

## **PRIVACY POLICY**

Joolz USA Inc. (“Joolz”) respects your privacy. We have therefore updated our privacy policy, which explains what Personal Data we collect from you, how that data is used or shared, and what choices you have in the process. Please review this Privacy Policy before continuing to access our website. By accessing our website, you consent to the terms of this Privacy Policy. The terms ‘we’, ‘us’, or ‘Joolz’ are each intended as reference to Joolz USA. Other terms are defined later in this Policy.

### **What do we collect**

If you simply browse Joolz’s website, you may generally do so anonymously, without providing Personal Data. When you visit some parts of our website, we may ask you for Personal Data. For example, with your permission by filling out a webform, subscribing to a newsletter or participating in other promotion activities, we collect the following information:

- your name
- information on Joolz products you own
- your contact information including email address
- demographic information such as Zip Code, preferences and interests
- other information relevant to customer surveys and/or offers

We ask for certain information when you join us on social media, participate in community forums, contact us with questions, or request support. You can also provide Personal Data to us directly, either through our website or separately (e.g., email correspondence).

When you place an order for a Joolz product, we ask for your name, email address, mailing address, phone number, and a credit card number and expiration date. This Personal Data is required for orders to be processed and fulfilled, or to send an order or shipping confirmation. If necessary, we may provide select Personal Data to third-party shipping agents (e.g., your name, phone number, and delivery address) or financial institutions (such as credit card companies), if necessary, to order, pay for, or ship products or related services you’ve ordered from us.

All Internet transactions with Joolz are performed on a secure server that encrypts your credit card or bank account information to protect against access by unauthorized third parties. Your credit card or other financial information will not be stored on Joolz servers.

Pursuant to regulatory obligations, Joolz will use Personal Data collected from your product registration to notify you in the event of a product recall or as otherwise permitted under federal law.

### **How long do we store your Personal Data?**

The length of time we keep your Personal Data depends on what it is and whether we have an ongoing business need to retain it, such as to comply with applicable legal, tax, or accounting requirements. We'll retain the Personal Data you've provided to us for as long as we have a relationship with you and for a period of time afterwards when we have an ongoing business need to retain it, consistent with our data retention policy and other practices. After that time, it will be deleted or anonymized.

### **Your data protection rights**

Certain data protection regimes may grant you rights with respect to your Personal Data, and Joolz will abide by applicable data protection laws. Under the European Union's General Data Protection Regulation (GDPR), a data subject may

- Make a request to obtain access to the Personal Data concerning that person;
- Request the rectification or correction of Personal Data in case of inaccuracies or incompleteness;
- Request the erasure of Personal Data that relates to the data subject;
- Object to or to request restriction of the processing of the subject's Personal Data;
- Receive your Personal Data in a structured, commonly-used and machine-readable format, and with the right to transmit that data to another controller;
- Object to profiling;
- Lodge a complaint with a supervisory authority having jurisdiction; and
- Withdrawal of any consent previously given.

To the extent the GDPR is applicable to the processing of your Personal Data, Joolz will comply with the above requests unless legal and regulatory obligations require otherwise. If you have any questions or concerns

regarding the processing of your Personal Data, please contact [privacy@my-joolz.com](mailto:privacy@my-joolz.com).

## **Security**

When it comes to your Personal Data, security is a priority for us; however, as we all recognize, no website can be 100% secure. Any Personal Data you provide to Joolz will be retained and stored with care, consistent with applicable security policies and regulations. This website uses encryption technology for the transmission of electronically stored data, with a focus on sensitive financial information.

Should you suspect that your Personal Data has not been properly secured and/or should there be indications of loss, theft, misuse and unauthorized access, disclosure, alteration and/or destruction, please send an email to [privacy@my-joolz.com](mailto:privacy@my-joolz.com).

## **How do we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. For more information, see our [cookie policy](#).

## **Linked Sites**

Joolz's website may contain links to and from third-party and/or affiliates websites managed by persons, organizations or entities not controlled by Joolz. A link from this website to any other site does not imply that Joolz endorses or approves of other websites and or their content. These links are provided for reference and convenience when researching related products

and/or activities, and Joolz encourages you to review the privacy practices of those websites.

### **What Personal Data we may share**

Joolz may disclose user information, including Personal Data, in special cases, when it has reason to believe that disclosure is necessary, such as: to identify, contact or facilitate legal action; to comply with laws, regulations, or obligations of a governmental or regulatory body; to facilitate the sale or transfer of any part of its business or assets, or the merger or acquisition by another entity; and to protect the rights of Joolz or others.

Unless otherwise provided in this Privacy Policy, your Personal Data will not be rented, sold, or shared with any third party.

### **Disclaimers**

Joolz uses reasonable efforts to ensure the accuracy and reliability of this website's content, but we make no representations or warranties about the content's accuracy, correctness or reliability. Joolz is not responsible for any damages arising out of your use of, your inability to use, security issues, or other issues with the performance of this website or its content to the extent permitted by applicable law.

### **Changes to this Privacy Policy**

Joolz periodically reviews its Privacy Policy and makes revisions from time to time. Please check back with us to stay informed about revisions to this Policy.

### **Key Terms**

"Joolz" refers to Joolz USA Inc., a US-based company with its office in New York City which distributes Joolz® products. This Privacy Policy does not apply to non-US affiliates of Joolz. Please refer to the applicable privacy policy of the jurisdiction in which you reside.

"Personal Data" means identifiable information about you; specifically, your name, address, phone number, date of birth, email address, user name and password, products you may have purchased, product registration, support queries, comments on community forums, personally identifiable information you share with us on social media, and any medical information that you may share with us. Personal Data also includes financial and bank account numbers, credit or bank card information, and unique identifiers, such as a government-issued Social Security number, driver's license number, and passport number.

## **How to contact us**

If you have any questions regarding this, please contact us:

Joolz USA Inc.

PO Box 4530

New York, USA

NY 10163-4530

[info.us@joolz.com](mailto:info.us@joolz.com) or [privacy@my-joolz.com](mailto:privacy@my-joolz.com)