# Tandem Travelers Privacy Policy

# GLOBAL PRIVACY POLICY

Updated: January 18, 2025

**Our Commitment to Privacy**

Tandem Travelers LLC, including its Affiliates (referred to as "we," "us," "our," or "Tandem Travelers" below) values your privacy. In this Privacy Policy, we describe how we collect, use, and disclose information that we obtain about visitors to our website ("Site"), and the services available through our Site, mobile applications, chat, and anywhere else we interact with you (collectively, the "Services"). This policy applies to all our features and functionalities (i.e. the ability to review articles and link to purchases); please contact us if you have any questions.

This Privacy Policy applies to information we collect about you through the Site and the Services, and anywhere else we interact with you. By visiting the Site, using any of our Services, or sharing your information with us, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and our Terms of Use (available on this website), including its applicable limitations on damages and the resolution of disputes. The Terms of Use are incorporated by reference into this Policy.

**What Information Do We Collect About You?**

We collect the following categories and types of personal information:

- **Contact Information:** your first and last name, your postal address, phone number and email address;
- **Other identifying information:** your IP address, Unique Device Identifiers (UID), other persistent identifiers, and social media usernames or handles;
- **Financial Information:** credit card, debit card and bank account information;
- **Geolocation data;**
- **Demographic information:** your date of birth and gender;
- **Internet or other electronic activity:** your browsing and click history, including information about how you navigate within our Site and Services and which elements of our Site and Services you use the most; your domain name; your browser type and operating system; and the referring URL, or the webpage that led you to our Site.
- **Commercial information:** products viewed or purchased on the Site;
- **Visual and audio information:** photos that you provide to us, date, and time that you arrive to and leave our premises;

- **Preferences:** details that you provide to us about your interests, your communication preferences; and
- **Inferences:** : inferences drawn from the categories described above in order to create a profile about you to reflect your preferences, characteristics, behavior, and attitude.

**What Are the Categories of Use for Your Information?**

We use your personal information for the following purposes:

- **Transactional Purposes:** We use your contact information, financial information, and commercial information to:
  - Receive, process, confirm, send, and track your order or account registration;
  - Communicate with you about your account, order, or account registration;
  - Process any subscription or registration you make to one of our services; and
  - Your geolocation information to provide you with store locations.
- **Analytical Purposes:** We use your internet or other electronic activity and geolocation data to analyze preferences, trends, and statistics.
- **Marketing and Promotional Purposes:** We use your contact information, commercial information, demographic information, internet or other electronic activity, and inferences to:
  - Inform you of our new products, services, opportunities and offers;
  - Provide you with targeted advertising;
  - Run contests, promotions, and sweepstakes;
  - Offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using the Site or our Services.
  - Provide you with our rewards program including earning rewards and redeeming rewards; and
  - Provide you with other information from and about Tandem Travelers, including personalized marketing communications. You have the right to withdraw your consent at any time.
- **Maintenance and Improvement of Services and Website:** We use your contact information, commercial information, and your internet or other electronic activity to:
  - Provide and maintain functionality on our websites;
  - Improve our Site and Services;

- Provide more relevant search results from the search functions of the Site and Services;
- Handle your customer services requests, including direct your questions to appropriate individuals, and improve and monitor our customer support responses; and
- Help us diagnose technical and service problems and administer our websites.

- **Review and Content Creation Purposes:** We use your contact information, commercial information and audio and visual information to enable reviews of our products and to display content that you have created and allowed us to display on our Site and Services and on social media.
- **Security and Fraud Prevention:** We use your contact information, audio and visual information, other identifying information, financial information, geolocation data, your internet or other electronic activity, and inferences to protect the website, Tandem Travelers, and others, and for, fraud detection, theft prevention, emergency response purposes, and legal compliance.

**What Are Our Sources of Personal Information**

We collect information from the following sources:

- *We collect information directly from you.* We collect contact, financial, certain identifying information, and demographic information directly from you.
- *We collect information about you from third parties.* We collect your personal information from third parties, such as social media sites, third party apps and services, and data co-ops. We may collect your identifying information from Facebook, in accordance with their terms of use and privacy policy. We purchase from and trade contact information, demographic information, commercial information, and internet and electronic activity with data co-ops and other third-party data aggregators. When you opt into certain programs such as challenges and loyalty programs with third party apps, they will share your personal information with us to provide you with those services.
- *We collect information from you passively.* We collect Internet or other electronic activity passively using tools like browser cookies, web beacons and tracking pixels, SDKs, and other similar technologies. This activity is further described in the section titled “How Do We use Cookies and Other Tracking Mechanisms?”
- *Combining Information:* We may combine information you give us online, and across your devices. We may also combine that information with publicly available information and information we receive from or cross-reference with third parties. We use that combined information to enhance and personalize your shopping experience with us, to communicate with you directly about our products and events that may be of interest to you, and for other promotional and commercial purposes.

**Does Tandem Travelers Share The Information It Collects About You?**

We may share the information that we collect about you, with third parties worldwide, as follows:

- **Service Providers/Agents:** We disclose your information to third parties, including service providers, independent contractors, and affiliates that perform functions on our behalf. Examples include: fulfilling orders, delivering packages, sending postal mail and email, removing repetitive information from customers lists, analyzing data, providing marketing and advertising assistance, third party advertising and analytics companies who collect browsing information and profiling information and who can provide advertisements which are tailored to your interests, providing search results and links (including paid listings and links), and credit card links. We only provide these entities with the information necessary for them to perform these services and functions on our behalf. These entities are contractually required to protect your personal information from unauthorized access, use, or disclosure.

- **Trading Partners:** Our product lines are offered internationally in conjunction with select international trading partners. Our trading partners' use of your personal information is subject to this Privacy Policy.

- **Affiliates:** We may disclose the information we collect from you to our affiliates or subsidiaries for their own marketing, research, and other purposes.

- **Select Partners:** We establish a business relationship with other people or entities whom we believe trustworthy and whom we have asked to confirm that their privacy policies are consistent with ours. These are known as our Select Partners. In such cases we might rent, exchange, share and/or cross-reference information, including contact information about you that will enable those people or entities to contact you regarding products and services that may be of interest to you.

We also may share your information in the following situations:

- **Business Transfers:** If we are acquired by or merged with another company, if substantially all our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected from you to the other company. You will have the opportunity to opt out of any such transfer if, in our discretion, it will result in the handling of your information in a way that differs materially from this Privacy Policy.

- **Aggregate and De-Identified Information:** We may share aggregate or de-identified information about users with third parties for marketing, advertising, research, or similar purposes.

- **Legal Situations:** In certain instances, we may disclose your contact information, audio and visual information, other identifying information, financial information, geolocation data, your internet or other electronic activity, and inferences when we have reason to believe that it is necessary to identify, contact or bring legal action against persons or entities who may be causing injury to you, to Tandem Travelers

or to others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. We may also disclose your personal information when we believe the law or legal process requires it.

**What About Children on Our Sites?**

Our Site and Services are not designed for persons under eighteen (18). We do not knowingly collect personal information from children under the age of twelve (12). If we become aware that we have inadvertently received personal information from a child under the age of twelve (12), we will delete such information from our records.

**What Are Our Legal Bases for Processing your Information?**

We use the information, including personal information, alone or in combination with other information that we may collect about you, including information from third parties, for the transactional purposes and maintenance purposes set out above, that are necessary for the performance of the contract between us, to provide you with the products or services you requested, or that we consider in our legitimate interests as detailed in this Privacy Policy.

- When required by law, we rely on your voluntary consent to process your information for marketing and promotional purposes, including when we share your personal information with any third-party for marketing purposes, as well as review and content creation purposes.

- Finally, to comply with our legal obligations, we may use your information for security and fraud prevention purposes described above.

**How Do We Use Cookies and Other Tracking Mechanisms?**

We use cookies and other tracking mechanisms to track information about your use of our Site or Services. Doing so enables us to analyze use of and improve our Site and Services, to enhance your online shopping experience and to offer a more personalized level of service. We may combine this information with other personal information we collect from you.

Additional information about cookies and other tracking tools that we use on our European Union and United Kingdom facing websites include:

**What are cookies?**

Cookies (or similar tracking technologies designed for mobile devices) are simple text files stored on your computer or mobile device when you visit certain web pages. A cookie records basic information about your visit, such as your user settings or what pages you have viewed. The Site (and potentially other websites) can then recognize this information in the future and can use it to improve your overall experience, for example, by remembering your log-in details, preferences or even recommending certain content.

We set both first-party cookies and third-party cookies. First-party cookies are placed on your device directly by our Site. Third-party cookies are placed on your device by our selected partners and service providers. We use third-party cookies to, for

example, measure user numbers on the Site and to deliver adverts that are relevant to the content you are interested in.

There are four principle types of cookies, which perform different functions. The main types are:

1. *Essential Cookies*

These cookies are necessary for the Site to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. We use and store these cookies for the duration of your visit on the Site.

2. *Analytics Cookies*

These cookies collect information about how a website is used in order to improve the website's effectiveness. They track information such as, which parts of the website have been visited, what links have been clicked and if any errors have occurred. Analytics cookies are commonly used to ensure that popular content is displayed more prominently on a website so that users can find the information that they are looking for more quickly. We use and store these cookies for up to fourteen (14) months.

3. *Personalization Cookies*

These cookies are used to deliver specific features or functions on a website and measure how you access and use the Site, so that we may improve performance. The most common use of personalization cookies is to remember preference settings or to store log-in details in order to personalize your visit. For example, personalization cookies are used to save you the trouble of inputting your username every time you access the Site. We use and store these cookies for up to fourteen (14) months.

4. *Targeted Advertising and Social Media Cookies*

Targeted Advertising and social media cookies may be placed by us, or by our advertisers, to store information about the webpages that you have viewed. This allows us and our advertisers to deliver adverts that are relevant to the content you are interested in. These adverts may be displayed on the Site or on other sites that you visit. Social media cookies are also used to operate 'Like' or 'Share' buttons, which users can click to let other people know that they have found a particular webpage useful or entertaining. Other sites (normally social networking sites) will then recognize these cookies and display your shared content to other users. Targeted Advertising and social media cookies are capable of tracking your browser across other sites and building up a profile of your interests. We use and store these cookies up to fourteen (14) months.

**Consent to use cookies and changing settings**

We will ask for your consent (either by opt in or opt out depending on local legal requirements) to place cookies or other similar technologies on your device, except where

they are essential for us to provide you with a service that you have requested (e.g. Essential Cookies as described above).
You can withdraw any consent to the use of cookies or manage any other cookie preferences as described further below.

**WHAT DO WE USE COOKIES FOR?**

We collect personal information about users over time and across different websites when you use our websites. We principally use cookies to:

- Remember the products you have stored in your basket in case you want to return and purchase them at a later date or if you go from one page or another on one of our websites;
- Identify you when you sign-in to one of our websites, which enables us to provide customized features and services, such as adding items to your wish list.
- Conduct research and diagnostics to improve our content, products and services to you;
- Prevent fraudulent activities.
- Improve security; and
- Make it easier for you to navigate our websites and services by having a more personalized experience.

We may also use automated technologies like Google Analytics to evaluate usage of the Site, and to help us improve the Site and our services. Companies like Google Analytics use cookies and other tracking technologies to perform their services. You can opt out of Google Analytics by visiting https://thenai.org/opt-out/.

The information we obtain from our use of cookies may contain your personal information but only where you voluntarily provide it (e.g. by entering your email address into a subscriber box) or where you request services from us. We will process your personal information for required cookies based on our legitimate interests. For functional and marketing cookies, we will process your personal data based on your consent.

To order products on our EU, UK or Japan based sites, you need to have Essential Cookies enabled. If you don't wish to enable cookies, you will still be able to browse the Site and use it for research purposes, but you will not be able to make a purchase.

**What About Third-Party Advertisers and Tracking?**

We use third parties, such as network advertisers and social media platforms, to assist us in advertising, including displaying our advertisements on other websites and through social media platforms; we also may use network advertisers and other third parties to assist us in identifying relevant advertising on our Sites. Network advertisers are third parties that display advertisements based on your visits to our Site as well as other websites. This enables us and these third parties to target advertisements by displaying

ads for products and services in which you are likely to be interested. Third party ad network providers, advertisers, sponsors, and/or traffic measurement services may use cookies, JavaScript, tracking pixels, web beacons (including clear GIFs), Flash LSOs and other technologies to measure the effectiveness of their ads and to personalize advertising content to you. We may provide these third-party advertisers with information about your usage of our Site and our Services, which may include pages viewed, products purchased, your device IP address, browser type, email addresses (where hashed or otherwise rendered pseudonymous) and other user and device level pseudonymous information, as well as aggregate or non-personally identifiable information about visitors to our Site and users of our Services.

We may also use platforms provided by companies such as Meta and Twitter to offer you interest-based ads. These platforms allow us to personalize the ads that we display to you through their services. We may use a tracking pixel to do so. We may also convert your email address into a unique value which can be matched by our partner company with a user on their platform to allow us to serve you interest-based advertising to those matched users. Many of these platforms provide you with the ability to opt out of or limit the display of these ads. For information on how to do so, please check your account settings on and the information provided by these services.

**HOW DO I MANAGE COOKIES?**

You can see what cookies are present on the Site and set and modify your cookie preferences at any time by clicking on the "Cookie Preferences" tool available at the bottom of each of our Site. A pop-up box will appear and then you can toggle and save your preferences.

Additionally, most modern browsers will allow you to:

- See what cookies you have got and delete them;
- Be notified when a cookie is being sent;
- Block third party cookies;
- Block cookies from particular sites;
- Block all cookies; or
- Delete all cookies when you close your browser.

Most web browsers are initially set up to accept cookies. You can reset your web browser to refuse all or some cookies or indicate when a cookie is being sent, however, certain features of the Site or Services may not work if you delete or disable cookies. You can check the specific steps in your particular browser help menu.

Further, we do have relationships with carefully selected and monitored third party suppliers who may set cookies during your visit to be used for their own remarketing purposes. Many of these third parties enable you to opt out of their use of cookies for their own targeted advertising practices. You may opt-out of many third-party ad

networks, including those operated by members of the Network Advertising Initiative ("NAI") and the Digital Advertising Alliance ("DAA"), and in Europe, the European Interaction Digital Advertising Alliance ("EIDAA"). For more information regarding this practice by NAI members and DAA members, and your choices regarding having this information used by these companies, including how to opt-out of third-party ad networks operated by NAI, DAA and EIDAA members, please visit their respective websites: www.networkadvertising.org/optout_nonppii.asp (NAI), www.aboutads.info/choices (DAA), and www.youronlinechoices.com.

**How to contact us**

Please contact us if you have any questions about this cookie policy or the information we hold about you. If you wish to contact us about this Policy, please send an email to info@TandemTravelers.com.

**Changes to this policy**

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site or by contacting you at the email address on file.

**How Do We Use Third Party Analytics?**

We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site. We also may use other analytic means to evaluate our Site and Services. We use these tools to help us improve our Site, Services, performance, and user experiences. These entities may use cookies and other tracking technologies to perform their services.

Google Analytics: Google Analytics uses cookies to help the website analyze how users use the site. Google will use this information on our behalf for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider.

You can refuse the use of Google Analytics and opt out of having your information used by Google Analytics by visiting https://tools.google.com/dlpage/gaoptout/. Further information concerning the terms and conditions of use and data privacy can be found at: https://www.google.com/analytics/terms/gb.html or at https://www.google.de/intl/en_uk/policies/.

**What About Third-Party Advertisers and Tracking?**

We use third parties, such as network advertisers and social media platforms, to assist us in advertising, including displaying our advertisements on other websites and through social media platforms; we also may use network advertisers and other third parties to assist us in identifying relevant advertising on our Sites. Network advertisers are third parties that display advertisements based on your visits to our Site as well as

other websites. This enables us and these third parties to target advertisements by displaying ads for products and services in which you are likely to be interested. Third party ad network providers, advertisers, sponsors, and/or traffic measurement services may use cookies, JavaScript, tracking pixels, web beacons (including clear GIFs), Flash LSOs and other technologies to measure the effectiveness of their ads and to personalize advertising content to you. We may provide these third-party advertisers with information about your usage of our Site and our Services, which may include pages viewed, products purchased, your device IP address, browser type, email addresses (where hashed or otherwise rendered pseudonymous) and other user and device level pseudonymous information, as well as aggregate or non-personally identifiable information about visitors to our Site and users of our Services.

We may also use platforms provided by companies such as Facebook and Twitter to offer you interest-based ads. These platforms allow us to personalize the ads that we display to you through their services. We may use a tracking pixel to do so. We may also convert your email address into a unique value which can be matched by our partner company with a user on their platform to allow us to serve you interest-based advertising to those matched users. Many of these platforms provide you with the ability to opt out of or limit the display of these ads. For information on how to do so, please check your account settings on and the information provided by these services.

Our systems do not honor browser do-not-track requests, but several of these third parties enable you to opt out of targeted advertising practices. You may opt-out of many third-party ad networks, including those operated by members of the Network Advertising Initiative ("NAI") and the Digital Advertising Alliance ("DAA"), and in Europe, the European Interaction Digital Advertising Alliance ("EIDAA"). For more information regarding this practice by NAI members and DAA members, and your choices regarding having this information used by these companies, including how to opt-out of third-party ad networks operated by NAI, DAA and EIDAA members, please visit their respective websites: www.networkadvertising.org/optout_nonppii.asp (NAI), www.aboutads.info/choices (DAA), and www.youronlinechoices.com.

Opting out of one or more NAI, EIDAA or DAA member networks (many of which will be the same) only means that those members no longer will deliver targeted content or ads to you. It does not mean you will no longer receive any targeted content or ads on our Site or other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing. Also, if your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer, or change web browsers, your NAI, EIDAA or DAA opt-out may no longer be effective. Additional information is available on NAI's, EIDAA's and DAA's websites accessible by the above links.

**What About Browsing Session Information?**

We use technologies that maintain a record of your browsing session, chats, and other activities on our Site and Services. These technologies may include session replay

that maintains a record of your interactions with our Site, chat providers that maintain a transcript of your chats, cookies, pixels, and other tracking technologies that share some of your interactions with our Site, as well as other technologies that collect and share your interactions with our Site. We use this information for quality control, customer service, fraud prevention and security, and marketing purposes. To learn more about Facebook ads, click here.

**What About Third-Party Links?**

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those third-party websites. We do not exercise control over such third-party websites and are not responsible for the information practices of such third-party websites. You access such third-party websites or content at your own risk. You should always read the privacy policy of a third-party website before providing any information to the website.

**Am I Allowed to Post to Your Site?**

We like hearing from our customers. We invite you to post your comments, such as your reviews of our products, pictures, videos, and other information that you would like to be available on our Site. If you post content to our Site, all of the information that you post will be available to all visitors to our Site, along with your chosen reviewer name and city/state/country (as applicable). If you post your own content on our Site or Services, your posting may become public and we cannot prevent such information from being used in a manner that may violate this Policy, the law, or your personal privacy.

**How Secure Is My Personal Information?**

We have implemented commercially reasonable precautions to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction, in accordance with industry practice and applicable laws. Please be aware that despite our efforts, no data security measures can guarantee 100% security. While we strive to protect information transmitted on or through our Site and Services, we cannot and do not guarantee the security of any information you transmit on or through the Site and Services, and you do so at your own risk.

You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity, except where otherwise required by applicable law.

**Can I Access, Update, Correct, or Delete My Personal Information?**

We provide you with the ability to access and correct, and in some cases delete, the personal information that we hold about you. If you created an account with us, you

may access, update, and correct the information that you have submitted to us by logging into your account. If you made a purchase as a guest, or if would like to delete the information that you submitted to us, please contact our respective Customer Service Departments at the contact listed in the "How do I get in touch with Tandem Travelers?" section below.

For EU and UK residents, also see the "Special Note for EU and UK Users—Your Rights and Choices" Section below, for residents of certain US states, also see the "Residents of Certain US States - Your Privacy Rights" Section below. For PRC residents, see the "Residents of PRC - Your Privacy Rights" Section below for additional information.

**What Choices Do I Have Regarding Use of My Personal Information?**

Above we described how to opt-out of targeted advertising. You also may choose to opt-out of certain emails and direct mail from us. To opt-out of such emails, you may update your preferences by logging into your account or by following the opt-out instructions contained in the e-mails. To opt-out of such postal mail, please contact Customer Service at the applicable email address listed above. You are able to opt out of receiving such marketing and recommendation emails and mail from us, however, you cannot opt out of receiving all emails and mail from us, such as emails about your account, your purchases, or any Services you have requested or received from us. For residents of certain US states, also see the "Residents of Certain US States - Your Privacy Rights" Section below For EU and UK residents, also see the "Special Note for EU and UK Users—Your Rights and Choices" Section below for additional information. For PRC residents, see the "Residents of PRC - Your Privacy Rights" Section below for additional information.

**Will You Transfer My Information Outside of My Home Country?**

We will collect, use, and process certain information, including name, email address, mailing address, and credit card information) to provide our services to you. We may transfer this information outside of the country where you are located to other countries in which Tandem Travelers has an office, including to the United States, which may not have an equivalent level of data protection as in your home country. However, we implement all the necessary and appropriate legal, organizational, and technical measures to lawfully transfer your personal information. Your data also may be subject to access by law enforcement and other government entities, including courts and tribunals in accordance with the laws applicable in those jurisdictions.

**Residents of Certain US States - Your Privacy Rights**

If you are a resident of California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah or Virginia, applicable privacy laws in your state may give you additional rights about the collection, processing, and sale of your personal information ("State Privacy Laws"), which are explained below.

***Rights Requests***

***<u>Right to Know, Right to Deletion, and Right to Correction</u>***

*You can request what personal information we have collected, used, disclosed, and sold and a portable copy of that personal information.*

If you are a Delaware or Oregon resident, you can also request a list of specific third parties, as defined under Delaware and Oregon law, to which we have disclosed personal information.

You can also request that we delete your personal information. We may not delete all your personal information if one of the following exceptions applies:

- **Transactional:** to complete a transaction for which the personal information was collected, provide a good or service requested by you, or perform a contract we have with you;
- **Security:** to detect data security incidents, preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action;
- **Error Correction:** to debug or repair any errors;
- **Legal:** to protect against fraud, harassment, malicious or deceptive activities, or illegal activity or to comply with applicable law or a legal obligation, or exercise rights under the law, such as the right to free speech, to assist another party with any of its obligations under applicable privacy laws; or
- **Internal Use:** to use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information (i.e. to improve our services).

**Please note that if we delete your personal information, many of our services will not work the same. For example, your loyalty points and rewards will be forfeited, your previous opt out requests will not be saved, you will not have an account or order history, and saved preferences and information will no longer be available.**

You may also request that we correct certain inaccurate information that we have about you.

To exercise your right to know, your right to delete, or your right to correct, you may email us at <u>info@TandemTravelers.com</u> and follow these instructions:

- Include “Right to Know,” “Right to Delete,” or “Right to Correct” and your state of residence in the subject of the email
- Please include sufficient personal information for us to locate your records and to verify the identity affiliated with your account. At a minimum, you must provide the full name and email address affiliated with your account. We may request additional information to complete the verification process if we are unable to verify your identity

initially. Our ability to locate your personal information is limited by the accuracy and the completeness of the information that you provide.

To designate an authorized agent to act on your behalf you must provide the authorized agent with written permission to do so, and your authorized agent must submit that written proof at the time they make the request on your behalf. If you wish to make multiple requests under this section, we recommend sending the deletion request last, as we will not be able to fulfill your other requests once we have deleted your information. We will maintain a record of your request. For a faster way to correct your information, you may go to your Site account to correct it yourself.

**Do Not Sell or Share/Use for Targeted Advertising My Personal Information**

***Personal Information that We Sell or Share/Use for Targeted Advertising***

Under California law, "share" means disclosing your personal information by us to a third party for cross-context behavioral advertising, in exchange for money or anything else of value. Thus, when we use the term "share" under this section, we are using it in the narrow meaning of how it is defined under California law. Other State Privacy Laws do not use the term "share," but describe the concept as using personal information for targeted advertising.

Under State Privacy Laws (except in Virginia) "sell" means exchanging your personal information by us with a third party for money or anything else of value. Under Virginia law, "sell" is the exchange of personal information for money only. We do not engage in the latter.

Through our participation in digital advertising networks and in connection with our Select Partners, we may sell or share/use for targeted advertising, the following categories of personal information:

- Identifiers
- Characteristics of protected classifications under California and federal law;
- Internet/electronic activity;
- Commercial information; and
- Inferences drawn from the categories described above to create a profile about you to reflect your preferences, characteristics, preferences, behavior, and attitudes.

We do not knowingly sell or share/use for targeted advertising the personal information of minors under the age of sixteen (16).

***Right to Opt Out of Sale or Sharing/Using Your Personal Information for Targeted Advertising***

You can opt-out of us selling or sharing/using your personal information for targeted advertising for online activity by using our Cookie Preferences tool to toggle off "Marketing and Social Media" cookies; or enabling an opt out preference signal for a

browser or plug-in that makes it clear that such signal is meant to have the effect of opting you out of the sale and sharing of your personal information. Note that if you clear your cookies, your opt out request will no longer be saved for that browser. To opt out of offline selling or sharing, please email us at info@TandemTravelers.com and follow these instructions: Please include "Do Not Sell or Share My Personal Information" and your state of residence in the subject line and include your name and email address associated with your account.

To designate an authorized agent to act on your behalf you must provide the authorized agent with written permission to do so, and your authorized agent must submit that written proof at the time they make the request on your behalf.

We do not "sell" or "share" Sensitive Personal Information (as defined under State Privacy Laws).

***Right to Appeal***

If we were unable to fulfill your request, you may appeal our response by emailing us at info@TandemTravelers.com within a reasonable time of our decision, and submitting an appeal request, with your name and contact information, including your state of residence. Any additional information you can provide about why you are appealing our response will help us process your request.

***Sensitive Personal Information***

We do not collect or process Sensitive Personal Information, as defined by California State Privacy Law, for inferring characteristics or use or disclose Sensitive Personal Information for purposes other than those permitted by law.

***Financial Incentives and Loyalty Program***

We offer various financial incentives and a loyalty program (Colorado law uses the term "bona fide loyalty program"). The terms of the financial incentive and loyalty program will be presented to you at the time you sign up.

Please see our "Do Not Sell or Share/Use Information for Targeted Advertising My Personal" section above for the categories of information that will be sold or processed for targeted advertising purposes, which also applies to personal information collected in connection with our loyalty program.

Third parties who will receive personal information collected in connection with our loyalty program are described in "Does Tandem Travelers Share The Information It Collects About You?" section above.

You may withdraw from any of the financial incentives by unsubscribing from our email marketing following the link at the bottom of any marketing email. If you submit a deletion request, we will delete your account and you will not be able to participate in the program moving forward. Your points and reward certificates will be deleted with your account and will no longer be able to be used. We need your name and email address or

phone number to apply the benefits to your account. We are unable to provide these benefits of the loyalty program without that information.

The value of your data is the value of the offer presented to you. We have calculated the value of the incentive by using the expense related to the offer.

***Non-Discrimination***

We will not discriminate against you for exercising any of your rights under State Privacy Laws and we will not deny you good or services, charge you a different price, or provide you with a lesser quality of goods or services if you exercise any of your rights.

**Notice to California Residents/Your California Privacy Rights**

To opt out of sharing your Personal Information with third parties for their direct marketing purposes, please e-mail us at info@TandemTravelers.com and clearly state your request, including your name, mailing address, e-mail address and phone number.

**Special Note for EU and UK Users-Your Rights and Choices**

For information about data controllers for our EU and UK websites, if applicable, email info@tandemtravelers.com.

With respect to your personal information, you have the right to:

- request access to and be provided with information on the processing of your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it;
- request corrections of your personal information if such personal information proves inaccurate or incomplete, though we may need to verify the accuracy of the new data you provide to us;
- request your personal information to be deleted (i) if it is no longer necessary for the purposes described in this Privacy Policy, (ii) should you decide to withdraw your consent where you gave it, (iii) should you object to its processing for direct marketing purposes, (iv) should you identify that it would have been unlawfully processed, (v) should we be under a legal obligation to erase it to comply with EU law or the law of an EU country or the UK and always provided we are not under a legal obligation to keep it;
- restrict the processing of your personal information (i) if you contest its accuracy; (ii) if the processing is unlawful and you oppose the erasure; (iii) if it is no longer needed for the purposes set out in this Privacy Policy but you require it for the establishment, exercise, or defense of a legal claim, (iv) if you object to profiling;
- request the transfer of your personal information to you or to a third-party. We will provide to you, or a third-party you have chosen, your personal information in a structured, commonly used, machine-readable format. Note that this right only applies to

automated information which you initially provided consent for us to use or where we used the information to perform a contract with you;

- withdraw consent at any time where we are relying on consent to process your personal information. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent;
- object to the processing of your personal information for direct marketing purposes or to any processing which we would have based on our legitimate interest (e.g. profiling). In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms;
- receive personal information which you provided to us in a structured, commonly used, and machine-readable format and to transmit it to another provider provided it is processed based on your consent or our contract;
- lodge a complaint with your relevant data protection authority.

If you wish to exercise any of your above rights, please reach out to us by any of the ways mentioned in the “Contact Us Regarding Your Information” section.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). We may, however, charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we could refuse to comply with your request in these circumstances. We try to respond to all legitimate requests within one month. It could take us longer than a month if your request is particularly complex or you have made several requests.

You may also directly manage some of your personal information by clicking on “My Account” from any page where you can access, correct, or update your choices and settings regarding some of your personal information if you have created an account with us. With respect to our marketing emails, you can always click on the "Unsubscribe" link at the bottom of any marketing email you receive from us or manage your marketing permissions within “Edit Account” on our Site to opt out of receiving email communications from us in the future.

Your web browser or mobile device may also provide additional tools to allow you to control when your device provides specific categories of information (for example geolocation data or cookies use). Be aware of these tools.

In relation to certain Meta (formerly known as Facebook) products, including use of the Meta pixel and Meta Conversion API on our websites (see “How Do We Use Cookies and Other Tracking Mechanisms?” and “What About Third-Party Advertisers and Tracking?” above and our Cookies Policy for further information regarding digital advertising and cookies and similar technologies), Meta Platforms Ireland Limited (“Meta Ireland”) acts as a joint controller of processing with Tandem Travelers within

scope of the General Data Protection Regulation ("GDPR") for certain of the processing activities relating to marketing and ad- measurements. Meta Ireland's "Controller Addendum" applies to determine respective responsibilities between us and Meta for compliance with applicable GDPR obligations relating to the joint processing. Information about how Meta processes your information, the legal basis for the processing, and how to contact Meta to exercise your rights about information stored by Meta can be found at https://www.facebook.com/about/privacy.

We do not collect any Special Categories of Personal information about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

Where we need to collect personal information by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

**Special Note for People's Republic of China (PRC) Users—Your Rights and Choices.**

We will only send you marketing communications with your consent.

Please note that the above information may involve some of your sensitive personal information. Sensitive personal information refers to personal information that, once leaked or illegally used, is likely to cause your personal dignity to be infringed or personal and property safety to be endangered, as well as the personal information of minors under the age of fourteen (14). Please consider carefully before providing us with your sensitive personal information. We will also protect the security of your sensitive personal information in accordance with applicable laws and regulations.

For the purpose of providing you with better products and services, we may modify the above purpose of use to a reasonable extent. In case of modifying the relevant purpose of use, we will notify you in an appropriate manner through the contact information provided by you and obtain your consent. If not modifying the relevant purpose of use may cause damage to your legitimate rights and interests, we may modify the relevant purpose of use without notifying you to protect your legitimate rights and interests. We will use reasonable efforts to notify you and obtain your consent in an appropriate manner through the contact information provided by you within a reasonable period after modifying the purpose of use, and process your personal information according to your requests in accordance with this Privacy Policy.

***Transfers Outside of PRC***

In general, your personal information will be stored in PRC, but for the business needs of providing you with better services and superior products, subject to your

separate consent, and in accordance with applicable laws and regulations of the PRC (such as security assessment if applicable), we may transmit your personal information to our headquarters outside of PRC in the United States and other countries where our or our service providers have servers.

***Sharing Your Personal Information with Third Parties***

We may collect and use your personal information without your consent in the following instances:

- Where necessary to conclude or fulfill a contract in which the individual is an interested party, or where necessary to conduct human resources management according to lawfully formulated labor rules and structures and lawfully concluded collective contracts.

- Where necessary to fulfill statutory duties and responsibilities or statutory obligations;

- Where necessary to respond to sudden public health incidents or protect natural persons' lives and health, or the security of their property, under emergency conditions;

- Handling personal information within a reasonable scope to implement news reporting, public opinion supervision, and other such activities for the public interest;

- When handling personal information disclosed by persons themselves or otherwise already lawfully disclosed, within a reasonable scope in accordance with the provisions of this Law;

- Other circumstances, provided in laws and administrative regulations

To maintain and manage the database of our company, or provide you with products, services, sales with gifts, lucky draw, promotional activities and other onsite events and campaigns, we may entrust third-party suppliers to process your personal information. We will enter into agreements with these suppliers with strict confidentiality clauses so that they shall process personal information in accordance with our requirements, this Privacy Policy and any other relevant information to a confidentiality and security measures. We will also monitor their personal information processing activities. Upon termination of the engagement, we will require them to return the personal information or delete it and not to retain any copy. Our suppliers include:

- Advertising Service Suppliers: To evaluate and optimize the advertising and to provide better service, we may push commercial advertisements that may be of interest to you, and we may provide some of your personal information to advertising service suppliers.

- Logistics Service Supplier: For purposes of fulfilling your contract with us and to deliver the products to you, we will entrust third party warehousing and logistics

companies to ship your ordered products. We will provide the consignee's name, address, and cell phone number for the purpose of delivery.

- Analytical Service supplier: To better analyze your use of our products and services, we may provide data to suppliers, but we will only provide statistical information which is not identifiable.

- Third party SDKs: To provide better service, we may connect SDKs provided by third parties, which may collect your personal information. We will take necessary measures to control the collection and use of your personal information by such SDKs to ensure that your personal information is protected.

To provide our products and services, pursuant to the provisions and upon the request of judicial and enforcement authorities, we may provide your personal information to third parties, which may include:

- Payment Partners. To fulfill your contracts with us in terms of our products and services, we may provide your order number, order amount, and payment time to third party payment partners, such as WeChat, Alipay and UnionPay.
WeChat payment: Cai Fu Tong Payment Technology Co., Ltd.
Alipay: Alipay (China) Network Technology Co., Ltd.
UnionPay: China UnionPay Co., Ltd.

- Our affiliated companies shall be bound by this privacy policy.

- To respond to judicial procedures including law enforcement requirements, and to protect the safety, property or legal rights and interests: of website users, Tandem Travelers, and our affiliated companies and other third parties, we may also submit your personal information to the directly responsible public authorities (including but not limited to government agencies, judicial departments, investigation agencies and arbitration institutions) in accordance with laws and regulations.

Where we provide other personal information handlers with the personal information, we will inform you of the circumstances and continue to protect or require personal information handlers to protect your personal information in accordance with laws, regulations and standards as required by this Privacy Policy.

We will only disclose your personal information when:

- With your consent;

- disclosure pursuant to applicable laws: we may disclose your personal information if requested by laws, legal process, litigation, or government authorities.

If we need to use your personal information for a purpose not provided in this Privacy Policy, if required, we will obtain your consent to the new purpose.

***Security***

We adopt many reasonable and practical security measures to protect the security of your personal information obtained through our own channels as much as possible.

When you enter personal information on our websites, we will use “secure socket layer (SSL)” technology to protect the personal information transmitted to us. To ensure that the server is secure when you submit your personal information, please pay attention to the lower left corner of your browser. If you see an unbroken key or a locked lock (depending on your browser), SSL is enabled. In addition, you can check the URL or address line of the browser to confirm whether it is secure. If the server you are accessing is secure, the first few characters of the address in the above URL or address line should change from “HTTP” to “HTTPs”.

We will utilize security measures, including encryption and authentication tools, to make sure the security of your information, however, internet environment is not 100% secured, please keep your account and password information properly, if there is any leakage or risk of leakage, please contact us immediately by ways as listed in the "How to Contact Us" section. In the event of any personal information security breach, we will, in accordance with the requirements of laws and regulations, promptly inform you of the status and possible impact of the security incident, the measures we have taken or will take, and other remedial measures and suggestions. At the same time, we will also take the initiative to report the handling of personal information security incident in accordance with the law.

***Manage your Personal Information***

You can exercise various rights to help protect your legitimate rights and interests, including the following rights, in the way described in the section “How To Contact Us” below.

*Review and Copy:* You have the right to review your information by accessing your account, or by requesting us to inform you whether your personal information is being processed, and to request access to relevant personal information and information. You can request us to provide a copy of the personal information being processed for the aforementioned matters, which we will provide to you free of charge. However, if the copy of personal information you request infringes upon the rights or freedoms of others, we will not provide it.

*Right to Modify:* When you discover that any personal information about you stored by us is inaccurate or incomplete, you have the right to request us to modify or supplement it.

*Right to Delete:* When you discover that your personal information is no longer necessary for the original purpose of its collection and processing, or you have other legitimate reasons, you have the right to request us to delete your personal information. However, if the deletion of the personal information may affect the investigation and evidence collection of public authorities, we will not delete it, but will take appropriate storage and shielding measures. After your request has been reviewed and approved, your information will be deleted or anonymized, except where otherwise required by law or regulation. When it is decided to delete your information, please note the information

may not be deleted from the backup system immediately, but it will be deleted after the backup system is updated.

*Right to Transfer:* You have the right to obtain your personal information in an orderly, commonly used and machine-readable manner, and have the right to transfer such information to other parties, which we will not interfere with as long as it is in compliance with the provisions set by competent authorities.

*Withdraw Consent:* You may withdraw your consent at any time. After you withdraw your consent, we will no longer process the corresponding personal information. However, your withdrawal shall not impact the processing of personal information which was previously carried out under your authorization.

*Cancellation* You may cancel your account at any time by contacting us for cancellation.

We will respond to your request as soon as reasonably possible, except when your request: (1) is related to national security and national defense security; (2) is related to public safety and material public interests; (3) is related to criminal investigation, prosecution, and trial; (4) cannot be accommodated to protect the legitimate rights and interests of the personal information subject itself or other individuals and organizations.

We will not charge any fee for your reasonable request, but we will charge fees for repeated requests that exceed the reasonable limit as we deem appropriate.

***How to Contact Us***

If you have any questions about the PRC Resident section of this Privacy Policy, or want to manage your personal information, or report any privacy issue, see the "How do I get in touch with Tandem Travelers?" section below. For security purposes, we may require you to verify your identity before processing your request. After your identity is verified successfully, we will respond to you within fifteen (15) business days or within the time frame required by applicable laws or regulations. If you are not satisfied with our response, you may file a complaint with the relevant regulatory body. For any dispute regarding a PRC Resident arising from this Privacy Policy, you agree that the dispute will be submitted to the jurisdiction of the people's court where the defendant is located.

**How Long Does Tandem Travelers Retain My Information?**

Your personal information will be deleted when it is no longer necessary for the purpose for which it was collected.

Your information that we need to manage you as our customer will be kept for as long as you are our customer. When you wish to terminate your account, your data will be erased according to our policy, unless otherwise required by applicable law. We may have to retain some transactional information for evidentiary purposes according to applicable law.

We will keep consumers information that we use for customer acquisition purposes for no more than three (3) years starting from the date of the last contact originating from the prospective customer or the end of the business relationship.

We refrain from keeping data collected through cookies and other trackers for more than twenty-four (24) months without renewing our notice and or obtaining your consent as the case may be.

Some other data are only kept for the time necessary to provide you with the relevant features of our websites or apps. For example, your geolocation data will not be kept beyond the time strictly necessary to identify your closest store or that you were present at a specific location at a given time, the body measurements you provide will only be processed during the time necessary to answer your relevant search and provide you with a relevant product reference.

**Changes to This Policy**

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information, we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site or by contacting you at the email address on file.

**How Do I Get in Touch with Tandem Travelers?**

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact the applicable Customer Service department email at info@tandemtravelers.com.