**Terra Mare Privacy Policy**

Last updated on [INSERT]

MGH Beauty, LLC, d/b/a Terra Mare ("Terra Mare", “we”, “our”, “us”) is committed to providing transparency regarding the information we collect via our website: <https://terramare.com/> (the “Website”), as well as information we collect when we interact with you by phone, electronically, in-person or through your interactions with our online advertising (collectively, when providing you the “Services”). This Privacy Policy describes the types of information we collect and how we use and disclose it. It also describes the choices available to you regarding your information. Undefined capitalized terms shall have the meanings set forth in the [Terms & Conditions](https://terramare.com/terms-and-conditions/).

Please read this Privacy Policy carefully prior to your use of, or creation of an Account on, the Services. If you do not agree to abide by this Privacy Policy, please do not use the Services.

This Privacy Policy may change from time to time and should be read in conjunction with our [Terms & Conditions](https://terramare.com/terms-and-conditions/) which include all disclaimers of warranties and limitation of liabilities. If we make any material changes to this Policy, we will let you know in accordance with applicable law.

This Privacy Policy contains the following sections:

1. How We Collect Information
2. How We Use Your Information
3. How We Disclose Your Information
4. Cookies and Online Advertising
5. Use of Chatbots
6. Your Rights and Choices
7. Sweepstakes, Contests, and Promotions
8. Links to Other Websites
9. Children
10. International Transfers
11. Security and Retention
12. Additional Information for California Residents
13. Contact Information

**1.             How We Collect Information**

We collect a variety of information from and about you as you use the Services or as we otherwise interact with you as further explained in this section.

**Information we collect from you**. We collect information directly from you when you:

* Use the Services, including without limitation when you:
  + create an Account;
  + interact with your Account by updating your information including but not limited to, your name, phone number, email and physical address, and payment settings;
  + subscribe to and manage your subscriptions with us for our products, SMS program, email newsletter, and/or magazine;
  + enroll and participate in our affiliate or ambassador program;
  + add an item to your cart, make a purchase, or engage in a refund or return; or
  + provide your social media account information to us.
* Interact with our promotional or commercial content, for example when you:
  + participate in sweepstakes or contests that we offer on our own or in partnership with third parties;
  + participate in surveys that we administer on our own or in partnership with third parties;
  + redeem coupons or offers from us;
  + indicate that you are interested in receiving information about or discounts for our products or services, such as through email alerts, SMS texts and other notifications, and when you interact with such communications; and
  + post content on the Services such as reviews, testimonials, and other feedback.
* Other information you voluntarily provide when you interact with us online or in-person, such as through social media, customer service emails or calls or online chats, or other methods described in our Contact Us page

**Information We Collect Automatically**. There is some information we and our advertising and analytics partners may collect automatically as you navigate through the Services (“Usage Information”), including:

* the dates and times at which you use the Services;
* the extent of your use of the Services;
* the general location and Internet Protocol address from which you access and/or use the Services;
* the URL or advertisement that referred you to the Services;
* the search terms you entered into a search engine that led you to the Services;
* your usage preferences, areas and pages within the Services that you access or use, which products/services you view or purchase, and any other items or links within the Services that you click, view or access; and
* the mobile platform or service provider you use, your browser type, your operating system, and referring/exit pages.

We and our ad and analytics partners may collect Usage Information over time and across third-party websites or other online services to understand more about your preferences.

**Information We Collect From Third Parties.** We collect the following information about you from third parties:

* Publicly available sources: We may collect information from publicly available sources, such as social media platforms like Twitter, LinkedIn, and Facebook. Additionally, if you interact with us on third-party platforms, such as via email or social email, we may collect information we receive from such third-party platforms as well.
* Other sources: We may also obtain information about you from various third parties, such as business partners, marketers, researchers, analysts, and other parties that we may attribute to you based on your assignment to certain statistical groups.

We use this information to supplement the information that we collect directly from you in order to derive your possible interests and to provide more relevant experiences for you with our company and improve our Services, products, analytics, and advertising.

**Combined Information**. We may combine the information we collect through the variety of sources noted above and use such combined information in accordance with this Privacy Policy.

**De-Identified Information**. We may de-identify or anonymize information we collect so the information cannot reasonably identify you or your device, or we may collect information that is already in de-identified form and use such information for purposes such as to conduct market research, engage in project planning, for troubleshooting purposes or to help detect and protect against error, fraud or other criminal activity. We commit to not de-aggregating or re-identifying the aggregated and/or anonymized data that we process. Our use and disclosure of de-identified information is not subject to any restrictions under this Privacy Policy, and we may use and disclose it to others for any purpose, without limitation.

**Legal Bases for Processing.** The laws in certain jurisdictions (such as those in the European Union and United Kingdom), require us to inform you of the "legal bases" on which we process your information. The legal bases for using your information as set out in this Privacy Policy are as follows:

* Where we need to perform the contract we are about to enter into or have entered into with you for the Services
* Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests
* Where we need to comply with a legal or regulatory obligation
* Where we have your consent to process your information in a certain way

**2.        How We Use Your Information**

We may use the information we collect to:

* Provide the Services, including to:
  + complete your transactions, fulfill your orders or process your returns/exchanges;
  + administer your Account and manage your Account information;
  + perform internal operations that are reasonably aligned with your expectations as a consumer or reasonably anticipated based on your existing relationship with us; and
  + perform internal operations that are otherwise compatible with processing data in furtherance of the provision of a product or service specifically requested by you or the performance of a contract with you.
* Personalize the Services, including to:
  + identify you and improve and/or customize the Website;
  + send you cart reminders, order confirmations, and other administrative, transactional, or Account notices;
  + create a more personalized shopping experience and customize certain content you see on the Website;
* Respond to your requests for information, such as to:
  + send you requested product or service information;
  + respond to customer service requests, questions or comments;
* Provide you with relevant offers and promotions, including through:
  + sending you emails;
  + sending you SMS messages (in accordance with applicable law);
* Analyze and improve the Services, including to:
  + identify trends, conduct data analysis, optimize, and determine the effectiveness of our marketing and promotions and other service offerings;
  + improve your user experience and increase the efficiency and effectiveness of the Services;
* Allow us and our advertising partners to deliver advertising we think will be of interest to you on our Website and on other services;
* For security and legal purposes, such as to:
  + maintain security, and prevent and detect fraud;
  + enforce our Terms & Conditions;
  + comply with laws, regulations, and other legal process and procedures;
  + support purposes that we believe are necessary to protect our rights and the rights of others, or as otherwise described to you at the time of collection.

**6.        How We Disclose Your Information**

We may disclose the information that we collect or that you provide us as described in this Privacy Policy:

* to any of our current or future subsidiaries or affiliates;
* to vendors that we use to support our business;
* to our advertising and analytics partners, which help us customize the Services and provide you with advertising that we think will be of interest to you;
* to a buyer or other successor in the event of an actual or contemplated merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which your information is among the assets to be transferred;
* with your consent; and
* for legal purposes, including:
  + to comply with any court order, law, or legal process, including to respond to any government, law enforcement, or regulatory request;
  + to enforce or apply our Terms & Conditions and other agreements, including for billing and collection purposes; and
  + if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the brand, our customers, or others; this includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

**4.        Cookies and Online Advertising**

We and our third-party vendors and partners may use cookies and similar tracking technologies, for example, to keep track of your preferences, understand how you use the Services, and to display more relevant and targeted content and advertising to you, both on our Services and other online services. For example, we may use cookies to track the items in your shopping cart and may use that information to send you emails such as browse reminders or shopping cart reminders. We also use cookies to enable you to select products, place them in an online shopping cart, and to purchase those products.

Cookies are small pieces of information that are stored as text files by your Internet browser on your computer’s hard drive, mobile device, or tablet. Most internet browsers are initially set to accept cookies. You can set your browser to refuse cookies or to remove cookies, but if you do so, you may not be able to access or use portions of the Services, or certain offerings on the Services may not function as intended.

The Services also contain electronic images known as web beacons (sometimes called single-pixel gifs) that are used along with cookies to compile aggregated statistics to analyze how the Services are used, and may also be placed in some of our emails to let us know which emails and links have been opened by recipients. This allows us to gauge the effectiveness of our customer communications and marketing campaigns.

For more information generally about online targeted advertising activities and to understand your right to opt out from these practices, please visit: <https://youradchoices.com/choices-faq>. Additional information on how to opt out of targeted advertising practices of NAI or DAA affiliated advertisers is available here: [NAI Opt Out](https://optout.networkadvertising.org/?c=1" \t "_self) or [DAA Opt Out](http://www.aboutads.info/choices/). To further prevent targeted advertising based on browser behavior, you can disable digital tracking tools on your browser.

**5.        Use of Chatbots**﻿

We may use automated chat features, or “chatbots” on Services. Information collected by a chatbot is used to answer a specific user question. As you interact with our chatbots, we will also collect general information about your use of the chatbot, such as session length. We recommend that you not submit sensitive or identifying information through the chatbot features unless specifically prompted to do so. We may recommend products based on your questions submitted through the chatbot, but you should not take chatbot suggestions as medical advice. If you have a specific question requiring a detailed response, we recommend contacting Customer Service at the toll-free number at the bottom of this web page.

**6.      Your Rights and Choices**

Residents of certain US states (including California, Colorado, Connecticut, Minnesota, Montana, Oregon, Tennessee, Texas, Utah and Virginia) and residents of the EU, UK, Canada, Australia, New Zealand, Mexico, and other international jurisdictions have certain rights in relation to your personal information (as that term and similar terms, such as “personal data,” are defined in applicable law). For example, you have the right to request that we:

* Confirm whether your personal information is being processed;
* Correct inaccurate personal information we have about you;
* Provide access to and/or a copy of personal information we hold about you;
* Delete personal information we have about you;
* Opt out of the processing your personal information for purposes of profiling in furtherance of decisions that produce legal or similarly significant effects, if applicable
* California and Oregon residents can also request information about the categories of personal information we collect, disclose or sell or share about you; California residents can request the sources of such information, the business or commercial purpose for collecting or selling or sharing your personal information; and the categories of third parties to whom we disclose personal information. Such information is also set forth in this Privacy Policy.
* Oregon and Minnesota residents can request a list of the specific third parties, other than natural persons, to which we have disclosed personal information.
* EU/UK residents can object to the processing of personal information and to opt out of processing for direct marketing purposes.

Residents of the US states noted above also have opt-out rights, discussed further below. If you are a California resident, please also see the section on “Additional Information for California Residents” below for certain information specific to California residents.

Please note: Your rights and our responses will vary based on your state or country of you may be located in a jurisdiction where we are not obligated, or are unable, to fulfill a request. In such a case, your request may not be fulfilled. You can update and remove certain information within your Account settings.

If you have such a right depending on your jurisdiction of residence, you can contact us by submitting a request through this [webform](https://terramare.com/consumer-privacy-request-form/) or by emailing us at the email address shown at the bottom of this web page  with your name and the type of request you are making.

We will take reasonable steps to verify your identity and requests, including by verifying your account information, residency or the email address you provide. If you are an authorized agent submitting a request on behalf of another individual, we may require proof of your written authorization before processing the request.

Certain information may be exempt from such requests under applicable law such as information we retain for legal compliance and to secure our Services. Applicable law may further provide you with the right to not be discriminated against for exercising your rights. If you have enabled a legally recognized browser-based opt out preference signal (such as Global Privacy Control) on your browser, we recognize such preference in accordance and to the extent required by applicable law.

Upon your written request, we will remove any of your personal information in our possession and will cease using such personal information, subject to the terms of this Privacy Policy and the Terms & Conditions. Please note that in certain circumstances, we may not be able to completely remove all personal information about a particular user from its systems. For example, we may retain personal information about a user for legitimate business purposes, if it may be necessary to prevent fraud or future abuse, for account recovery purposes, if required by law, or as retained in our data backup systems or cached or archived pages. If you have recently purchased a product from us and this product is still within its applicable Money Back Guarantee period, we will not be able to honor a request to delete your personal information unless you first agree to waive your right to the Money Back Guarantee. All retained personal information will continue to be subject to the terms of the Privacy Policy to which the user has previously agreed.

If you are a resident of Virginia, Minnesota, Montana, Oregon, Tennessee, Texas, Colorado, or Connecticut, and we deny your personal information request, you have the right to appeal our denial. You can exercise this right by emailing us at the email address shown at the bottom of this web page or contacting us at the contact details provided at the bottom of this Privacy Policy. Your description must include your full name and the email address used for your account with us, along with a copy of the denial notice you received from us.

**Your Choices Regarding “Sharing” and “Selling”**

If you are a California, Colorado, Connecticut, Montana, Oregon, Texas, Utah or Virginia resident, you may opt out of certain processing of your personal information, including for targeted advertising, under applicable law.

We work with third-party partners to help us better advertise our Services. These partners collect personal information via cookies and similar technologies placed on our Services that allow them to deliver ads that are more relevant to you and analyze your interactions with those ads. These cookies may be considered to be a “sale” of personal information or “sharing” or “processing” of personal information for “targeted advertising” purposes under applicable law.

To exercise your rights to opt out of these cookie-based “sales” and “sharing/processing,” please navigate to our website, scroll to the bottom of the page, and select [“Your Privacy Choices”](https://terramare.com/your-privacy-choices/) to submit your request. Alternatively, if you have a legally-recognized browser-based opt-out preference signal turned on via Your device browser, we recognize such preference in accordance with applicable law. Please note that we do not knowingly sell the personal information of minors under 16 years of age.

To opt out of the offline disclosure of your information to third parties for these purposes, please email us at the email address shown at the bottom of this web page.

**Your Marketing Choices**

You can unsubscribe from our marketing emails via the unsubscribe link provided in the emails or by emailing us at the email address shown at the bottom of this web page. If you receive an unwanted SMS or text message from us, you may reply STOP to opt out of receiving future messages. Please note that it may take us some time, consistent with our legal obligations, to process your request. Even if you opt out from receiving marketing messages from us, you will continue to receive administrative messages from us, such as order confirmations, updates to our policies and practices, or other communications regarding our relationship or transactions with you.

**7.      Sweepstakes, Contests and Promotions**

We may offer sweepstakes, contests, and other promotions (each a “Promotion”) that may require registration. By participating in a Promotion, you are agreeing to the official rules that govern that Promotion, which may contain specific requirements of you, including, except where prohibited by law, allowing the sponsor(s) of the Promotion to use your name, voice, likeness, or other indicia of persona in advertising or marketing associated with the Promotion. If you choose to enter a Promotion, your information may be disclosed to third parties or the public in connection with the administration of such Promotion, including, without limitation, in connection with winner selection, prize fulfillment, and as required by law or permitted by the Promotion’s official rules, such as on a winner’s list.

**8.      Links to Other Websites**

The Services may include links to other websites, mobile applications, or services (“Third-Party Sites”), whose privacy practices may differ from ours. Such links are not an endorsement by us of those Third-Party Sites and/or the products or services they offer. If you visit Third-Party Sites, or submit information to Third-Party Sites, your visit, and the information you provide is governed by the privacy statements on those sites. We encourage you to carefully read the privacy statement of any Third-Party Site you visit, as it may differ substantially from that of this Privacy Policy. We make no representations or warranties nor are we responsible for the privacy statements of any third party. If you decide to click on any such links or access any Third-Party Sites appearing on the Services, you do so at your own risk.

**9.      Children**

Our Services are not directed towards persons under the age of 16 and we do not knowingly collect any information from users under the age of 16. Should we discover or be informed that a child has submitted information, we will take steps to delete such information as commercially reasonable and in accordance with applicable law.

**10. International Transfers**

The information we collect may be transferred to and stored in countries outside of the jurisdiction you are in where we and our third-party service providers have operations, including the United States, where the applicable data protection laws may differ from those in your country of residence. By using the Services, you acknowledge that these transfers will occur and that we take appropriate steps to transfer your information in accordance with this Privacy Policy and applicable law.

**11.      Security and Retention**

Data security. The security of your information is important to us. We use a variety of administrative, technical, and physical safeguards to protect the information submitted to us, both during transmission and once we receive it, and to keep such information confidential (unless it is non-confidential by nature, for example, publicly available information). However, no method of transmission over the Internet, or method of electronic storage, is 100% secure, and the nature of security risks is constantly evolving. The security of any information collected, stored, or used by us cannot be guaranteed.

Data retention. Generally, we retain your information for as long as it serves the business purpose for which it was collected. If there is a specific retention period required by law or contract, your information will be retained for that length of time.

**12. Additional Privacy Information for California Residents**

If you are a California resident, the California Consumer Privacy Act (“CCPA”) requires us to provide you with information about:

* the purpose for which we use each category of “personal information” (as defined in the CCPA) we collect; and
* the categories of third parties to which we (a) disclose such personal information for a business purpose, (b) “share” personal information for “cross-context behavioral advertising,” and/or (c) “sell” such personal information.

Under the CCPA, “sharing” is defined as the targeting of advertising to a consumer based on that consumer’s personal information obtained from the consumer’s activity across distinct online services, and “selling” is defined as the disclosure of personal information to third parties in exchange for monetary or other valuable consideration. We “share” information with our advertising partners to provide more relevant and tailored advertising to you regarding our Services. Moreover, our use of third-party analytics services and online advertising services may result in the sharing of online identifiers (e.g., cookie data, IP addresses, device identifiers, and usage information) in a way that may be considered a “sale” under the CCPA.

In the past 12 months, we have processed the categories of personal information listed in the table below. The table also lists, for each category, the source, business purpose, and a general description of third parties to whom this information may be disclosed. For more details regarding the sources, business purposes, and third parties to which we disclose this information, please see Sections 1-5 of this Privacy Policy above.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Personal Information Category** | **Source of Information** | **Business Purpose of Use** | **Third Parties to Whom Information is Disclosed** | **Third Parties to Whom Information is Sold/Shared** |
| Identifiers (e.g., name, mailing address, phone number, email address, IP address) | You and/or your use of the Services | * Provide the Services * Personalize the Services * Respond to your requests for information * Provide you with relevant offers and promotions * Analyze and improve the Services * For security and legal purposes | * Affiliates * Vendors * Entities for Legal Purposes * Advertising and Analytics Vendors/Partners | Advertising and Analytics Vendors/Partners |
| Commercial information (e.g., products or services purchased or considered) | You and/or your use of the Services | * Provide the Services * Personalize the Services * Respond to your requests for information * Provide you with relevant offers and promotions * Analyze and improve the Services * For security and legal purposes | * Affiliates * Vendors * Entities for Legal Purposes * Advertising and Analytics Vendors/Partners | Advertising and Analytics Vendors/Partners |
| Internet or other similar network activity (including usage information) | You and/or your use of the Services | * Provide the Services * Personalize the Services * Respond to your requests for information * Provide you with relevant offers and promotions * Analyze and improve the Services * For security and legal purposes | * Affiliates * Vendors * Entities for Legal Purposes * Advertising and Analytics Vendors/Partners | Advertising and Analytics Vendors/Partners |
| Inferences drawn from other information | You and/or your use of the Services | * Provide the Services * Personalize the Services * Provide you with relevant offers and promotions * Analyze and improve the Services | * Affiliates * Vendors * Advertising and Analytics Vendors/Partners | Advertising and Analytics Vendors/Partners |
| Financial account or payment card information | You | * Provide the Services, such as to allow you to make purchases and maintain a subscription with us | * Vendors * Entities for Legal Purposes | Not sold/shared. |
| Sensory data (e.g., photos or videos you provide in reviews, customer service call recordings for quality assurance) | You | * Provide the Services * Personalize the Services * Respond to your requests for information * Analyze and improve the Services | * Vendors * Entities for Legal Purposes | Not sold/shared. |
| Account log-in credentials | You | * Provide the Services * For security and legal purposes | * Vendors * Entities for Legal Purposes | Not sold/shared. |
| Surveys and sweepstakes information | You | * Provide the Services * Personalize the Services * Respond to your requests for information * Analyze and improve the Services | * Vendors * Entities for Legal Purposes | Not sold/shared. |

Your Choices Regarding “Sharing” and “Selling”: You have the right to opt out of our sale/sharing of your personal information for purposes of online analytics and advertising by contacting us as indicated in the “Your Rights and Choices” section above. Please note that we will also honor browser-based opt out signals (such as the global privacy control) in accordance with our legal obligations.

Other CCPA rights.

Please see the "Your Rights and Choices" section of our Privacy Policy above for information about the additional rights you have with respect to your personal information under California law and how to exercise them.

If we ever offer any financial incentives in exchange for your personal information, we will provide you with appropriate information about such incentives.

California’s privacy law, the California Consumer Privacy Act (“CCPA”), also allows residents of the state of California to limit the use or disclosure of their “sensitive personal information” (as defined in the CCPA) if your “sensitive personal information” is used for certain purposes. Please note that we do not use or disclose “sensitive personal information” other than for purposes for which California residents cannot exercise the right to limit under the CCPA.

Retention of Your Personal Information.Please see the “Security and Retention” section above.

Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. We are committed to providing you with meaningful choices about the information collected on our websites for third-party purposes, and that is why we provide the variety of opt-out mechanisms listed above. Some web browsers offer users a “Do Not Track” privacy preference setting in the web browser. We do not currently recognize or respond to browser-initiated Do Not Track signals. Learn more about **[Do Not Track](https://allaboutdnt.com/" \t "_self)**.

California “Shine the Light” disclosure. The California “Shine the Light” law gives residents of California the right under certain circumstances to opt out of the disclosure of certain categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing purposes, or in the alternative, that we provide a cost-free means for consumers to opt out of any such disclosure. To opt out of these disclosures, please contact us using the contact information below.

**13.      Contact Information**

You can contact us about this Privacy Policy by reaching us at the following phone number or email:

Telephone: (800) 936-9261

Email: [support@terramare.com](mailto:support@terramare.com)