

# PRIVACY POLICY

*Last modified February 29, 2024*

## PLEASE REVIEW THIS POLICY CAREFULLY

The following describes how Cali Jae Designs (“Cali Jae Designs,” “I,” “me” or “my”) uses and disseminates information you provide through [www.calijaedesigns.com](http://www.calijaedesigns.com) and its sub-domains and affiliated sites, as well as Cali Jae Designs pages and accounts on Twitter®, Facebook®, LinkedIn®, Instagram®, TikTok®, and YouTube®<sup>1</sup>(the “Sites”). If you ever have questions about this Privacy Policy, please contact me at the information below. Please also review my full Terms and Conditions of Use, which also govern your use of the Sites. By using this Site, you are consenting to this Privacy Policy.

## COLLECTION OF YOUR PERSONAL INFORMATION.

Unless I expressly note otherwise, I do not collect personally identifiable information from users of my Sites. When you visit my Sites, some information about your computer hardware and software is inherently automatically collected, such as your IP address, domain name, browser type, access time and referring website addresses. I typically do not use this information for any purpose, but an example of when I may use this information is in implementing improvements and analyzing the Sites and for troubleshooting purposes. I also utilize this information to monitor and improve services and to ensure that your use of the Sites is in compliance with my Terms of Use. Most of our services do not require any form of registration, allowing you to visit the Sites without telling us who you are. However, some services, such as email opt-ins may require you to provide us with Personal Data. In such a case, you may choose to withhold any Personal Data requested by us, but it may not be possible for you to gain access to certain parts of the site or content. We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.

## INTERNATIONAL PRIVACY LAWS AND YOUR RIGHTS UNDER THE GDPR

If you are visiting the Site from outside the United States, please be aware that you are sending information to the United States where my servers are located. Information you submit may then be transferred within the United States or back out of the United States to other countries outside of your country of residence, depending on the type of information and how it is stored by me. These countries (including the United States) may not necessarily have data protection laws as comprehensively protective as your country of residence; however, my collection, storage, and use of your data will at all times continue to be governed by this Privacy Policy.

If you are a member of the European Union (EU), you have special rights under the GDPR. Those include: You have the right to object to the processing of your data and the right to portability of your data. All complaints must be sent to [hello@calijaedesigns.com](mailto:hello@calijaedesigns.com). You also have the right to erasure, rectification, access, or to seek restrictions to the processing of your personal data in our system. To the extent you provide consent to our processing of your personal data, you have the right to withdraw that consent at any time. Any withdrawal of consent does not apply to data collected lawfully prior to such consent. You have the right to lodge a complaint with a supervisory authority containing jurisdiction over GDPR related issues.

## COOKIES: WHAT THEY ARE, AND WHY THEY ARE NEEDED.

A cookie is a data text file sent from a website to your browser, for the purpose of identifying the user and allows access to portions of the website, thus alleviating the need to continually log in with your username and password. Cookies may be stored within your system. To the extent I use cookies, I can only access information from a cookie sent by one of the Sites, not other websites. I may use cookies to personalize your visit to my Sites because tracking usage allows me to best determine the needs of my customers and advertisers.

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<sup>1</sup> Note: add any third party platforms you utilize in your marketing

### **MY POLICY WITH MINORS.**

My Sites are not intended for individuals under the age of 18. If you are under 18, you may only use the Sites under the supervision of a parent or guardian. I do not collect or maintain information from anyone known to be under the age of 18, and no part of this website is designed to attract anyone under the age of 18. I do not sell products or services intended for purchase by children. If I discover or are otherwise notified that I have received any such information from a child in violation of this policy, I will delete that information.

### **DATA RETENTION**

I only retain Personal Data collected from Users for as long as the User's account is active or otherwise for a limited period of time as long as I need it to fulfill the purposes for which I have initially collected it unless otherwise required by law. I will retain and use information as necessary to comply with my legal obligations, resolve disputes, and enforce my agreements for a period of 10 years.<sup>2</sup>

### **USE OF YOUR PERSONAL INFORMATION.**

If you do choose to provide your personal information, I will not willingly share your information with companies outside my organization, except as described in this Privacy Policy. You may at times receive communications from me related to products and services that I believe might interest you. While I believe these services may enhance your time spent at the Sites, you will at all times have the option and ability to opt out from receiving these communications by specifically choosing to do so via a link which will be provided within emails that I send to you. I may disclose total aggregated user statistics in order to describe my services to potential advertisers, other third parties, affiliate companies, and for other lawful purposes.

The information I gather from you may be used in several ways, either now or in the future, to gain a better understanding of my Sites' users and their usage pattern as a whole, for site administration and troubleshooting, to process transactions, contest entries and other matters you initiate, to identify preferences in content and advertising, to target editorial, advertising or other content (such as promotions, special offers or other content) I think might be of interest to you. I may also use information I gather from you to communicate changes and improvements to my website or any registration you have made.

You have the right to request access to the information we have for you. You can do this by contacting us at [hello@calijaedesigns.com](mailto:hello@calijaedesigns.com). We will respond within 45<sup>3</sup> calendar days from the day the request is received. If there are extenuating circumstances preventing the fulfillment of your request, we reserve the right to reasonably extend our response due date, if reasonably necessary, and will notify you of such extension electronically. We will make sure to provide you with a copy of the data we process about you. In order to comply with your request, we may ask you to verify your identity. We will fulfill your request by sending your copy electronically unless the request specifies a different method. If you believe that the information we have about it is incorrect, or if you wish to remove your private information (such as an email address provided in an opt-in), you may contact us at [hello@calijaedesigns.com](mailto:hello@calijaedesigns.com). Any data that is no longer needed for the purposes specified herein will be deleted.

I do not give away, sell, rent or lease any users' personally identifiable information to any merchant, advertiser or web publisher. However, non-personally identifiable user information (such as usage pattern, browser type, and your computer) may be shared with third party businesses or advertisers with which I have a business or contractual relationship. I reserve the right to disclose personal information when needed to comply with the law or a legal process, cooperate with investigations of purported unlawful activities, to identify persons violating the law, in connection with the sale of part or all of Cali Jae Designs's or its affiliates' assets, or to enforce my Terms of Use.

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<sup>2</sup> NoteL you can specify how long you retain each type of information, such as accounting or billing information for a period of 7 years, or legal information for a period of 10 years.

<sup>3</sup> Suggested number

Please keep in mind that if you disclose personally identifiable information in a public manner through the Sites, this information may be collected and used by others accessing those portions of the Sites. I do not monitor information you disclose on the Sites nor do I accept any liability associated with your voluntary disclosure of the same.

You are responsible for reviewing the privacy statements and policies of other websites you choose to link to or from the Sites, so that you may understand how those sites collect, use and store your information. I am not responsible for the privacy statements, policies or content of any other websites. Websites containing co-branding (referencing my name and a third party's name) contain content delivered by the third party and not me.

#### **LIMITATIONS.**

By using the Sites you agree that I am not responsible for: (i) any disclosure of your personal information made by you to a third party through your use of the Sites; (ii) any disclosure of your personal information obtained illegally from me; or (iii) any accidental disclosure of your personal information made by me.

#### **POLICY CHANGES.**

I may modify this Privacy Policy from time to time. Any modifications will be effective immediately when I post them. I will take steps to notify users of any modifications, however, you are responsible for reviewing any modified terms. When I update my Policy, I will note the date of revisions at the top of the Policy. Your continued use of a Site following any changes means you accept and agree to any changes. For your convenience and future reference, the date of the Privacy Policy is included so that you can compare any different versions of the Privacy Policy to determine any changes made to the Privacy Policy.

#### **YOUR COMMENTS AND CONCERNS.**

This website is operated by Cali Jae Designs, 650 1350 East Main Street, Shrub Oak, NY 10588. All other feedback, comments, requests for technical support and other communications relating to the Sites should be directed to hello@calijaedesigns.com.

## **Notice under California Consumer Privacy Act**

*Last modified February 29, 2024*

This Privacy Notice explains, in general, the procedures behind our collection, storage, and process of the information we may collect from you online, if any. This notice is intended to operate as a supplement to our Privacy Policy, for the sole purpose of defining rights that California consumers may have with respect to our Sites under the California Consumer Privacy Act of 2018 ("CCPA").

Terms such as "personal information" and "processing" that are defined in the CCPA will have the same definitions in this Notice as we understand them to have under the CCPA. This includes exceptions to certain terms under the CCPA. For example, "personal information" under the CCPA does not include publicly available, aggregate consumer information, or de-identified information.

The following chart is for the sole purpose of demonstrating the categories of information we may collect online, and other relevant information, such as why we collect information, how it is shared, if it is shared, and whether we sell that personal information.

#### **Personal Information:**

<b>Type of Information Collected</b>	<b>Purpose for Collection</b>	<b>Who do we share Information with?</b>

Name, email address, inquiry, website	Information requested on our contact page, located at <a href="http://www.calijaedesigns.com">www.calijaedesigns.com</a>	Third party service providers as necessary to administer, facilitate, and enhance the provision of our Sites under agreements that such providers maintain the information confidential.
<i>List any other information you collect, such as information you collect through a tool such as Google Analytics, ie, “information available through your Internet Protocol address”</i>	Collected automatically through various website tools we employ, as defined in our Cookie Notice. Collection of such information aids in improving our website for our visitors.	Third party service providers as necessary to administer, facilitate, and enhance the provision of our Sites under agreements that such providers maintain the information confidential.

If you would like to request additional information, please email [hello@calijaedesigns.com](mailto:hello@calijaedesigns.com), and complete the following:

- Identify yourself
- Specify the information you request to be accessed, corrected, or removed

Please note that we reserve the right to request additional information to verify the above, including a form of government-issued identification. We additionally reserve the right to decline to process requests if you fail to provide either of the above, if we believe the request will violate any other law or legal requirement, cause the information to be incorrect, or jeopardize the privacy of others.

Written responses to information requested under this section will be delivered electronically. We will respond within 45<sup>4</sup> calendar days from the day the request is received. If there are extenuating circumstances preventing the fulfillment of your request, we reserve the right to extend our response due date, if reasonably necessary, and will notify you of such extension electronically. If a request is declined, we will provide an explanation as to why. You have the right to appeal a denial. We will not discriminate against you for exercising any rights available to you under applicable law.

We additionally reserve the right to modify, or delete some or all of your information collected. In such a case, we will retain data as reasonably necessary to comply with any legal obligations, including regulatory, security, or dispute requirements, law enforcement requirements, to prevent fraud or abuse, or to enforce obligations, including any other requests from you.

To make a request, you’re welcome to contact us at the information provided in our Privacy Policy. You can designate an agent to make a request on your behalf in one of two ways: (1) having your agent send us a letter, signed by you, certifying that the agent is acting on your behalf and showing proof that they are registered with the California Secretary of State; or (2) by you and the agent executing and sending us a notarized power of attorney stating that the agent is authorized to act on your behalf. Please note that we may still require you to verify your identity before we process a request submitted by your agent.

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<sup>4</sup> Choose the same number as footnote 3