, and to change or update information at any time without prior notice.

DISCLAIMER OF LIABILITY

We make no representations or warranties of any kind, whether express or implied, with respect to this website, its content, or the information available on or through it; they are provided “as is” with all faults. Except as otherwise provided under applicable laws, we will not be liable for any damages whatsoever arising out of or related to the use of this website or any other site linked to it. This limitation of liability applies to direct, indirect,

consequential, special, punitive or other damages you or others may suffer, as well as damages for lost profits, business interruption or the loss of data or information, even if we are notified in advance of the potential for any such damages.

You also agree to promptly notify us of any unauthorized use of your username, password, other account information, or any other breach of security that you become aware of involving or relating to this websites by emailing us. In addition, if signed into your account, you agree to exit from your account at the end of each session. We explicitly disclaim liability for any and all losses and damages arising from your failure to comply with this section.

APPLICABLE LAW

By visiting our website, you agree that the laws of the State of New York, without regard to principles of conflict of laws, will govern any dispute of any sort that might arise between you and us or any of our affiliates regarding your visit to and use of our website.

You must exercise caution, good sense and sound judgment in using this website. You are prohibited from violating, or attempting to violate, the security of this website. Any such violations may result in criminal and/or civil penalties against you. New York will investigate any alleged or suspected violations and if a criminal violation is suspected, we will cooperate with law enforcement agencies in their investigations

YOUR CONSENT

You acknowledge that this Privacy and Usage Policy is part of the Terms of Service, and you agree that using our website signifies your assent to Rebel Intimates NYC Privacy and Usage Policy and related terms of use provided above, is subject to all applicable laws, and is undertaken at your own risk. Petal + Ash reserves the right to change this Privacy and Usage Policy at any time, without advanced notice. If we decide to change our Privacy and Usage Policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it and under what circumstances we disclose it.

HOW TO CONTACT US

If you have any questions, comments, or concerns about the information collection and usage practices of this Website, please contact us by emailing info@petalandash.com