

## ONLINE PRIVACY NOTICE

### 1. Introduction.

- (a) **Web Site Owner.** Katherine Emeneth Creative, LLC ("KEC") is the owner of this web site ("KEC Web Site"). KEC can be contacted by mail at 376 Westwater Ridge Sugar Hill, Georgia, or by e-mail at hello@katherineemeneth.com. This online privacy notice discloses KEC information practices for this KEC Web Site, including what type of personal identifiable information is requested in order to make a purchase, how the information is used, and with whom the information is shared.
- (b) **Web Site Visits.** In general, you can visit on the KEC Web Site without revealing any personal information. KEC does not keep track of the domains from which people visit us.
- (c) **Web Site Transactions.** At times, KEC will need personal information regarding a customer or a prospect. For example, to process an order or provide a subscription, KEC may need to know a customer's name, mailing address, e-mail address and credit card details. It is KEC's intent to inform you before KEC collects personal information, such as user's name and/or address on the Internet. If you tell us that you do not wish to have this information used as a basis for further contact with you, KEC will respect your wishes.

### 2. Personal Information That May Be Collected.

- (a) **Identifying Information.** In order to make a purchase and/or access designated subscriber services and/or restricted areas within the KEC Web site, KEC will request a user to provide certain personal identifying information, which may include: name, postal address, e-mail address, telephone number, method of payment, and, if applicable, credit card number. KEC may request additional information necessary to establish and maintain customer's account.
- (b) **Service Quality Monitoring.** Some Web site transactions may require a customer to telephone KEC, or KEC to call the customer. KEC will not contact you by telephone without your prior consent, except to confirm an order placed online and/or to inform a customer of the status of such order. Customer should be aware that it is KEC's practice to monitor, and in some cases record such calls for staff training or quality assurance purposes.
- (c) **Information from Children.** KEC does not collect or maintain information from users actually known to be under the age of 13, and no part of KEC's Web sites are structured to attract anyone under the age of 13.
- (d) **Lost or Stolen Information.** Help keep your personal information accurate. If a customer's personal information has changed, please e-mail the new information to KEC at the e-mail address shown in Paragraph 1(a). If a customer would like to review the personal information KEC has in its files regarding the customer, e-mail your request to KEC together with the description of a recent purchase.

- (e) **Chat Rooms, Forums and Bulletin Boards.** If customer participates in an KEC chat room, discussion forum, or posts messages to an KEC bulletin board, customer should be aware that the information disclosed and shared will be broadly available to other persons, both inside of and/or outside KEC, who have access to that chat room, forum or bulletin board. Some individual KEC chat rooms, forums or bulletin boards have additional rules and conditions regarding participation. Also, participant's expressed opinion is his or her own and should not be considered as reflecting the opinion of KEC.
- (f) **Links to Other Web Sites.** An KEC Web site may contain links to other web sites. KEC is not responsible for the privacy practices or the content of those other Web sites.

### 3. Uses Made of the Information.

- (a) **Limited Uses Identified.** Without customer's prior consent, KEC will not use your personal identifiable information for any purpose other than that for which it is submitted. KEC uses personal identifiable information to reply to inquiries, handle complaints, provide operational notices and in program record-keeping. KEC also processes billing and business requests related to KEC Web Site participation.
- (b) **Marketing Uses.** KEC reserves the right to provide customer with information about KEC's Web site, KEC products and services, and related information in which customer has indicated an interest. Customer may opt-out by clicking the "unsubscribe" link at the bottom of each email or by emailing KEC directly at [hello@katherineemeneth.com](mailto:hello@katherineemeneth.com).
- (c) **Stored Information Uses.** KEC stores and retains the information provided by customer. Stored information is used by KEC and KEC agents: to support customer interaction with the KEC Web site; to deliver customer purchases; and/or to contact customer again about other KEC services and products.
- (d) **Online Advertising.** Some companies that help KEC deliver interactive on-line advertising, such as banner ads, may collect and use information about KEC's customers to help KEC better understand the types of advertising or promotions that are most appealing to KEC's customers. After it is collected the information is aggregated so it is not identifiable to a specific individual. If, however, customer would prefer that these companies not collect such information, customer may email KEC at the following email address: [hello@katherineemeneth.com](mailto:hello@katherineemeneth.com).

### 4. Disclosure of the Information.

- (a) **Within Corporate Organization.** KEC is a multinational organization, with legal entities, business processes, management structures, and technical systems that cross borders. KEC may share your personal information within the KEC corporate organization, and may transfer the information to countries in the world where KEC conducts business. Some countries may provide less legal protection for customer personal information. In such countries KEC will still handle customer personal information in the manner described herein.
- (b) **Mergers and Acquisitions.** Circumstances may arise where for business reasons, KEC decides to sell, buy, merge or otherwise reorganize its businesses in the United States or

some other country. Such a transaction may involve the disclosure of personal identifying information to prospective or actual purchasers, and/or receiving such information from sellers. It is KEC's practice to seek appropriate protection for information in these types of transactions.

- (c) **Agents.** KEC employs or engages other companies and individuals to perform business functions on behalf of KEC. These persons are provided with personal identifying information required to perform their functions, but are prohibited by contract from using the information for other purposes. These persons engage in a variety of functions which include, but are not limited to, fulfilling orders, delivering packages, removing repetitive information from customer lists, analyzing data, providing marketing assistance, processing credit card payments and providing customer services.
- (d) **Affiliated Businesses.** KEC works closely with affiliated businesses operating web site stores, providing services or selling products on each other's Web sites. These businesses identify themselves to customers. Customer information related to a transaction with an affiliated business is shared with that affiliated business.
- (e) **Marketing Analysis by Third Parties.** KEC reserves the right to disclose to third parties personal information about customers for marketing analysis; however, any information disclosed will be in the form of aggregate data that does not describe or identify an individual customer.
- (f) **Disclosure to Governmental Authorities.** KEC may release personal information to appropriate governmental authorities where release is required by law (for example, a subpoena) or by a regulation, or is requested by a government agency conducting investigations or proceedings.

## 5. Use of Computer Tracking Technologies.

- (a) **No Tracking of Personal Information.** KEC's Web site(s) are not set up to track, collect or distribute personal information not entered by visitors. Our site logs do generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for internal purposes by technical support staff to provide better services to the public and may also be provided to others, but, again, the statistics contain no personal information and cannot be used to gather such information.
- (b) **Use of Cookies.** A cookie is a small amount of data that is sent to customer's browser from a Web server and is stored on the computer's hard drive. KEC uses non-identifying cookies to provide easier site navigation. KEC's Web site(s) can still be used if customer's browser is set to reject cookies. KEC's cookies do not generate personal data, do not read personal data from your machine and are never tied to anything that could be used to identify you.
- (c) **Use of Web Beacon Technologies.** KEC may also use Web beacon or other technologies to better tailor its Web site(s) to provide better customer service. If these technologies are in use, when a visitor accesses these pages of the Web site, a non-identifiable notice of that visit is generated which may be processed by KEC or by its suppliers. Web beacons usually work in conjunction with cookies. If customer does not want cookie information to be associated with customer's visits to these pages, customer can set its

browser to turn off cookies; however, Web beacon and other technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.

- (d) **Collection of Non-Identifiable Information.** KEC may collect non-identifiable information from user visits to the KEC Web site(s) in order to provide better customer service. Examples of such collecting include: traffic analysis, such as tracking of the domains from which users visit, or tracking numbers of visitors; measuring visitor activity on KEC Web site(s); Web site and system administration; user analysis; and business decision making. Such information is sometimes known as "clickstream data." KEC or its contractors may use this data to analyze trends and statistics.
- (e) **Collection of Personal Information.** KEC collects personal identifying information from customer during a transaction. KEC may extract some personally identifying information about that transaction in a non-identifiable format and combine it with other non-identifiable information, such as clickstream data. This information is used and analyzed only at an aggregate level (not at an individual level) to help KEC understand trends and patterns. This information is not reviewed at an individual level.

## 6. Information Security.

- (a) **Commitment to Online Security.** KEC intends to protect customer personal information and to maintain its quality. To achieve information security and quality, KEC implements appropriate measures and processes, such as using encryption when transmitting certain sensitive information.
- (b) **No Liability for Acts of Third Parties.** KEC will exercise all reasonable efforts to safeguard the confidentiality of customer personal information. However, transmissions protected by industry standard security technology and implemented by human beings cannot be made absolutely secure. Consequently, KEC shall not be liable for unauthorized disclosure of personal information due to no fault of KEC including, but not limited to, errors in transmission and unauthorized acts of KEC staff and third parties.

## 7. Privacy Policy Changes and Opt-Out Rights.

- (a) **Changes to Privacy Policy.** This privacy notice was last updated on July 22, 2021. KEC reserves the right to change its privacy policy statement at any time. A notice of any material change will be posted on the KEC Web site home page for seven (7) days prior to the implementation of such change.
- (b) **Opt-Out Right.** Customer and prospective customer has the right at any time to cease permitting personal information to be collected, used or disclosed by KEC and/or by any third parties with whom KEC has shared and/or transferred such personal information. Right of cancellation may be exercised by contacting KEC via e-mail at [hello@katherineemeneth.com](mailto:hello@katherineemeneth.com)., telephone or postal mail. After processing the cancellation, KEC will delete customer or prospective customer's personal information from its data base.

## 8. Access Rights to Data.

- (a) **Information Maintained by KEC.** Upon customer's request, KEC will provide a reasonable description of customer's personally identifiable information that KEC maintains in its data bank. KEC can be contacted by e-mail at [hello@katherineemeneth.com](mailto:hello@katherineemeneth.com), telephone at 404-663-4082, or postal mail at 376 Westwater Ridge, Sugar Hill, Georgia.
- (b) **Corrections and Changes to Personal Information.** Help KEC to keep customer personal information accurate. If customer's personal information changes, or if customer notes an error upon review of customer information that KEC has on file, please promptly e-mail KEC at [hello@katherineemeneth.com](mailto:hello@katherineemeneth.com) and provide the new or correct information.
- (c) **Your California Privacy Rights.** Beginning on January 1, 2005, California Civil Code Section 1798.83 permits customers of ABC who are California residents to request certain information regarding ABC's disclosure of personal information for their direct marketing purposes. To make such a request, please write to: 376 Westwater Ridge Sugar Hill, GA. Within 30 days of receiving such a request, ABC will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. ABC reserves its right not to respond to requests submitted other than to the address specified in this paragraph.

California's privacy laws require a company to provide notice to California users of their rights to receive information on to which entities their information was shared for marketing purposes.

## 9. Accountability.

- (a) **Questions, Problems and Complaints.** If you have a question about this policy statement, or a complaint about KEC compliance with this privacy policy, you may contact KEC by e-mail at [hello@katherineemeneth.com](mailto:hello@katherineemeneth.com).
- (b) **Terms of Use.** If customer chooses to enter into a purchase order or to subscribe to KEC's services, customer's action is hereby deemed acceptance of KEC practices described in this policy statement. Any dispute over privacy between customer and KEC is subject to the provisions of this notice and to KEC's Terms of Use Agreement which is hereby incorporated herein and which can be read at <https://www.katherineemeneth.com/>.