

# Privacy Policy

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This document governs the privacy policy of our TaDaa mobile application, hereinafter referred to as 'Mobile App.' Our privacy policy tells you what Personally Identifiable Information (PII) and Nonpersonal Information (NPI) we may collect from you, how we collect it, how we protect it, how we may share it, how you can access and change it, and how you can limit our sharing of it. Our privacy policy also explains certain legal rights that you have about your PII. Any capitalized terms not defined herein will have the same meaning as where they are defined elsewhere in our mobile app.

## Topics Covered in Our Privacy Policy

Definitions

Information We Collect

Our Use of Cookies

How Your Information Is Used

Retaining and Destroying Your PII

Updating, Requesting, and Deleting Your PII

Filing a Complaint With Authorities

Revoking Your Consent and Opting Out of Sharing Your Information

Objecting to Processing Your PII

Protecting the Privacy Rights of Third Parties

Do Not Track Settings

Links to Other Websites

Protecting Children's Privacy

Our Email Policy

Our Security Policy

Use of Your Credit Card

International Data Transfers

Changes to Our Privacy Policy

## Definitions

'Nonpersonal Information' (NPI) is information that is in no way personally identifiable to you.

'Personally Identifiable Information' (PII) is personally identifiable to you and obtained for us to provide you with a product or service. PII may include information such as your first and last

name, physical address, phone number, credit card information, and other related information that you provide to us.

## **Information We Collect**

Generally you control the amount and type of information that you provide to us when using our mobile app. We require you to provide us with certain information to provide you with services and products. If you do not provide us with enough information, we may not be able to process your order.

## **Our Use of Cookies**

Our mobile app uses cookies. A cookie is a small piece of data or text file downloaded to your mobile device. Cookies may contain text that can be read by a web server that delivered the cookie to you. The text contained in the cookie generally consists of a sequence of letters and numbers that uniquely recognizes your mobile device, but it may contain other information as well. By agreeing to accept our use of cookies you are giving us permission to place some or all the cookies described below on your device.

### *Necessary Cookies*

These cookies are necessary for proper functioning of the mobile app such as displaying content, logging in, validating your session, responding to your request for services, and other functions. Most web browsers can be set to disable the use of cookies. However, if you disable these cookies, you may not be able to access features on our mobile app correctly or at all. These cookies are always on.

### *Media Cookies*

These cookies can be used to improve a mobile apps performance and provide special features and content. They can be placed by third parties who provide services to us or by our company.

### *Performance or Functional Cookies*

These cookies collect information about the use of our mobile app such as pages visited, traffic sources, users' interests, content management, affiliate tracking, and other measurement analyses.

### *Advertising Cookies*

These cookies are usually placed and used by advertising companies to develop a profile of your browsing interests and serve advertisements on other mobile apps and websites that are related to your interests.

### *Session cookies*

These cookies allow mobile apps to link the actions of a user during a browser session. They may be used for a variety of purposes such as remembering what a user has put in their shopping cart. Session cookies also permit users to be recognized as they navigate a mobile

app so that any item or page changes they make are remembered from page to page. Session cookies expire after a browser session, thus are not stored long term.

#### *Persistent cookies*

These cookies are stored on a user's device in between browser sessions which allow the preferences or actions of the user to be remembered. Persistent cookies may be used for a variety of purposes including remembering users' choices and preferences when using a mobile app or to target advertising to them.

#### **We may also use cookies for:**

- Identifying the areas of our mobile app that you have visited
- Personalizing content that you see on our mobile app
- Our mobile app analytics
- Remarketing our products or services to you
- Remembering your preferences, settings, and login details
- Targeted advertising and serving ads relevant to your interests
- Affiliate marketing
- Allowing you to post comments
- Allowing you to connect with social networks

Most mobile browsers can be set to disable the use of cookies. However, if you disable cookies, you may not be able to access features in our mobile app correctly or at all.

## **Automatic Information**

We automatically receive information from your mobile device. This information includes the IP address that you use to access the Internet, your Internet service provider's name, browser type, type of mobile device, and operating system. We use all this information to analyze trends among our users to help improve our mobile app.

## **Premium Features**

Our mobile app may offer premium features for the use of which you must pay. If we were to charge you for the use of these premium features, we would need to collect payment source information (such as a credit card) to bill you for using such premium features.

## **Google Analytics Privacy Policy**

We use Google Analytics to collect information about the use of our mobile app. Although Google Analytics plants a permanent cookie on your device to identify you as a unique user the next time you use our mobile app, the cookie cannot be used by anyone but Google. We use the information we get from Google Analytics to improve our mobile app. Google Analytics helps us to measure and optimize user engagement with our mobile app including but not limited to understanding the number of users, their characteristics, where they come from, what actions they are taking when using our mobile app, measure users' in-app payments and revenue, visualize user navigation paths, and customize reports specific to our business.

You can prevent Google Analytics from recognizing you on return visits to our mobile app by disabling cookies on your device. <https://tools.google.com/dlpage/gaoptout>

## Google Remarketing

Why am I seeing ads by Google for products I've viewed?

Our mobile app uses a remarketing advertising service. Our remarketing service is provided by Google and other companies that show our ads on websites across the Internet. With remarketing you may see ads for our products you have previously looked at. As an example, suppose you visit a website that sells computers, but you do not buy a computer on your first visit to that website. The website's owner might like to encourage you to revisit his/her site and buy a computer by showing you his/her ads again on other websites that you visit. We use remarketing for similar purposes, so you may see advertisements for our products as you search the Internet. For this to happen Google or other remarketing providers will read a cookie that is already in your browser, or they place a cookie in your browser.

You can opt out of Google's use of cookies and remarketing at this link:

<https://support.google.com/ads/answer/2662922?hl=en> or you opt out using the Network Advertising Initiative opt out page at: <http://optout.networkadvertising.org/#/>

### **Facebook Remarketing**

Our mobile app uses Facebook remarketing advertising service. With remarketing you may see ads for our products that you have previously looked at when you use Facebook. For this to happen Facebook uses a Custom Audience Pixel that is activated when a visitor lands on a webpage and a unique "cookie" is placed in their browser or device.

## Google Ad and Content Network Privacy Policy

Third-party vendors, including Google, use cookies to serve ads based on a user's past visits to our mobile app. Google's use of the DoubleClick cookie enables it and its partners to serve ads to our users based on their visit to our mobile app on the Internet. Users may opt out of the use of the DoubleClick cookie for interest-based advertising by visiting <http://www.aboutads.info/choices/>

## How Your Information Is Used

We use the information we receive from you to:

- Provide our products and services
- Personalize and customize content
- Make improvements to our mobile app
- Contact you with updates to our mobile app
- Resolve problems and disputes
- Contact you with marketing and advertising that we believe may be of interest to you.

## **Sharing information With Affiliates and Other Third Parties**

We do not sell or rent your PII to third parties for marketing purposes. However, we may use your nonpersonal information for data aggregation purposes, which might be sold to other parties at our discretion. Any such data aggregation would not contain any of your PII. We may provide your PII to affiliates and third parties that provide services related to our mobile app such as payment processors, content and software providers, promotional service providers, shipping companies, and other service providers. We also share your information with third parties by using an Application Program Interface “API.” Such third parties may include but are not limited to Facebook.com, Twitter.com, YouTube.com, and Google.com. This sharing of information helps us provide you with a better experience when using our mobile app and services. It also provides us with useful information such as visitor traffic.

## **Community Discussion Boards**

Our mobile app may offer the capability for users to communicate with each other through online community discussion boards. We do not filter or monitor what is posted on such discussion boards. If you choose to post on these discussion boards, you should use care when exposing any (PII) as such information is not protected by our privacy policy nor are we liable should you choose to disclose your PII through such postings.

## **Legally Required Releases of Information**

We may be legally required to disclose your PII if such disclosure is (a) required by subpoena, law, or other legal process; (b) necessary to assist law enforcement officials or government enforcement agencies; (c) necessary to investigate violations of or otherwise enforce our legal terms; (d) necessary to protect us from legal action or claims from third parties, including you and/or other members; (e) necessary to protect the legal rights, personal/real property, or personal safety of our company, users, employees, and affiliates.

## **Disclosures to Successors**

If our business is sold or merges in whole or in part with another business that would become responsible for providing the mobile app to you, we retain the right to transfer your PII to the new business. The new business would retain the right to use your PII according to the terms of this privacy policy as well as to any changes to this privacy policy as instituted by the new business. We also retain the right to transfer your PII if our company files for bankruptcy and some or all of our assets are sold to another individual or business.

## **Retaining and Destroying Your PII**

We retain information we collect from you (including PII) for only as long as we need such information for legal, business, or tax purposes. Your information may be retained in electronic form, paper form, or a combination of both. When your information is no longer needed, we will destroy, delete, or erase it.

## **Updating, Requesting, and Deletion of Your (PII)**

You can update your PII using services found in our mobile app. If no such services exist, you can contact us using the contact information found at the top of this policy and we will help you. You have the right to request and access the type of PII we have collected from you that is stored in electronic or paper format by our company. You also have the right to request that we delete any PII which we have about you. If you want access to your PII, are requesting to know what PII we have collected about you, or are requesting that we delete your PII, send us an email with your request to: [support@littlepeacock.co](mailto:support@littlepeacock.co) or contact us using our contact information at the top of this policy and we will help you. However, we may keep your PII as needed to enforce our agreements and to comply with any legal obligations.

## **Filing a Complaint With Authorities**

You have the right to file a complaint with supervisory authorities if your information has not been processed in compliance with the General Data Protection Regulation. If the supervisory authorities fail to address your complaint properly, you have the right to a judicial remedy.

## **Revoking Your Consent and Opting Out of Sharing Your Information**

You have the right to revoke your consent for us to use your PII at any time. You can always opt out of future unaffiliated third-party disclosures of your information. Such opt-out will not affect disclosures otherwise permitted by law including but not limited to: (i) disclosures to affiliates, (ii) disclosures to third-party service providers who provide certain services for our business, such as credit card processing, computer system services, shipping, data management, or promotional services, (iii) disclosures to third parties as necessary to fulfill your requests, (iv) disclosures to governmental agencies, law enforcement departments, or otherwise required to be made under applicable law, (v) previously completed disclosures to third parties, or (vi) disclosures to third parties in connection with subsequent contests or promotions that you may choose to enter, or third-party offers which you may choose to accept. If you want to opt out of unaffiliated third-party disclosures or revoke your consent for us to use your PII, send us an email with your request to: [support@littlepeacock.co](mailto:support@littlepeacock.co)

## **Objecting to Processing Your PII**

You have the right to object to the processing of your PII.

## **Protecting the Privacy Rights of Third Parties**

If any postings you make to our mobile app contain information about third parties, you need to make sure that you have permission to include them in your posting. While we are not legally

liable for the actions of our users, we will remove any postings about which we are notified that such postings violate the privacy rights of others.

## **Do Not Track Settings**

Some web browsers have settings that enable you to request that our mobile app does not track your movement within our mobile app. Our mobile app does not obey such settings when transmitted to and detected by our mobile app. You can turn off tracking features and other security settings in your browser by referring to your browser's user manual.

## **Links to Other Websites**

Our mobile app may contain links to other websites. These websites are not under our control and are not subject to our privacy policy. These websites will likely have their own privacy policies. We have no responsibility for these websites and provide links to these websites solely for your convenience. You acknowledge that your use of and access to these websites are solely at your risk. It is your responsibility to check the privacy policies of these websites to see how they treat your PII.

## **Protecting Children's Privacy**

Even though our mobile app is not designed for use by anyone under the age of 13 (child), we realize that a child may attempt to access our mobile app. We do not knowingly collect PII from a child under the age of 13. If you are a parent or guardian and believe that your child is using our mobile app, please contact us. We may ask for proof of identification before we remove any information to prevent malicious removal of account information. If we discover on our own that a child under the age of 13 is accessing our mobile app, we will delete the information. You acknowledge that we do not verify the age of our users nor have any liability to do so.

## **Our Email Policy**

You can always opt out of receiving further email correspondence from us or our affiliates. We will not sell or rent your email address to any unaffiliated third party without your permission except in the sale or transfer of our business.

## **Our Security Policy**

We have built our mobile app using industry-standard encryption and authentication tools to protect the security of your PII. When we collect your credit card information through our mobile app, we will encrypt it before it travels over the Internet using industry-standard technology for conducting secure online transactions. Unfortunately, we cannot guarantee against the loss or misuse of your PII or secure data transmission over the Internet because of its nature. We strongly urge you to protect any password you may have for our mobile app and to not share it with anyone.

## **Use of Your Credit Card**

You may have to provide a credit card to buy products and services from us. We use third-party billing services and have no control over these services. We use our commercially reasonable efforts to make sure your credit card number is kept strictly confidential by using only third-party billing services that use industry-standard encryption technology to protect your credit card number from unauthorized use. However, you understand and agree that we are in no way responsible for any misuse of your credit card number.

## **International Data Transfers**

Information that we collect from you may be stored and processed in and transferred between any of the countries in which we operate. For European customers and users, your PII may be transferred outside the European Union for us to provide the services and information you request from us. Wherever we transfer, process or store your PII, we will take reasonable steps to protect it. We will use the information we collect from you in accordance with this policy. By using our mobile app or services, you agree to the transfers of your PII described within this section.

Also, PII you post in our mobile app for publication may be available worldwide by means of the Internet. We cannot prevent the use or misuse of such information by others.

## **Changes to Our Privacy Policy**

We reserve the right to change this privacy policy at any time. If our company decides to change this privacy policy, we will post those changes in our mobile app so our users and customers are always aware of what information we collect, use, and disclose. If at any time we decide to disclose or use your PII in a method different from that specified at the time it was collected, we will provide advance notice by email (sent to the email address on file in your account). Otherwise we will use and disclose our users' and customers' PII in agreement with the privacy policy that was in effect when their information was collected. In all cases, your continued use of our mobile app and services after any change to this privacy policy will constitute your acceptance of such change.

## **Questions About Our Privacy Policy**

If you have any questions about our privacy policy, please contact us using our contact information found at the top of this policy.

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