

Privacy Policy

Last updated: September 23, 2022

Barbie Kalev, Inc. ("BKI", "we", "our", or "us") respects your privacy. This privacy policy ("Privacy Policy") applies to our information we collect when you visit BKI websites, including the website located at www.barbiekalev.com (the "Site"), or other online or mobile service that displays or links to this Privacy Policy (collectively, the "Services"), register to receive communications from us, or otherwise interact with us as described below. Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in our Terms of Use.

1. YOUR ACCEPTANCE OF THIS PRIVACY POLICY

By accessing, using, or purchasing any Products through the Site or any Services, you signify your acceptance of our Privacy Policy. If you do not agree to this Privacy Policy, please do not use our Site or any Services. We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time. This Privacy Policy is subject to change without prior notice. For that reason, we encourage you to review this Privacy Policy periodically and to make note of the date of the most recent revision. Your continued use of our Site or any Services following the posting of changes to these terms means you accept these changes.

2. INFORMATION WE COLLECT

We may collect both personally identifiable information ("personal information") and non-personally identifiable information through the Site and certain Services. Personal information may be collected when you register or submit information through our Site or any Services. We collect non-personally identifiable information through the use of general tracking information and click path tracking (cookie technology) described below. We may also collect information from third parties, including marketing service providers. We may combine the information collected from these sources with other information in our possession.

3. USE OF PERSONAL INFORMATION

When you sign up to receive any of our newsletters or other resources, respond to a survey, or register for or purchase any Products through our Site or certain Services, you may be required to provide personal information such as your name, email address, street address, city, state, zip code, phone, social media information, and/or other such information. If you correspond with us or submit comments or suggestions, your personal information may be included in our internal database system. We may also use this information to process and fulfill orders, respond to your emails, questions, comments and suggestions, notify you if you have been selected as a winner of a contest or sweepstakes, provide customer support, send you emails about our Site, Services, or Products, new products or services, special

deals or other similar matters. You may limit the information that we send to you by following the opt-out instructions in Section 11 below.

4. USE OF NON-PERSONALLY IDENTIFIABLE INFORMATION

When you browse pages on our Site, we also automatically receive your computer's Internet Protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system. Your IP address is a number that is used by computers connected to the Internet to identify your computer so that data (such as the web pages you request) can be sent to you. We may aggregate this data with data on the pages visited by other users to track overall visitor traffic patterns. We use this information to improve our Site by making it more responsive to the needs and preferences of our users. This information does not identify you personally.

A "cookie" is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. This website uses cookies to help identify and track visitors, their usage of the website, and their website access preferences. Visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using websites that collect them, with the drawback that certain website features may not function properly without the aid of cookies.

We may also use web beacons in order to recognize users and assess traffic patterns, and we may include web beacons and cookies in our email messages in order to count how many e-mail messages have been opened. We may also employ web beacons from third parties to help us compile aggregated statistics and determine the effectiveness of our promotional campaigns.

We may allow third parties to provide analytics services and serve advertisements on our behalf and on behalf of others across the web and in mobile applications. These third parties may use cookies, web beacons, and other technologies to collect information about your use of our website and other websites, including your IP address, web browser, mobile network information, pages viewed, time spent on pages, links clicked, and conversion information. This information may be used by us and these third parties to analyze and track data, determine the popularity of certain content, deliver advertising targeted to your interests on other websites and online services, and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used in this way, please visit **www.aboutads.info/choices**.

We may also work with third parties to serve ads to you on our behalf or on behalf of other advertisers on third-party platforms (such as Facebook or Google). As part of these ad campaigns, we or third-party platforms may convert information about you, such as your email address and phone number, into a unique value that can be matched with a user account on these platforms to allow us and others to serve you advertising that is customized to your interests. Note that the third-party platforms may offer you choices about whether you see these types of customized ads.

5. DISCLOSURE; INFORMATION RETENTION AND DELETION

We do not knowingly disclose your personal information to third parties, unless you expressly give us permission to do so, except as described in this Privacy Policy or where we are required to do so by law. We do not, under any circumstance, sell our customer list to any outside parties, nor do we make our list available to any outside parties for any purpose other than for the order fulfillment process described above.

We retain your information while your account remains active, unless you request deletion of your information or account. We may retain information after account deletion: in aggregated and/or anonymized form; if we are required to by applicable law; if there is an unresolved issue relating to your account; or if it is necessary for legitimate business interests.

Business Transfer

In the event of a merger, dissolution, or similar corporate event or the sale of all or substantially all of our assets, we expect that the information that we have collected and/or received, including personal information, would be transferred to the surviving entity in a merger or to the acquiring entity. All such transfers shall be subject to our commitments with respect to the privacy and confidentiality of such personal information as set forth in this Privacy Policy.

Disclosures to Public Authorities

In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also disclose personal information to other third parties when compelled to do so by government authorities or required by law or regulation including, but not limited to, in response to court orders and subpoenas.

6. THIRD-PARTY SERVICES

Like many businesses, we contract with other companies to perform certain business-related services. We may disclose your information, including personal information in some cases, to certain types of third-party companies, but only to the extent needed to enable them to provide such services, including, without limitation, technical assistance, order fulfillment, customer service, marketing assistance, payment processing, survey collection, promotional and marketing assistance, and business operations. These other companies will have access to your information, including personal information in some cases, only as necessary to perform their functions and to the extent permitted by law. We may also disclose your information, including any personal information, to any of our parent companies, subsidiaries, affiliates, joint ventures, or other companies under common control with us in order to support delivery of our products and services.

However, certain third-party service providers, such as payment gateways and other payment transaction processors and social media platforms, have their own privacy policies in respect to the information we are required to provide to them for

your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

Once you leave our Site or any Services or are redirected to a third-party website or platform, you are no longer governed by this Privacy Policy or our Terms of Use.

Information Collected Through the Facebook Community Group

You may post and/or share information through our Facebook Community Group.

This Privacy Policy does **not** apply to any information (including personal information) that you provide using the Facebook Community Group. Use of the Facebook Community Group is governed by Facebook's privacy policy. All such information is public information and may be seen, collected or used by any user of our Facebook Community Group.

7. THIRD-PARTY WEBSITES AND PLATFORMS

The Site or other Services may contain links to other websites. We provide these links to you as a convenient method of accessing information that may be useful or of interest to you. This Privacy Policy and the practices that we follow under this Privacy Policy do not apply to the websites or platforms of any third party. We are not responsible for the content, accuracy, or opinions expressed on any third-party website or platform or for the privacy practices or security standards used by third parties on their respective websites or platforms. You understand and agree that by clicking on a link to a third party's website or accessing or using a third party's website or platform, this Privacy Policy is no longer in effect. You should carefully review the terms of use and privacy policies on any third-party websites or platforms.

8. PROTECTION OF YOUR INFORMATION

We utilize third-party payment gateways and payment processors, such as PayPal or Stripe, for all purchases, and your credit card or other payment information will be stored on these payment gateways according to their respective privacy policies. We do not store any of your credit card or other payment method information.

We use commercially reasonable procedures to protect the personal information that we collect from you against loss, theft and misuse, as well as unauthorized access, disclosure, alteration and destruction. These procedures are appropriate to the size, scope and type of our business, the resources available to us, the amount of stored data and the need for security and confidentiality of the personal information we store. No security system is impenetrable. We cannot guarantee the security of our databases or the security during transmission to us of the information you supply over the Internet. You can help us by taking precautions to protect your personal information when you are on the Internet and only disclose information that you want made public. Change your passwords often using a combination of letters and numbers and make sure to use a secure web browser.

9. CHILDREN'S PRIVACY

We do not knowingly request or collect personal information from any person under 13 years of age. If you are under 13 years old please do not provide your information through our Site or any Services. If we become aware that an individual is under the age of 13 and has submitted any information to us for any purpose without prior verifiable parental consent, we will delete his or her information from our files.

10. CALIFORNIA RESIDENTS

BKI does not monitor, recognize, or honor any behavioral advertising opt-out or do not track mechanisms, including general web browser "Do Not Track" settings and/or signals.

California law entitles residents to ask us for a notice describing what categories of personal information we share with third parties or with corporate affiliates for those entities direct marketing purposes. We do not provide any personal information to third parties for their own direct marketing purposes. If you want to request a notice or have any questions about our privacy practices, please contact us at **barbiekalev@gmail.com**.

11. OPT-OUT FOR DIRECT MARKETING

When you register with us, or if you provide additional personal information through our Site or certain Services, we provide you with the right to "opt out" of receiving future communications from us for direct marketing purposes by indicating that you decline such communications.

If you've subscribed and later change your mind, you may withdraw your consent simply by clicking the link to "unsubscribe." You may choose to have your name taken off of our email list after you have registered or provided additional information by emailing us at **barbiekalev@gmail.com**, or review and/or update the information that you have provided to us by emailing us at **barbiekalev@gmail.com**.

Please note that if you opt out, we may still send you non-promotional messages, such as receipts or information about your account or Products you've purchased.

12. CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the Site or Services. Your continued use of the Site or any Services or Products following the posting of changes to this Privacy Policy will be considered acceptance of those changes. In the event that you do not agree to any changes or modifications of this Privacy Policy, you should not continue to use the Site, Services, or such Product(s).

13. INTERNATIONAL USERS

The Site is, and certain Services may be, hosted in the United States. If you are accessing the Site or Services from the European Union, Asia, or any other region with laws or regulations governing personal data collection, use, and disclosure, that differ from United States laws, please be advised that through your continued use of the Site or any Services, which is governed by U.S. law (which may not afford the same level of protection as those in your country), you are transferring your personal information to the United States and you consent to that transfer.

For purposes described in this Privacy Policy, personal information may be transferred to, processed, stored, and accessed by us, our affiliates, and our service providers in the United States and in jurisdictions where any of us may operate. Courts and other authorities in these jurisdictions may, in certain circumstances, be entitled to access your personal information. By using the Site or any Services, you consent to this transfer, processing, storage, and access of your personal information in and/or outside of the jurisdiction in which you reside.

14. HOW TO CONTACT US

If you would like to: access, correct, amend or delete any personal information we have about you, or if you have any questions about this Privacy Policy, please contact us at **barbiekalev@gmail.com** or write to us at Barbie Kalev, Inc., [Insert Address, City, State, Zip Code].

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