Angela Caglia Privacy Policy

Last updated: May 22, 2026

Thank you for taking the time to read our privacy policy (the "**Privacy Policy**"). At Hollywood Glow Girl Enterprises, LLC d/b/a Angela Caglia Skincare ("**Angela Caglia**", "**we**", "**our**" or "**us**"), your privacy is of the utmost importance. This Privacy Policy sets out how we collect, use, process, store, and disclose your personal information on https://angelacaglia.com (the "**Website**"), when you purchase our skincare products (the "**Products**"), or otherwise use our beauty and wellness services (collectively, the "**Services**"). By accessing and using our Website and Services you freely and expressly consent to the collection, use, processing, storage, and disclosure of your personal information as set out in this Privacy Policy.

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1. SOURCES OF PERSONAL INFORMATION

We may collect personal information that you provide when you:

- Visit our Website.
- Purchase our Products.
- Register and/or login through our Website.
- Sign up for our email newsletter or for SMS communications.
- Interact on social media such as liking, commenting, or direct messaging our profiles.
- Use our web features such as when you access our chatbot ("**AngelaGPT**"), quizzes, or other digital features on our Website.
- Provide reviews or testimonials.
- Contact us.

2. CATEGORIES OF PERSONAL INFORMATION WE COLLECT

Information you provide:

- Identifying information such as name, email address, phone number, and mailing address.
- Payment information such as credit and debit card numbers, and billing address.
- Order information such as your purchases, returns, exchanges, shipping address, and product preferences.
- Preferences and other profile information.
- The personal data you provide when you complete quizzes or interact with AngelaGPT.
- User-generated content such as photos, reviews, testimonials, and other content you submit on our Website or through social media references.
- Any information shared when contacting customer service, including communications via email, chat, or phone.

Information we automatically collect:

- Metadata and analytics for your use of our Website, including IP address, device information, date/time of visits, new or returning visits, products viewed, page response times, URL clickstreams, how long you stay on our pages, what you do on those pages.
- We may use cookies, beacons, pixel tags, and other similar technologies to collect additional information automatically as you interact with the Website and Services and to personalize your experience with our Website and Services. Learn more about our cookie use below.

Information from third parties:

- When you interact with our website or through our brand on a social media platform, we may collect certain information that you make available to us such as website metadata, your social media account ID, your social media 'likes', click-throughs to our Website, or custom interactions. We may combine this information with information provided by third party data providers in order to communicate, advertise, or market our Services to you.

We may also make inferences about you such as your interests that we believe are relevant to you and your household based on the information we have collected.

3. BUSINESS PURPOSES FOR COLLECTING PERSONAL INFORMATION

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

- To fulfill orders of our products.
- To improve our Website and Services.
- To process payments securely.
- For customer support.
- To communicate with you, including via our email newsletter, SMS/MMS, and direct mail.

- For marketing or promotional purposes.
- For other business and legal purposes, such as to detect and prevent fraud, to collect amounts owing to us, and to maintain business records.
- For any other purpose with your express consent.

4. HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We may disclose your information with your consent. We may also disclose your information with our corporate affiliates, as well as vendors or service providers who:

- Help us communicate with you. For example, we may disclose your contact information to: Klaviyo, Inc. who helps us send our newsletters; to Stodge Inc. dba Postscript who helps us send SMS/MMS marketing messages; or to PostPilot Inc. who helps us send direct mail campaigns.
- Help us deliver your orders and manage returns. We may disclose contact and order information to businesses and service providers that help us deliver your orders and manage returns.
- Process payments. We may disclose your payment information to service providers that serve as our payment processors.
- Help us provide 'AngelaGPT' our AI-powered representative for recommendations. Information that you provide to AngelaGPT chatbot will be disclosed to our AI chatbot provider, Delphi AI, Inc. Personal information provided through this chatbot service will not be used for AI training or other derivative purposes.
- Help us provide our chatbot. We may disclose your contact information and information from your inquiries to service providers that help us provide our chatbot. This may include disclosure of the communications with our chatbot provider, Gorgias Inc. The contents of the communications will not be used for any purpose other than to support us, but are also subject to Gorgias Inc. applicable terms of service and privacy policy.
- Manage and optimize our Website and Services. For example, we may disclose automatically collected information associated with our Website analytics and other service providers who manage and optimize our Website and Services.
- Provide marketing and advertising services. We may disclose automatically collected information to businesses, service providers, and third parties that provide marketing and advertising services (see '*Cookies and Tracking Technologies'* for more information on your choices with these services).
- Help Us Identify and Market to Website visitors. We may disclose automatically collected information to service providers that help us identify website visitors based on technical signals such as IP address, device information, and cookies. This information is matched to third party contact records for marketing and analytics purposes. This information is used by us to improve personalization, marketing outreach, and user optimization.You may opt out of this disclosure at any time by following the instructions below.

In addition, we may disclose your personal information in order to:

- Protect the legal rights of our company, our employees, our agents, and our affiliates.
- Protect the safety and security of our customers.
- Detect and protect against fraud.
- Comply with law or legal process. For example, in certain situations, we may be required to disclose personal information in response to lawful requests by public authorities, including to meet law enforcement requirements or a court order, subpoena, or other judicial, administrative, or investigative proceedings.
- Complete a legal transaction related to the sale of our business or any assets. For example, we may disclose your personal information with potential acquirers, mergers, or partners exclusively to evaluate the proposed business transaction or organization change. You will be notified via email and/or a prominent notice on our Website of any change in ownership or materially different uses of your personal information, as well as any choices you may have regarding transfers of your personal information.

We may disclose de-identified, aggregate, or anonymous information for any purpose. This means that the information does not identify specific individuals.

5. YOUR PRIVACY CHOICES

You have the right to exercise the following choices with our use of your personal information:

- Access the personal information we maintain about you.
- Delete the personal information we maintain about you. Please note we may be required by law to retain certain information in compliance with accounting, tax or other legal obligations.
- Correct inaccurate personal information we maintain about you.
- Opt out of certain uses of your personal information, notably:
    - Marketing Emails. To opt out of marketing e-mail communications, you may click the ‘unsubscribe’ link in the marketing emails. We may continue to send you non-commercial service messaging if legally necessary.
    - Marketing Text Messages. To opt out of marketing text messages, you must reply STOP to the text message (or any other legally required keyword). You also understand and agree that any other method of opting out, including, but not limited to, texting words other than ‘STOP’ (or other legally required keyword) or verbally requesting one of our employees to remove you from our list, is not a reasonable means of opting out.
    - Targeted advertising using cookies or emails. Refer to our ‘*Cookies and Tracking Technologies*’ section below for your choices.

You can exercise these rights by contacting us at privacy@angelacaglia.com.

6. COOKIES AND TRACKING TECHNOLOGIES

Like many companies, we use cookies and similar technologies (such as clear gifs, web beacons, tags, and similar technologies) to collect information about your browsing activities, your interactions with our Website and Services, and to serve targeted ads and for the purposes described in this Privacy Policy. There are a number of ways to opt out of having your online activity and device data collected through these services, which we summarize below:

- **Opting out of cookie use in our Cookie Preferences.** You can opt out of cookies via our '*Your Privacy Choices*' page. You may also opt out by broadcasting an Opt-Out Preference Signal, such as the Global Privacy Control (GPC) (on the browsers and/or browser extensions that support such a signal). If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.
- **Targeted Advertising Using Your Email Address.** If we have collected your email address, it may be used for targeted advertising on other websites, including through social media. To opt out of this use, please email us at privacy@angelacaglia.com.
- **With Each of Our Advertising Vendors Individually.** The following third party advertising services partners offer opt-out features that let you opt-out of use of your information for interest-based advertising or profiling:

Third Party Advertising Services	
Google	Google Advertising Opt Out
Amazon Advertising	Amazon Advertising Opt Out
Reddit Ads	Reddit Privacy Settings
Rakuten Advertising	Rakuten Advertising Privacy Requests
Tiktok Advertising	Tiktok Advertising Opt Out
Meta	Meta Ads Preferences

Please note that because these opt-out mechanisms are specific to the device or browser on which they are exercised, you will need to opt out on every browser and device that you use.

7. SECURITY

We maintain reasonable safeguards to protect against unauthorized access, use, modification, and disclosure of personal information in our custody and control. Despite our efforts, we cannot guarantee that unauthorized access or use will never occur. It is important that you take steps to keep your information safe and secure.

8. RETENTION

We will retain your personal information only for as long as it is necessary for the purposes of fulfilling our Website and Services or otherwise as described in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

9. U.S. STATE-SPECIFIC NOTICE

Some U.S. states have enacted comprehensive privacy laws. The California Consumer Privacy Act, as amended by the California Privacy Rights Act or "CPRA" (collectively, the "**CCPA**"), the Virginia Consumer Data Protection Act ("**VCDPA**"), the Colorado Privacy Act ("**CPA**"), the Connecticut Data Privacy Act ("**CTDPA**"), the Utah Consumer Privacy Act ("**UCPA**"), the Oregon Consumer Privacy Act ("**OCPA**"), the Texas Data Privacy and Security Act ("**TDPSA**"), the Florida Digital Bill of Rights ("**FDBR**"), the Montana Consumer Data Privacy Act ("**MTCDPA**"), the Iowa Consumer Data Protection Act ("**IADPA**"), the Delaware Personal Data Privacy Act ("**DEPDPA**"), the Nebraska Data Privacy Act ("**NEDPA**"), the New Hampshire Privacy Act ("**NHPA**"), the New Jersey Data Privacy Act ("**NJDPA**"), the Tennessee Information Protection Act ("**TNIPA**"), the Minnesota Consumer Data Privacy Act ("**MNCDPA**"), the Maryland Online Data Privacy Act ("**MDODPA**"), the Indiana Consumer Data Protection Act ("**INCDPA**"), the Kentucky Consumer Data Protection Act ("**KYCDPA**"), and the Rhode Island Data Transparency and Privacy Protection Act ("**RIDTPPA**") create additional privacy obligations for businesses and provide their residents with additional privacy rights.

Additional Privacy Rights:

In addition to the rights granted above, if you are a resident of the above states, you may have the right to:

- **Opt out of the 'sale' or 'share' of your personal information for cross-context behavioral or targeted advertising.** We do not 'sell' or 'share' your personal information for monetary benefit. However, some third party cookies placed on our Website may be considered a 'sale' or 'share' under these privacy laws. You may opt out of such cookies as detailed in '*Cookies and Tracking Technologies*' section (above).

You can exercise these rights through our *'Your Privacy Choices'* page or by contacting us at privacy@angelacaglia.com.

Appeal:

If we deny your privacy request, you may appeal that decision by emailing us at

privacy@angelacaglia.com. We will respond to your appeal within a reasonable period of time and as required by law. If, after we have processed your appeal, you are still unsatisfied with our response, you may have the right to file a complaint with your state attorney general.

Authorized Agent:

If you are an authorized agent submitting a request on behalf of another person, you must provide a copy of a lawful power of attorney or written authorization signed by the consumer (along with proof of your identity). If you make a request as an authorized agent, you will receive additional instructions. Depending on the type of request, we may contact you or the consumer as permitted by law.

Right to Non-Discrimination:

We do not discriminate against customers who exercise any of their rights described in our privacy policy.

Controller/Business Designation:

We operate as a Controller (and a 'Business' under CCPA) on behalf of our customers.

10. NOTICE OF FINANCIAL INCENTIVE

We may offer new customers with discounts, special offers, and promotions like discounts in connection with you opting in to receive marketing emails. Because this may involve the collection of personal information and offering of certain benefits, they might be interpreted as a "financial incentive" program under California law or a "bona fide loyalty program" under Colorado law. Under the California law, the value of your personal information to us is related to the discounted products, or other benefits that you obtain or that are provided, less the expense related to offering those products to these new customers.

You may withdraw from participating in a financial incentive program at any time by contacting us using the designated method set forth in the marketing emails that you receive. You may opt-in by providing your email address and clicking "Subscribe."

11. CHILDREN'S PRIVACY

We do not intentionally collect any personal information from children under the age of 16. If you believe we have obtained personal information associated with children under the age of 18, please contact us at privacy@angelacaglia.com and we will delete it.

12. THIRD-PARTY LINKS

Our Website and Services may contain links to other websites or services. We do not exercise control over the information you provide, or is collected by these third party websites. We encourage you to read the privacy policies or statements of the other websites you visit.

13. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time as we update or expand our Website and Services. If we make material changes, we will post the updated Privacy Policy on this page with a ‘Last Updated’ effective date of the revisions and will endeavour to alert our email subscribers or Services users in advance of any changes. We encourage you to look for updates and changes to this Privacy Policy by checking this page when you access our Website and Services.

14. CONTACT US

If you have any questions about our privacy or security practices, or if you would like to submit a privacy request, you can contact us by email at privacy@angelacaglia.com or at:

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