

North Charles, LLC Privacy Policy

This Privacy Policy was last updated on June 19, 2023.

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use Our Website. We use Your Personal Data to provide and improve the Website. By using the Website, You agree to the collection and use of information in accordance with this Privacy Policy.

Definitions

For the purposes of this Privacy Policy:

- **"Company"** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to North Charles, LLC.
- **"Cookies"** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **"Device"** means any device that can access the Website such as a computer, a cell phone or a digital tablet.
- **"Personal Data"** is any information that relates to an identified or identifiable individual.
- **"Website Provider"** means any natural or legal person who processes the data on behalf of the Us. It refers to third-party companies employed by the Us to facilitate the Website, to provide the Website on behalf of Us, or to assist Us in analyzing how the Website is used.
- **"Usage Data"** refers to data collected automatically, either generated by the use of the Website or from the Website infrastructure itself (for example, the duration of a page visit).
- **"You"** means the individual accessing or using the Website, or the company, or other legal entity on behalf of which such individual is accessing or using the Website, as applicable.

Types of Data Collected

Personal Data

While using Our Website, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Usage Data

Usage Data

Usage Data is collected automatically when using the Website. Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Website that You visit, the time and date of Your visit, the time spent on those pages, unique device

identifiers and other diagnostic data. We may also collect information that Your browser sends whenever You visit Our Website or when You access the Website by or through a mobile device.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Website and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Website. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Website. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Website may use Cookies.
- **Web Beacons.** Certain sections of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

We use Cookies to help to authenticate users, prevent fraudulent use of user accounts, and provide you with previously selected preferences. Without these Cookies, the Websites that You have asked for cannot be provided, and We only use these Cookies to provide You with those Websites.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- **To provide and maintain our Website,** including to monitor the usage of our Website.
- **To contact You:** To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to our services.
- **For other purposes:** We may use Your information for other purposes, such as data analysis, identifying usage trends, to evaluate and improve our Website, marketing and your experience.

We may share Your personal information in the following situations:

- **With Website Providers:** We may share Your personal information with Website Providers to monitor and analyze the use of our Website, for payment processing, to contact You.
- **With business partners:** We may share Your information with Our business partners to offer You certain products, Websites or promotions.
- **With Your consent:** We may disclose Your personal information for any other purpose with Your consent.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Website, or We are legally obligated to retain this data for longer time periods.

Disclosure of Your Personal Data

Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation.
- Protect and defend the rights or property of the Company.
- Prevent or investigate possible wrongdoing in connection with the Website.
- Protect the personal safety of Users of the Website or the public.
- Protect against legal liability.

Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Detailed Information on the Processing of Your Personal Data

The Website Providers We use may have access to Your Personal Data. These third-party vendors collect, store, use, process and transfer information about Your activity on Our Website in accordance with their Privacy Policies.

Analytics

We may use third-party Website providers to monitor and analyze the use of our Website.

Email Marketing

We may use Your Personal Data to contact You with newsletters, marketing or promotional materials and other information that may be of interest to You. You may opt-out of receiving any, or all, of these communications from Us by following the unsubscribe link or instructions provided in any email We send or by contacting Us.

Sources of Personal Information

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from You. For example, from the forms You complete on our Website, preferences You express or provide through our Website, or from Your purchases on our Website.
- Indirectly from You. For example, from observing Your activity on our Website.
- Automatically from You. For example, through cookies We or our Website Providers set on Your Device as You navigate through our Website.
- From Website Providers. For example, third-party vendors to monitor and analyze the use of our Website or other third-party vendors that We use to provide the Website to You.

Use of Personal Information for Business Purposes or Commercial Purposes

We may use or disclose personal information. We collect for "business purposes" or "commercial purposes", which may include the following examples:

- To operate our Website and provide You with our Website.
- To provide You with support and to respond to Your inquiries, including to investigate and address Your concerns and monitor and improve our Website.
- To fulfill or meet the reason You provided the information. For example, if You share Your contact information to ask a question about our Website, We will use that personal information to respond to Your inquiry.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to You when collecting Your personal information.
- For internal administrative and auditing purposes.
- To detect security incidents and protect against malicious, deceptive, fraudulent or illegal activity, including, when necessary, to prosecute those responsible for such activities.

Please note that the examples provided above are illustrative and not intended to be exhaustive. For more details on how we use this information, please refer to the "Use of Your Personal Data" section.

If We decide to collect additional categories of personal information or use the personal information We collected for materially different, unrelated, or incompatible purposes We will update this Privacy Policy.

Sale of Personal Information

We do not sell your Personal Data.

Sharing Your Personal Information

We may share Your personal information identified in the above categories with the following categories of third parties:

- Website Providers
- Our business partners

Sale of Personal Information of Minors Under 16 Years of Age

We do not knowingly collect personal information from minors under the age of 16 through our Website, although certain third party websites that we link to may do so. These third-party websites have their own terms of use and privacy policies and we encourage parents and legal guardians to monitor their children's Internet usage and instruct their children to never provide information on other websites without their permission.

If You have reason to believe that a child under the age of 13 (or 16) has provided Us with personal information, please contact Us with sufficient detail to enable Us to delete that information.

Children's Privacy

Our Website does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers.

Links to Other Websites

Our Website may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or Websites.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, You can contact us:

- By sending us an email: Info@NorthCharlesCanine.com
- By calling the phone number listed on our website: <https://www.northcharlescanine.com/>