



## **Privacy Policy**

**Effective Date: January 1, 2017**

Blended Waxes, Inc. ("Blended Waxes") takes the confidentiality of your personal information seriously. The following Privacy Policy describes how we collect and use information through this website. By accessing or using this website, you hereby agree to the terms of this Privacy Policy and consent to the collection and use of information as discussed in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, do not access this website.

Blended Waxes reserves the right to modify or amend this Privacy Policy at any time. All changes will be effective immediately upon posting to this website. Material changes will be conspicuously posted on this website. By accessing or using this website after changes are posted you agree and consent to all changes.

### **Personally Identifiable Account Information**

Blended Waxes may collect information you voluntarily share with us in submitting an application for services, as well as other information, for example through Internet Protocol ("IP") addresses and the use of "cookies," which may be placed on your computer when you access the website. (See the sections on **IP Addresses** and **Cookies** below.)

Blended Waxes may collect any content, record or electronic communication of any kind, including without limitation your (1) contact information, (2) financial information, (3) demographic information and (4) other personal information required to process your purchase of products from Blended Waxes, so we may provide you with the information or products you request, and so we may communicate with you and send you information and materials for marketing and other purposes, subject to applicable laws and the terms of the Privacy Policy.

We do not sell, rent or loan any of your personally identifiable information to any third party.

In addition, we may use and share aggregated information that does not uniquely identify you when it enables us to improve and enrich our services and website content. In addition, Blended Waxes reserves the right to use and share your information in the event Blended Waxes believes doing so is necessary to operate this website, where disclosure may be required by law or to protect Blended Waxes right or the rights of others.

## **Ownership of Collected Information**

Blended Waxes maintains full rights to any information collected on this website, and may freely collect, use and disclose the information unless prohibited by this Privacy Policy or applicable law. Upon a change in control of Blended Waxes or sale by Blended Waxes of substantially all of its assets, any information owned by or in the control of Blended Waxes may be transferred to the Blended Waxes' successor, who will comply with the terms of this Privacy Policy.

## **Sharing Information with our Suppliers**

We may share information we collect with our payment processor and other suppliers as necessary for us to provide the website and our products to you and as may otherwise be permitted by applicable law. These suppliers include Authorize.net, our payment processor. We encourage you to review Authorize.net's privacy policy, which is located at <http://www.authorize.net/company/privacy/>. Our website hosting supplier is WP Engine. We require our suppliers to comply with all applicable data privacy laws and regulations and they are authorized to use your personally identifiable information as necessary to provide the applicable services to Blended Waxes.

## **IP Addresses**

Blended Waxes logs IP addresses for system administration purposes. IP addresses are not used to track a user's session. This information only helps us determine how often different areas of our site are visited. We do not link IP address to any information that is personally identifiable.

## **Cookies**

Blended Waxes may use cookies to track the use of our website and to facilitate and enhance your experience on our website. "Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. Our cookies enable us to facilitate access to different aspects of our website. For example, by showing when and how you and others visit our website, cookies help us to see which pages of the website are popular and which are not. Cookies can also help us to improve your enjoyment of this website, for example, by remembering your address or other personal information when you request information or services on the website.

Most web browsers automatically accept cookies, but you can disable this function so your browser will not accept cookies. Please be aware disabling this function may impact your use and enjoyment of this website.

## **Access by Children**

This website is not directed toward children under 13 years of age and Blended Waxes does not knowingly collect or use information from children under 13 years old through this website.

## **Google Analytics**

This website uses Google Analytics, a web analysis service provided by Google Inc., to collect information about your use of the Site, which your web browser automatically sends to Google. This information includes the URLs of the web sites you visit and your IP address. Google may also set cookies or read preexisting cookies. This information is stored on Google's servers. Google uses this information to provide us with reports about website traffic and your visits to the website (for example, the domain from which you access the Internet, the web address of the web site from which you linked to the Site, and the date and time of your visit to the websites you view and click through). We will use this data to improve the website's structure and content. Google may use this data in accordance with its Privacy Policy, which is located at <http://www.google.com/policies/privacy>. For more information on how Google uses your data, visit <http://www.google.com/policies/privacy/partners>. You may opt out of our use of Google Analytics by visiting the Google Analytics opt-out web site at <http://tools.google.com/dlpage/gaoptout> and installing the Google Analytics Opt-Out Browser Add-On. Please remember you will need to opt out for each browser you use.

## **Do Not Track**

Blended Waxes will automatically collect cookies and other non-personally identifying information when you visit this site. Due to this automatic collection, we do not currently honor do not track requests.

## **Email Communication**

Blended Waxes may use your personal information to send you promotional communications if you opt-in to receive the communications. You have the opportunity to opt-out of receiving promotional communications from us at any time. To discontinue your receipt of promotional communications, simply click on the "unsubscribe" link in the body of the email.

## **Security**

We limit access to personally identifiable information about you to our employees and third-party agents who we reasonably believe need to have access to your information to provide you with the information or services you request from Blended Waxes.

This website has security measures in place to help protect against the loss, misuse and alteration of the information under our control. While we cannot guarantee that loss, misuse or alteration to data will not occur, Blended Waxes uses industry standards, such as Secure

Socket Layers (“SSL”) technology, to help safeguard against loss, misuse or alteration of data. In certain areas, the information passed between your browser and our system is encrypted with SSL technology to create a protected connection between you and our website to ensure confidentiality. In the event a breach into our security systems occurs and there is a possibility an unauthorized person acquires your personal information, Blended Waxes will notify you of a breach under applicable law.

### **Access to Your Personal Information**

If you wish to have access to your personal information in our records, please contact us with your request at [information@blendedwaxes.com](mailto:information@blendedwaxes.com). You may also request that we update your personal information or correct any factual errors you believe may exist regarding this information.

### **Third-Party Websites**

This website may link to, or be linked to, other websites not maintained by or related to Blended Waxes. Blended Waxes is not responsible for the privacy policies or practices of any third parties or third-party websites, including any linked or linking websites. To the extent that you disclose personally identifiable information to any third parties, different rules may apply to their use and disclosure of personal information that you disclose to them. We encourage you to review the privacy policies of all other websites before disclosing your personal information to them.

### **Contacting Us**

If you have any questions or concerns regarding this Privacy Policy, please contact us at:  
[information@blendedwaxes.com](mailto:information@blendedwaxes.com)  
Blended Waxes, Inc.  
1512 S. Main Street  
Oshkosh, WI 54902  
800-294-4692 Ext. 101