

Heights with Holly ONLINE PRIVACY POLICY

This Privacy Policy describes how Heights with Holly collects, uses, handles and protects your personal information. You agree to the terms and conditions of this Privacy Policy when you:

- access or use the heightswithholly.com website (the “site”);
- sign up to follow our blog or to receive promotional emails, make a purchase or otherwise interact with us on or through the site (“Customer Interactions”);
- access links to Heights with Holly social media pages/accounts on third party social media websites (“Social Media Pages”); and/or

Changes to this Privacy Policy

We may need to update this Privacy Policy to make sure it complies with applicable laws and conforms to changes in our business, and we reserve the right to do so at any time. If we do revise this Privacy Policy, we will update the “Last Updated” date at the top of this page so that you can tell if it has changed since your last visit. Your continued use of our site and/or Heights with Holly offerings constitutes your acceptance of the terms of the Privacy Policy as may be amended or revised by us from time to time. We recommend that you check the site regularly for any changes to our Privacy Policy.

What information do we collect from you?

Depending on how you interact with us, we collect some or all of the following categories of information:

- Contact and other personal information: your name, address, postal code, telephone number, email address, user ID and contact information.
- Billing information: credit/debit card number, expiration date, CVV code, alternate or additional billing information and billing address,
- Purchase information: products purchased and occasion type (for example, Mother's Day), any promotion or gift card code and related information (for example, if you are claiming frequent flyer miles),
- Gift-related information: gift recipients' names, addresses, telephone numbers, and email addresses, and the gift messages you include,
- Device information about the devices you use to access our Service (including mobile devices), platform information, user identification number and device location,

- Application information - including which of your applications are used, how your applications are used and the duration of use of your applications,
- Network information – including IP address, network carrier and country code, browsing information, such as how you interact with the Service, and
- Other information you provide to us when you participate in our various forums, as well as User Submissions (defined in the [Terms of Use](#)).

We collect personal information when you visit and use the site, during Customer Interactions, and when you otherwise communicate with Heights with Holly.

We may use the information we collect from you or receive about you:

- for billing purposes;
- to provide, maintain, and improve the site and our products and services;
- to respond to your questions and fulfill your orders and requests;
- to verify entry into a Promotion and ship any prizes won in connection an applicable Promotion;
- to personalize our products, services and offerings to you;
- to communicate with you about your orders, our products, and the site;
- to send you promotional messages and for targeted advertising purposes; and/or
- for internal data modeling and marketing purposes.

We may collect information about you from other sources, as follows:

- If you access or log in to a Heights with Holly Offering through a social media website or other third-party service or connect to a social media website or other third-party service through a Heights with Holly. Offering, we may collect your user ID and/or username associated with a third-party social media service, any information or content you have permitted the social media service to share with us, such as your profile picture, email address or friends lists, and any information you have made public in connection with that social media service. When you engage in such activity, you are authorizing Heights with Holly to collect, store, and use such information and content in accordance with this Privacy Policy.

- Heights with Holly may work with one or more data-modeling and/or data-append services which allow us to learn more about you from other sources, based on the information you have permitted us to gather directly (including your email address).

We, our service providers (including advertising and analytics providers), and third parties may automatically collect several types of information about you including information:

- as you navigate through the site, which information may include usage details, IP addresses, operating system, browser type, referring URLs, access times, pages viewed, and information collected through cookies, web beacons, and other tracking technologies, such as information about your browsing and purchasing behavior.
- about your mobile device.

This information is used to analyze trends, administer the site and Heights with Holly Offerings, associate browsers and devices together, and deliver advertising and content targeted to your interests.

The technologies we, our service providers, and third parties may use for this automatic data collection may include:

- **Cookies.** A cookie is a small removable data file that is stored by your web browser on your computer which often includes a unique identifier. Cookies are used to provide customers with tighter security, customized content, and tracking of orders and shopping cart items. Session cookies expire at the end of a particular visit to our site, while persistent cookies (also called stored cookies) remain active until you disable them through your browser settings, or until a pre-set expiration date.
- **Web Beacons.** Pages of our site 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 us, 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 certain website content and verifying system and server integrity).

You may disable or refuse to accept cookies through the appropriate browser settings, however if you select this setting you may not be able to use all features of our site. In addition, disabling cookies may cancel opt-outs that rely on cookies, such as web analytics or targeted advertising opt-outs.

Third Party Websites

We are not responsible for the content or privacy practices of any websites or services that are not owned or controlled by Heights with Holly, including those to which this site links to or that link to this site.

Sharing of Your Information

We may share aggregated or de-identified information regarding our customers with partners, advertisers, or other third parties. This data will not identify you personally.

We may share information with companies that provide support services to us (such as a printer, mailing house, fulfillment company, delivery company, or web host) or that help us market our products and services. These companies may need information about you in order to perform their functions. These companies are not authorized to use any personal information we share with them for any other purpose.

We (including, for all purposes hereof, any third parties that provide support services to us) will use the PII you provided to us to process, validate, confirm, verify, deliver and track your purchases (including by processing payment card transactions, arranging shipping and handling returns and refunds, and contacting you about your orders, including by telephone and/or the email address that you provide to Heights with Holly for communication purposes).

As we develop our business, we might sell or buy businesses or assets. In the event of a company sale, merger, reorganization, dissolution, or similar event, the personal information and other information you provide to us or that we have gathered about you may be part of the transferred assets.

We may be required to disclose such information in response to subpoenas, court orders, requests from law-enforcement officials, or if we are otherwise required to disclose such information by law. If we believe disclosure is necessary or appropriate to protect against

and prevent fraud, unauthorized transactions, claims and other liabilities, and manage risk exposure of Heights with Holly, our customers or others, we may disclose your information as required. This includes identifying potential hackers and other unauthorized users to your account.

We may share your email address, other information you voluntarily provide to us, such as your hobbies, personal interests, gender, demographic information, and product and service preferences, and other information we may collect, including PII, with third-party partners for our, theirs and their customers' marketing, analytics, content personalization, and other activities. We and our partners may combine such data with other data for these purposes.

Protecting Your Information

We make commercially reasonable efforts to help keep your information secure and help protect your information from loss, theft, misuse, alternation, and unauthorized access or disclosure. Unfortunately, even though we use commercially reasonable efforts to protect your information, we cannot guarantee complete security. Any information that you provide to us is done so entirely at your own risk.

To further protect yourself, you should close your browser window when you have finished your visit to our site.

Opting-Out of Communications

Receipt of marketing, promotional, and non-transactional email communications from Heights with Holly. Click the "unsubscribe" link located at the bottom of any Heights with Holly email.

Please note that you cannot opt-out of transactional email communications related to your order. We may continue to contact you for the purposes of communicating information relating to your request for Heights with Holly Online Offerings, your participation in a Promotion and to respond to inquiries made by you, as applicable, even if you have elected to opt-out of certain communications as provided above.

To opt-out of all communications from Heights with Holly you must cease using the Heights with Holly Online Offerings, and other services related to the Heights with Holly Online Offerings.

Children's Privacy

We do not intentionally collect personally identifiable information from children under the age of thirteen. If we become aware that we have collected personally identifiable information from a user of the site who is under the age of thirteen, we will remove that child's personal information from our files.

Contact Us

We welcome your questions, comments and concerns about privacy. Please email us at info@heightswithholly.com with your feedback pertaining to privacy.