

# Privacy Policy

*Last updated: February 25, 2020*

This Is Cala, Inc. (“CALA,” “we,” “us,” and “our”), respects your privacy and is committed to protecting it through compliance with this Privacy Policy. Please read this Privacy Policy carefully to understand our practices regarding your information and how we treat it. By accessing or using our Website (as defined below), you agree to this Privacy Policy.

This Privacy Policy describes the types of information we collect from you or that you provide when you visit or use any online website, platform, or service that links to this Privacy Policy (collectively, the “Website”) and our practices for using, maintaining, protecting, and disclosing that information.

This Privacy Policy does not apply to information collected by us offline or through any third party, including through any application or content that may link to or be accessible from or through our Website.

## Information You Provide

You are required to provide us with information to use certain functions of our Website:

- **Registration.** When you purchase access to our fashion design tool, you must register for an account and provide your name, email address, and credit card information.
- **Apply for a Job.** When you apply for a job with us, we ask you to provide your name, email address, phone number, resume, and cover letter.

## Information We Collect Automatically

As you navigate through and interact with our Website, we use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, reflecting details of your visits to our Website, including traffic data, location data, time stamps, and other metadata.

The technologies we use for this automatic data collection include:

- **Cookies.** A cookie is a small file placed on your computer or mobile device. You may control the use of cookies by activating the appropriate setting on your browser or mobile device. If you disable or refuse cookies, you may be unable to access or use certain parts of our Website. Our Website does not respond to “Do Not Track” signals. Some of these cookies come from third party partners such as Google and Facebook to provide you

with customized content and advertising. You can read more about how Google Analytics uses cookies here: <https://policies.google.com/privacy>

- **Other Tracking Technologies.** Pages of our Website and our e-mails may contain web beacons, clear gifs, pixel tags or similar tracking technologies. These permit us to, for example, count users who have visited those pages or opened an email, and are used for other related Website statistics (for example, recording the popularity of certain Website content and verifying system and server integrity).

## How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information in a number of ways:

- To provide our Website to you.
- To improve our Website.
- To estimate our audience size and usage patterns.
- To recognize you when you return to our Website.
- To provide you with information, products, or services that you request from us.
- To provide you with notices about your account/subscription, including expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to any products or services we offer or provide.
- To conduct hiring.
- To allow you to track the progress of your product development.
- To allow you to view your invoices and pay your bills online.
- To provide you with support.
- In any other way we describe when you provide the information.
- To fulfill any other purpose for which you provide it.

## Disclosure of Your Information

We may disclose information collected from our Website:

- With vendors, consultants, and other service providers who perform services on our behalf;
- To a buyer of our business or any part of it or other successor to our business or any part of it in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of CALA's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by CALA is among the assets transferred;

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- To enforce our rights and any agreements we have with you, including our Terms of Use;
- For any other purpose disclosed by us when you provide the information;
- With your consent; or
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of CALA, its customers, or others.

## **Correcting or Changing Your Information**

If you are a registered user, you may review and change your information by logging into your account and modifying the information in your profile.

## **Third Party Links**

We provide links to third party websites or applications that enable you to share information with your social networks and to interact with us on platforms that we do not control. These third party websites or applications may collect or share information about you, but this Privacy Policy does not apply to the practices of those websites and applications. We encourage you to review the privacy policies and settings on the websites and applications with which you interact to make sure you understand the information that may be collected and shared when you leave our Website.

## **Third Party Use of Cookies and Other Tracking Technologies**

Some content or applications on our Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies or other tracking technologies to collect information about you when you use our Website. They may collect information about your online activities over time and across different websites and other online services, and may use this information to provide you with interest-based advertising or other targeted content.

We do not control these third parties' tracking technologies nor how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

## **Security**

We use commercially reasonable measures to secure your personal information from unauthorized access, use, and disclosure. Nevertheless, no security safeguard is completely impenetrable, and we cannot guarantee the security of your personal information.

## **Data Retention**

We store your personal information for as long as needed: to conduct business with you; for the purposes outlined in this Privacy Policy or at the time of collection; or to comply with legal obligations, resolve disputes, and enforce any agreements.

## **Children's Privacy**

CALA's Website is not targeted towards individuals under the age of 13, and we do not knowingly collect information from children under 13. If you are under 13, do not use or provide any information through our Website. If you believe we have information from or about a child under 13, please contact us at [hi@ca.la](mailto:hi@ca.la) so that we can remove it.

## **Changes to this Privacy Policy**

We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes we will notify you in accordance with applicable law. We encourage you to periodically review this page for the latest information on our privacy practices.

## **Contact Us**

If you have any questions about this Privacy Policy or our privacy practices, please contact us at: [hi@ca.la](mailto:hi@ca.la).