

THE MILE PRIVACY POLICY

Last revised: Oct 03, 2022

This Privacy Policy ("Privacy Policy" or "Policy") applies to the collection and use of personal information by Orchard Mile, Inc. d/b/a The Mile ("The Mile," "Company", or "we," or "us," or "our"). It describes the Company's practices regarding the collection, use, disclosure, and sale of personal information when you visit and interact with us, our application (the "Application") or our website (collectively, the "Sites") to access our services (the "Services"). By accessing the Sites, you agree to our collection and use of personal data as described herein and agree to our [Terms of Use](#).

For purposes of this Policy, "personal information" means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. It does not include de-identified or aggregate information, or public information lawfully available from governmental records.

Personal Information We Collect – Sources and Categories

We may collect the following types of personal information about you when you use the Services, including by creating a user profile on the Sites or register to become a The Mile Creator, post a mile video, indicate that you like a product or a Mile video clip, purchase or return a product, submit comments about a product or a Mile video, sign onto our Services through a social media platform, or redeem Rewards earned or other compensation associated with your use of our Sites, and otherwise communicate with us. We may also collect your personal information from other users who share their contact lists with us or submit comments to us about your use of our Services.

We collect the following categories of Personal Information from the sources identified above:

- **Personal identifiers:** Name, billing and mailing addresses, email address, telephone numbers, IP address or other unique identifier, account username and password, social media platform usernames/handles, date of birth, gender, your contacts and their

contact information (if you choose to provide us with access), and identifying information you may voluntarily provide to use through our Live Support or other customer service platforms.

- **Commercial information:** Records of products purchased or considered; consuming histories or tendencies; records of videos viewed and engagement with those videos (comments, likes, dislikes) and products that appear on them; comments, reviews, likes and dislikes and purchases associated with videos you post; beauty preferences (hair type, skin type and tone, skin concerns) provided.
- **Internet or other electronic activity information:** Device and browser type, your browsing and search history on our Sites, and information regarding your interaction with our Sites (including mile videos on the Site) and our advertisements.
- **Audio and visual information:** Recordings of customer service calls, your voice and image as they appear on videos uploaded to the platform, photographs you post.
- **Inferences drawn from any of the Personal Information identified above.**

Purposes for Collection of Personal Information

We use your Personal Information to identify and authenticate your access to certain features of the Sites and Services; to provide you with our Services; to fulfill your orders, ship you products, and process returns; to administer our rewards program; to market and advertise the Services; to recommend products and videos you may like on our platform; to support and troubleshoot the Services and to respond to your queries; and to investigate and resolve disputes in connection with your use of the Services.

Additionally, we use Personal Information, including about your use of our Sites, to monitor or improve our Sites; for internal business analysis; to prevent fraud, activities that violate our Terms of Service or that are illegal; and to protect our rights and the rights and safety of our users or others.

Cookies and Google Analytics

Cookies are small, sometimes encrypted text files that are stored on computer hard drives by websites that you visit. They are used to help users navigate websites efficiently as well as to provide information to the owner of the websites. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, please visit www.allaboutcookies.org.

When you visit our Sites, we may place a “cookie” or other online tracking devices (e.g. web beacons) that recognizes you. The cookies and other tracking technologies may also collect information about your IP address or actions taken in connection with the Sites. We may use cookies or similar tracking technologies to capture information about the use of our Sites, including to improve your user experience. Accordingly, we may store and retrieve information on your device through the use of cookies and similar technologies.

We use Google Analytics to evaluate the use of our website. Google Analytics uses cookies and other identifiers to collect information, such as how often users visit a website, what pages they visit when they do so, and what other websites they visited prior to visiting a website. To learn more about how Google Analytics collects personal information, review [Google's Privacy Policy](#).

Disclosure of Personal Information to Third Parties

We may share your personal information with third party service providers that assist us with the operation of our business, including entities that assist with order fulfillment and returns processing; payment processing; marketing and advertisements; business analytics; customer relationship management; operation of and maintenance of the Sites; auditors or business advisors; and for other operational purposes.

We may also share personal information as required or permitted by law to comply with a subpoena or similar legal process or government request, or when we believe in good faith that disclosure is legally required or otherwise necessary to protect our rights and property or the rights, property or safety of others, including to law enforcement agencies, and judicial and regulatory authorities. We may also share your personal information with third parties to help detect and protect against fraud or data security vulnerabilities. We may also transfer your personal information to a third party in the event of an actual or contemplated sale, merger, investment in or reorganization of our business.

Third Party Websites and Applications

Our Sites may contain links to other third-party websites, applications or social media platforms, which may have privacy policies that differ from our own. We are not responsible for the activities and practices that take place on these websites, applications or platforms. Accordingly, we recommend that

you review the privacy policies posted on any website, application or social media platform that you may access through our Sites.

California Privacy Notices

California Shine the Light

California Civil Code Section 1798.83, also known as the “Shine the Light” law, permits California residents that have an established business relationship with a business to annually request, free of charge, information about certain categories of personal information a business has disclosed to third parties for those parties’ direct marketing purposes in the preceding calendar year. We do not disclose personal information to third parties for their marketing purposes.

California Do Not Track

Some browsers have a “do not track” feature that lets you tell websites that you do not want to have your online activities tracked. At this time, our Sites do not respond to browsers’ do not track signals.

Nevada Opt-Out Rights

Nevada law gives residents of Nevada the right to opt out of the sale of their personal information. We do not sell the personal information of Nevada residents.

How We Keep Your Personal Information Secure

We implement and maintain reasonable security measures appropriate to the nature of the personal information that we collect, use, retain, transfer or otherwise process. Those measures include administrative, physical and technical safeguards to protect the security, confidentiality and integrity of personal information. However, data security incidents and breaches can occur due to a variety of factors that cannot reasonably be prevented; therefore, our safeguards may not always be adequate to prevent all breaches of security.

Removal of Your Personal Data

You can request the deletion of your personal data at any time. Just let us know that you want us to erase your personal data by sending an email

to **concierge@orchardmile.com**. Once we have received your request, we will delete all your personal data after 45 days.

International Residents

Personal information collected from you, including via our Sites, will be transferred to the United States where the Sites are hosted. You hereby consent to the transfer of your personal information to the United States as described in this Privacy Policy. Please do not use the Sites if you do not agree to the transfer and processing of your personal information in the United States, which may not provide the same level of protection for your data as your home country.

Minors

Our Sites are not directed to minors under the age of 13 and are not to be used by minors under 16 years old. If you are under age 16, please do not access our Sites or download the Application (or delete it if you have downloaded it) and do not provide any personal information to us.

Changes to the Privacy Policy

We will review and update this Policy periodically. We will notify you of material changes to it by posting on our Sites notification that the Policy has been updated and by updating the date of the Policy.

Accessibility

We work to make our Sites accessible to people with disabilities. To make accessibility-related requests or report barriers, please contact us at **concierge@orchardmile.com**.

How To Contact Us

If you have any general questions regarding the Sites or Services, please contact us at: **concierge@orchardmile.com**.