

Mardel, Inc.
Privacy Policy
Updated 6/30/2023

This privacy policy (the "Policy") explains how information about you is collected, used, and disclosed by Mardel, Inc. ("Mardel," "we" or "us") when you access or use our internet websites, mobile websites, mobile applications, emails, or other online, mobile, or application-based services (collectively the "Service"), sign up for our mailing list, and shop in our stores.

Information We Collect

Information You Provide to Us: We collect any information that you submit to us voluntarily or provide to us in any other way, including any categories of personal information as described in the Data Privacy Notice. We collect information when you create an online account or profile; log-on with a social media account; use the interactive areas and features of our Service; make an online or in-store purchase; request customer service; participate in contests, promotions, or mailing lists; and when you email, call, or otherwise communicate with us. For example, when you make a purchase through our Service, we may collect transaction information, such as your name, billing address, shipping address, payment information, phone number, and email address.

Information Collected Automatically: We receive and store certain types of information automatically when you interact with our Service, emails, and online advertising. This information may include your IP address, browsing behavior while on our site, browser and device characteristics, referring URLs, the operating system you are using, and third-party links, advertisements, offers from our partners that you click on or other content that you may access or download from the Service, and other information collected by our third-party vendors.

Email: When you email us, we are collecting the information you include in your email communication to us.

Cookies: We use cookies to deliver and enhance the use of the Service, and inform, optimize, and serve ads based on your history with our websites. Please visit www.aboutcookies.org for more information about cookies. We also use cookies to report how our ad impressions, other uses of ad services, and interactions with these ad impressions and ad services are related to visits on our website. For example, the information provided through cookies is used to recognize you as a previous user, to offer personalized web page content and information for your use, and to otherwise facilitate your experience in connection with our Service. Most browsers automatically accept cookies as the default setting, but you may choose to decline cookies if your browser permits. The use of some cookies for analytics or advertising purposes may constitute a "sale" or "sharing" of personal information according to applicable law. You can opt out of this by clicking "**Do Not Sell or Share My Personal Information**" or enabling the Global Privacy Control available in certain browsers or extensions. Please be aware, however, that doing so may affect your use of the Service (such as impeding you from logging in to

your account) and impede your ability to access certain features of our Service. To learn more about targeted advertising, please visit the Digital Advertising Alliance's website at <https://www.aboutads.info/choices/> or the Network Advertising Initiative website at <https://www.networkadvertising.org/choices>.

Data Privacy Laws: If you are a resident of a state that has implemented a data privacy law (such as California), please [click here](#) to visit our page for our Data Privacy Notice and Notice at Collection for more specific information.

Purposes of Collecting Your Information

Pursuant to the terms of this Policy, we may use the information we collect from you to for the following purposes:

- Provide a good or service requested by you;
- Complete a transaction for which personal information was collected;
- Perform a contract between you and us;
- Reasonably anticipated by you within the context of our ongoing business relationship with you;
- Performing services on our behalf;
- Help to ensure security and integrity to the extent the use of your personal information is reasonably necessary and proportionate for those purposes;
- To perform the services or provide goods reasonably expected by you;
- Short-term use, including, but not limited to, nonpersonalized advertising shown as part of your current interaction with us, provided that your personal information is not disclosed to another third party and is not used to build a profile about you or otherwise alter your experience outside the current interaction with us;
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured for, or controlled by us;
- Provide advertising and marketing services to you;
- Comply with federal, state, or local laws or comply with a court order or subpoena to provide information;
- Cooperate with law enforcement agencies concerning conduct or activity that we reasonably and in good faith believe may violate federal, state, or local law;
- Comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, or local authorities; and
- Exercise or defend legal claims.

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Disclosing Your Information

The information we collect is used to improve the content and the quality of our Service, and without your consent we will not otherwise sell, share, license or disclose your

personal information to/with any other party(s) for commercial purposes, except: (a) to provide the Service, (b) when we have your permission, and/or (c) under the following instances:

Affiliates: We may disclose the information we collect with our subsidiaries and affiliates for operational, marketing and promotional purposes.

Service Providers: We may disclose your information with our service providers that support various aspects of our business operations (e.g., web hosting, storage, shipping, fulfillment, mobile marketing, analytics providers, call center service providers, sweepstakes vendors, and payment processors). When we do use an outside company, we use contractual or other appropriate means to ensure that personal information is used in a manner that is consistent with this Policy. The specific entities describing these service providers are included in the Data Privacy Notice.

Legal Disclosure and Business Transfers: We may disclose your information as permitted or required by law without your consent, if we are compelled to release information by a court of law or other person or entity with jurisdiction to compel production of such information (e.g., subpoenas). Additionally, if we have reasonable grounds to believe information could be useful in the investigation or prevention of improper or unlawful activity (i.e., suspected fraud, situations involving potential threats to the physical safety of any person, violations of our [Terms of Use](#)), we may disclose information voluntarily to law enforcement agencies or other appropriate investigative bodies without obtaining your consent before doing so.

Mardel may sell, transfer or otherwise disclose some or all of its assets, including any information we collect from you, in connection with a merger, acquisition, reorganization, change in control, or sale of assets or in the event of bankruptcy.

Data Privacy Laws: If you are a resident of a state that has implemented a data privacy law (such as California), please [click here](#) to visit our page for our Data Privacy Notice and Notice at Collection for more specific information.

Links to Third-Party Websites

Our Service contains links to other websites. If you choose to visit an advertiser by "clicking on" a banner ad or other type of advertisement, or click on another third-party link, you will be directed to that third party's website. The fact that we link to a website or present a banner ad or other type of advertisement is not an endorsement, authorization or representation of our affiliation with that third party, nor is it an endorsement of their privacy or information security policies or practices. We do not exercise control over third-party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit personal information from you. Other websites follow different rules regarding the use or disclosure of the personal information you submit to

them. We encourage you to read the privacy policies or statements of the other websites you visit.

Social Media Sharing

The Service may offer social sharing features or other integrated tools such as Facebook, Twitter, Instagram, YouTube, and Pinterest, which let you share actions you take on the Service with other media, and vice versa. The use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the third party that provides the social sharing feature. The fact that we link to or provide integrated tools for sharing with social media sites is not an endorsement, authorization or representation of our affiliation with that social media site, nor is it an endorsement of their privacy or information security policies or practices. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the third parties that provide these features.

Securing Your Personal Info

Mardel endeavors to safeguard your personal information to ensure that such personal information is protected from loss, theft, unauthorized access, or disclosure. However, no e-commerce solution, website, mobile application, database or system is completely secure or “hacker proof.” You are responsible for taking reasonable steps to protect your personal information against unauthorized disclosure or misuse.

Children and Minors

The Service is not intended for use by minors under the age of 16 and we do not knowingly solicit any information from or market to such minors. If you are a parent or legal guardian who discovers that your child has provided us with information without your consent, please [contact us](#).

Changes

We may periodically update this Policy at our sole discretion and as required by law. We will post any changes to this Policy to our website, and if the changes are significant, we will provide a more prominent notice (including, in some cases, email notification of such changes). Please ensure that your primary email address on file with us is correct.

Unsubscribe

We may send you communications regarding our Service, including (without limitation): (a) notices about your use of our Service (including any notices regarding violations of such use), (b) updates to our Service, and (c) promotional information and materials related to our Service. You may unsubscribe to promotional emails sent by us at any time by clicking the “unsubscribe” button in a promotional email. Please note, however, that

unsubscribing will not apply to non-promotional system messages (e.g., transactional service messages, security alerts, update notices).

Contacting Us

You can access a printable version of this Policy by clicking [here](#). Please [contact us](#) with any questions, comments or concerns about this Policy.