

# VINTAGE STORE PRIVACY NOTICE

This privacy notice for **VintageStore Inc.** (“we,” “us,” or “our”), describes how and why we might collect, store, use, and/or share (“process”) your information when you use our services (“Services”), such as when you:

- Visit our website at [www.vintagestore.com](http://www.vintagestore.com)
- Download and use our mobile application (VintageStore)
- Create an account and browse our vintage collectibles catalog
- Make purchases through our e-commerce platform
- Subscribe to our newsletters or promotional communications
- Contact us for customer support or inquiries
- Engage with us in other related ways, including sales, marketing, or events

**Questions or concerns?** Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services.

## SUMMARY OF KEY POINTS

*This summary provides key points from our privacy notice, but you can find out more details about any of these topics by clicking the link following each key point or by using our table of contents below to find the section you are looking for.*

**What personal information do we process?** When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. Learn more about personal information you disclose to us.

**Do we process any sensitive personal information?** We do not process sensitive personal information.

**Do we collect any information from third parties?** We may collect information from public databases, marketing partners, social media platforms, payment processors, shipping partners, and other outside sources. Learn more about information collected from other sources.

**How do we process your information?** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so. Learn more about how we process your information.

**In what situations and with which parties do we share personal information?** We may share information in specific situations and with specific third parties. Learn more about when and with whom we share your personal information.

**What are your rights?** Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information. Learn more about your privacy rights.

**How do you exercise your rights?** The easiest way to exercise your rights is by submitting a data subject access request, or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

Want to learn more about what we do with any information we collect? [Review the privacy notice in full.](#)

## TABLE OF CONTENTS

### 1. WHAT INFORMATION DO WE COLLECT?

2. HOW DO WE PROCESS YOUR INFORMATION?
3. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?
4. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?
5. HOW DO WE HANDLE YOUR SOCIAL LOGINS?
6. IS YOUR INFORMATION TRANSFERRED INTERNATIONALLY?
7. HOW LONG DO WE KEEP YOUR INFORMATION?
8. DO WE COLLECT INFORMATION FROM MINORS?
9. WHAT ARE YOUR PRIVACY RIGHTS?
10. CONTROLS FOR DO-NOT-TRACK FEATURES
11. DO WE MAKE UPDATES TO THIS NOTICE?
12. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?
13. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

## 1. WHAT INFORMATION DO WE COLLECT?

### Personal information you disclose to us

***In Short:*** We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

**Personal Information Provided by You.** The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- **Account Information:** Name, email address, username, password, and account preferences
- **Contact Information:** Mailing address, phone number, and communication preferences
- **Payment Information:** Credit card details, billing address, and payment history (processed securely through third-party payment processors)
- **Purchase History:** Order details, transaction records, and product preferences
- **Profile Information:** Profile pictures, vintage collecting interests, wish lists, and account settings
- **Communication Data:** Messages sent through our customer support system, product reviews, and feedback
- **Marketing Preferences:** Newsletter subscriptions and promotional communication preferences

**Sensitive Information.** We do not process sensitive information.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

### Information automatically collected

***In Short:*** Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit our Services.

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies. Learn more about our use of cookies and tracking technologies.

The information we collect includes:

- **Device Information:** Device type, operating system, browser type and version, screen resolution, and device identifiers
- **Usage Information:** Pages visited, time spent on pages, click-through rates, search queries, and interaction with product listings
- **Location Information:** General geographic location based on IP address (city and country level)
- **Technical Information:** Log files, error reports, and performance data

## Information collected from other sources

***In Short:** We may collect limited information from public databases, marketing partners, and other outside sources.*

In order to enhance our ability to provide relevant marketing, offers, and services to you and update our records, we may obtain information about you from other sources, such as:

- **Public databases and social media platforms** for account verification and fraud prevention
- **Marketing partners and advertising networks** to improve our targeted advertising
- **Shipping and logistics partners** for delivery tracking and customer service
- **Payment processors and financial institutions** for transaction verification and fraud prevention
- **Product authentication services** for vintage item verification and cataloging

## 2. HOW DO WE PROCESS YOUR INFORMATION?

***In Short:** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.*

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- **To facilitate account creation and authentication** and manage user accounts
- **To deliver and facilitate delivery of services** to the user, including processing orders, managing shopping carts, and coordinating shipping
- **To respond to user inquiries and support requests** and provide customer service
- **To send administrative information** such as order confirmations, shipping notifications, and account updates
- **To send marketing communications** about vintage collectibles, special offers, and new product arrivals (with your consent)
- **To deliver targeted advertising** to you through our Services and third-party platforms
- **To request feedback** and contact you about your use of our Services
- **To protect our Services** through fraud prevention, security monitoring, and abuse detection
- **To identify usage trends** and improve user experience through analytics
- **To evaluate and improve our Services** including new features and product offerings
- **To comply with legal obligations** and respond to legal requests or government inquiries
- **To process payments** securely through our third-party payment processors

### 3. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

***In Short:** We may share information in specific situations described in this section and/or with the following third parties.*

We may need to share your personal information in the following situations:

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Affiliates.** We may share your information with our affiliates, in which case we will require those affiliates to honor this privacy notice. Affiliates include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.
- **Business Partners.** We may share your information with our business partners to offer you certain products, services, or promotions, including:
  - **Shipping and logistics providers** (UPS, FedEx, USPS) for order fulfillment
  - **Payment processors** (Stripe, PayPal) for secure transaction processing
  - **Authentication services** for vintage item verification and certification
  - **Marketing partners** for co-branded promotions and vintage collecting events
- **Service Providers.** We may share your data with third-party vendors, service providers, contractors, or agents who perform services for us or on our behalf, including:
  - **Cloud hosting services** for data storage and website functionality
  - **Email marketing platforms** for newsletter and promotional communications
  - **Customer support tools** for help desk and communication management
  - **Analytics providers** for website and app performance analysis
  - **Security services** for fraud prevention and account protection
- **Legal Requirements.** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, judicial proceedings, court orders, or legal processes.

### 4. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

***In Short:** We may use cookies and other tracking technologies to collect and store your information.*

We may use cookies and similar tracking technologies (like web beacons and pixels) to gather information when you interact with our Services. Some online tracking technologies help us maintain the security of our Services, prevent crashes, fix bugs, save your preferences, and assist with basic site functions.

We also permit third parties and service providers to use online tracking technologies on our Services for analytics and advertising, including to help manage and display advertisements, to tailor advertisements to your interests, or to send abandoned shopping cart reminders (depending on your communication preferences). The third parties and service providers use their technology to provide advertising about products and services tailored to your interests which may appear either on our Services or on other websites.

**Types of cookies we use:**

- **Essential Cookies:** Required for basic website functionality, shopping cart operation, and account access

- **Performance Cookies:** Help us understand how visitors interact with our website by collecting anonymous usage statistics
- **Functionality Cookies:** Remember your preferences and settings to enhance your experience
- **Marketing Cookies:** Track your browsing habits to deliver relevant vintage collectible recommendations and advertisements

Specific information about how we use such technologies and how you can refuse certain cookies is set out in our **Cookie Notice** available on our website.

## 5. HOW DO WE HANDLE YOUR SOCIAL LOGINS?

***In Short:** If you choose to register or log in to our Services using a social media account, we may have access to certain information about you.*

Our Services offer you the ability to register and log in using your third-party social media account details (like your Facebook or Google logins). Where you choose to do this, we will receive certain profile information about you from your social media provider. The profile information we receive may vary depending on the social media provider concerned, but will often include your name, email address, friends list, and profile picture, as well as other information you choose to make public on such a social media platform.

We will use the information we receive only for the purposes that are described in this privacy notice or that are otherwise made clear to you on the relevant Services. Please note that we do not control, and are not responsible for, other uses of your personal information by your third-party social media provider. We recommend that you review their privacy notice to understand how they collect, use, and share your personal information, and how you can set your privacy preferences on their sites and apps.

## 6. IS YOUR INFORMATION TRANSFERRED INTERNATIONALLY?

***In Short:** We may transfer, store, and process your information in countries other than your own.*

Our servers are located in **the United States**. If you are accessing our Services from outside the United States, please be aware that your information may be transferred to, stored, and processed by us in our facilities and by those third parties with whom we may share your personal information (see “WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?” above), in **the United States and other countries**.

If you are a resident in the European Economic Area (EEA), United Kingdom (UK), or Switzerland, then these countries may not necessarily have data protection laws or other similar laws as comprehensive as those in your country. However, we will take all necessary measures to protect your personal information in accordance with this privacy notice and applicable law.

**European data transfers:** We implement appropriate safeguards for international transfers, including Standard Contractual Clauses approved by the European Commission and adequacy decisions where available.

## 7. HOW LONG DO WE KEEP YOUR INFORMATION?

***In Short:** We keep your information for as long as necessary to fulfill the purposes outlined in this privacy notice unless otherwise required by law.*

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements).

## Specific retention periods:

- **Account Information:** Retained while your account is active and for up to 7 years after account closure for legal and business purposes
- **Purchase History:** Retained for 10 years for tax, warranty, and legal compliance purposes
- **Payment Information:** Credit card details are not stored by us; they are processed by third-party payment processors with their own retention policies
- **Marketing Communications:** Retained until you unsubscribe or withdraw consent
- **Website Analytics:** Aggregated and anonymized data retained indefinitely for business insights
- **Customer Support Records:** Retained for 5 years for service improvement and legal protection

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

## 8. DO WE COLLECT INFORMATION FROM MINORS?

***In Short:** We do not knowingly collect data from or market to children under 18 years of age.*

We do not knowingly collect, solicit data from, or market to children under 18 years of age, nor do we knowingly sell such personal information. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at [privacy@vintagestore.com](mailto:privacy@vintagestore.com).

## 9. WHAT ARE YOUR PRIVACY RIGHTS?

***In Short:** You may review, change, or terminate your account at any time, depending on your country, province, or state of residence.*

### Withdrawing your consent

If we are relying on your consent to process your personal information, which may be express and/or implied consent depending on the applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us by using the contact details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" below.

However, please note that this will not affect the lawfulness of the processing before its withdrawal nor, when applicable law allows, will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

### Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can:

- **Log into your account settings** and update your user account information
- **Contact our customer support team** at [support@vintagestore.com](mailto:support@vintagestore.com)
- **Use our data subject access request form** (link provided below)

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our legal terms and/or comply with applicable legal requirements.

### Specific Rights by Region

**If you are located in the EEA, UK, or Switzerland**, you have the following rights: - **Right of access:** Request copies of your personal information - **Right to rectification:** Request correction of inaccurate or incomplete information - **Right to erasure:** Request deletion of your personal information under certain circumstances - **Right to restrict processing:** Request limitation of processing under certain circumstances - **Right to data portability:** Request transfer of your information to another organization - **Right to object:** Object to our processing of your personal information under certain circumstances

**If you are located in California**, you may have additional rights under the California Consumer Privacy Act (CCPA).

## 10. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy notice.

## 11. DO WE MAKE UPDATES TO THIS NOTICE?

***In Short:** Yes, we will update this notice as necessary to stay compliant with relevant laws.*

We may update this privacy notice from time to time. The updated version will be indicated by an updated “Last updated” date at the top of this privacy notice. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

## 12. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may contact us by post at:

VintageStore Inc.  
Privacy Officer  
123 Nostalgic Lane  
Retro City, CA 90210  
United States

**Email:** [privacy@vintagestore.com](mailto:privacy@vintagestore.com)

**Phone:** 1-800-VINTAGE (1-800-846-8243)

**Online:** Contact form available at [www.vintagestore.com/contact](http://www.vintagestore.com/contact)

### 13. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country, you may have the right to request access to the personal information we collect from you, details about how we have processed it, correct inaccuracies, or delete your personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law.

To request to review, update, or delete your personal information, please:

- **Submit a data subject access request** at: [www.vintagestore.com/privacy-request](http://www.vintagestore.com/privacy-request)
- **Email us directly** at: [privacy@vintagestore.com](mailto:privacy@vintagestore.com)
- **Call our privacy hotline** at: 1-800-VINTAGE, ext. 2
- **Write to us** at the address provided in Section 12 above

We will respond to your request within 30 days and may require verification of your identity before processing your request.