

BY USING OUR SITE, YOU CONSENT TO THE COLLECTION, USE, AND TRANSFER OF YOUR PERSONAL DATA FOR PROCESSING AS OUTLINED IN THIS PRIVACY POLICY.

## **WHAT DO WE DO WITH YOUR INFORMATION?**

We collect your personal information through various means and for multiple purposes, including:

- When you make a purchase from our store, we collect personal details such as your name, address, and email address as part of the buying and selling process.
- When you browse our Site, we automatically receive your computer's internet protocol (IP) address, which helps us learn about your browser and operating system.
- When you visit our website, log in, register, or open an email, cookies, ad beacons, and similar technologies may be used by our online data partners or vendors to associate these activities with information they or others have about you, including your email address. We (or service providers on our behalf) may then send communications and marketing to these email addresses.
- Email marketing (if applicable and legally permitted): With your permission, we may send you emails about our Site, new products, services, and updates. "Permission" means your express and provable consent. This may occur when:
  - You enter your email address on our Site without indicating that you do not wish to be emailed.
  - You enter your email address while attempting to order or ordering a product or service from us without indicating that you do not wish to be emailed.
  - You enter your email address as part of an abandoned cart without indicating that you do not wish to be emailed.
  - You participate in any contest, event, or survey conducted by us, and we inform you that we will send you marketing emails.
  - You subscribe to an email newsletter by filling out a form on our Site.
  - You opt-in to receive emails by checking a box indicating your willingness to be contacted through email, provided the checkbox is unchecked by default and we inform you that the emails will be commercial in nature.

All marketing emails will clearly state that you can opt out of receiving further marketing emails at no cost. They will also include a one-click unsubscribe option. Once you opt out, we will immediately stop sending marketing emails to you.

Please note that we may record our calls with you for marketing, quality assurance, and other legitimate purposes. These recordings will be stored for one year after the call, or longer if required for our legitimate interests.

We may use your personal information, such as your name, address, telephone number, email address, and other relevant data, to conduct our business, improve our Sites, develop new products and services, provide information and support, better understand your needs and interests, personalize communications and advertising, meet contractual obligations, and generally promote a quality experience for you. For example, we may use your personal information to:

- Communicate, interact, and build our relationship with you;
- Customize the content, products, and services offered to you;
- Contact you with information about us and affiliated third parties;
- Process, fulfill, and follow up on transactions and requests for products, services, support, and information;
- Verify your authority to enter and use our services;
- Engage in market research and analysis;
- Measure, analyze, and improve our products and services, the effectiveness of our websites, and our advertising and marketing;
- Comply with legal requirements;
- Provide targeted advertising, including the use of re-targeting technology;
- Send you marketing materials, such as emails, including our newsletter, and notify you about products and services that may interest you;
- Deter, detect, and prevent fraud and other prohibited or illegal activities; and
- Inform you about new services, releases, upcoming events, and changes to our terms and conditions or privacy policy.

You can manage your receipt of marketing and non-transactional emails by clicking on the “unsubscribe” link located at the bottom of our marketing and non-transactional emails. If you choose not to receive our emails or newsletters, you can also opt out by emailing

support@novapergolainfo.com, following the opt-out instructions in the email or newsletter, or mailing our Customer Service Team at NOVAPERGOLA Inc. Your request to opt out will be honored immediately. Note that you may not be able to opt out of all information sharing, such as with credit card processors in connection with products or services you order from us. Certain transactional, relationship, and legally required communications will not be affected by your choices regarding marketing communications.

We reserve the right to release any personal information provided by you to law enforcement or other governmental officials as necessary to comply with applicable law or at the request of any governmental entity or agency.

All visitors and users of our Site are assumed to have read this document and agreed to its contents. If you do not agree with this Privacy Policy, you should refrain from using our Site. We reserve the right to change our Privacy Policy as necessary.

Any information stored on our Site is treated as confidential. All information is securely stored and accessed by authorized personnel only. We implement and maintain appropriate technical, security, and organizational measures to protect personal data against unauthorized or unlawful processing and use, and against accidental loss, destruction, damage, theft, or disclosure.

#### CONSENT TO THE COLLECTION AND USE OF YOUR INFORMATION

BY USING THE SITE, YOU CONSENT TO THE PROCESSING OF YOUR PERSONAL DATA IN THE MANNER AND FOR THE PURPOSES DESCRIBED HEREIN. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, DO NOT USE THE SITE.

By providing your personal contact information, such as your email address, you are giving your affirmative consent to receive promotional communications from us. You may withdraw your consent at any time.

If you change your mind after opting in, you may withdraw your consent for us to contact you by emailing support@novapergolainfo.com, following the opt-out instructions in the email or newsletter, or mailing our Customer Service Team at NOVAPERGOLA Inc. Note that you may not be able to opt out of all information sharing, such as with credit card processors in connection with products or services you

order from us. Certain transactional, relationship, and legally required communications will not be affected by your choices regarding information sharing. Collection and use of your personal data may be required for the services to function.

We collect and process your personal data for various purposes as outlined in this Privacy Policy.

Separate consent is not required in certain cases, including:

- For the performance of our contractual obligations to you;
- To meet legal obligations or compliance with laws, regulations, court orders, or other legal obligations or to assist in an investigation;
- For our company's "legitimate interests" as permitted by applicable law, except where overridden by your interests or fundamental rights and freedoms that require protection of personal data.

You can request to edit, update, access, or delete your information by emailing us at [support@novapergolainfo.com](mailto:support@novapergolainfo.com). We will promptly delete personal data from our records upon completion of all transactions, complying with all reasonable instructions regarding the deletion of any remaining personal data. We will not retain data longer than necessary to fulfill the purposes for which it was collected or as required by applicable laws or regulations. You may request a copy of your personal data, free of charge and in an electronic format. You may also request that all personal data be provided in a commonly used and machine-readable format.

## **DISCLOSURE TO THIRD PARTIES**

We have agreements with affiliates, service providers, partners, and other third parties ("Service Providers") to process your personal information on our behalf. These Service Providers may need to use some of your information to perform tasks between our respective sites and to deliver products or services to you or us. For example, we must release your address information to the delivery service to deliver products you ordered and provide order information to third parties that help us provide customer service. Other Service Partners include third parties who operate and maintain our Site and provide marketing services. Our Service Providers only collect, use, and disclose your information to the extent necessary to perform the services they provide.

Some of our third-party Service Providers, such as payment gateways and other transaction processors, have their own privacy policies governing the information we must provide to them for your

purchase-related transactions. For these providers, we recommend that you read their privacy policies to understand how your personal information will be handled. Certain providers may be located in or have facilities located in different jurisdictions. Your information may become subject to the laws of the jurisdiction(s) where that Service Provider or its facilities are located. For example, if you are located in Canada and your transaction is processed by a payment gateway located in the United States, your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act. We encourage our Service Providers to adopt strong privacy policies, but the use of your information by these providers is governed by their respective privacy policies and not under our control.

## **LINKS TO OTHER SITES**

This Privacy Policy does not apply to the practices of companies that we do not own or control or to individuals that we do not employ or manage. Links to other sites are provided for your convenience. We have no control over, do not review, and are not responsible for third-party sites, their content, or any goods or services available through them. Our Privacy Policy does not apply to third-party sites, and any data you provide to third-party sites is at your own risk. We encourage you to review the privacy policies of any third-party sites you interact with.

## **SALE OF YOUR INFORMATION**

When you visit and interact with our Site, certain third parties, such as Google, may receive access to your personal information for the purpose of providing you with personalized online advertising. We do not otherwise sell, share, rent, or trade your personal information. If you are a California or Nevada consumer, you may opt out of being tracked by Google and similar third parties.

## **HOW WE USE COOKIES**

We use cookies to collect data about our users and customize your user experience. A cookie is a small data text file stored on your computer that uniquely identifies your browser. Cookies may also include additional personalized information, such as your IP address, browser type, the server your computer is logged onto, the area code and zip code associated with your server, and your first name to welcome you back to our Site. We use the following types of cookies:

- **Essential:** Required to use our website. For example, essential cookies allow you to add items to your cart and checkout.
- **Performance:** Track how you interact with our website. For example, performance cookies help us monitor aggregate site usage metrics to identify slow-loading pages or pages not optimized for mobile use. We use this information to improve user experience.
- **Functionality:** Track information about you to make our website easier to use after your initial visit.
- **Marketing and Advertising:** Personalize transaction-related services we offer.

Most browsers are initially set to accept cookies, but you can reset your browser to refuse all cookies or indicate when a cookie is being sent. However, some aspects of the Site may not function properly if you disable cookies.

## **SECURITY**

We take reasonable precautions and follow industry best practices to protect your personal information from inappropriate loss, misuse, access, disclosure, alteration, or destruction.

No data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. While we strive to protect your personal information, you acknowledge that there are security and privacy limitations inherent to the Internet which are beyond our control and the security, integrity, and privacy of any and all information exchanged between you and us through this Site cannot be guaranteed.

## **AGE OF CONSENT**

By using this site, you confirm that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us consent to allow your minor dependents to use this site.

## **RIGHTS OF VIRGINIA RESIDENTS**

If you are a Virginia resident, you have the right to request access to information, request the deletion of information, request NOVAPERGOLA disclose information, and request information about how NOVAPERGOLA sells or discloses your information to third parties for business purposes. Regarding

information we sell or disclose to third parties, you have the right to opt out of such sale or disclosure at any time. You can exercise your right to opt out by contacting us at [support@novapergolainfo.com](mailto:support@novapergolainfo.com), following the opt-out instructions in the email or newsletter, or mailing our Customer Service Team at NOVAPERGOLA Inc.

## **INTERNATIONAL USERS**

Our Products are intended for users from the United States and those not governed by the privacy policies of other countries. DO NOT SEND US INFORMATION UNLESS YOU CONSENT TO THE APPLICATION OF U.S. LAW AND TO THE USE AND DISCLOSURE OF YOUR INFORMATION CONSISTENT WITH THIS PRIVACY POLICY. If you use our Site from outside the United States, you will be transferring data to us in the United States, and your use constitutes your consent to this transfer. Consult a lawyer to determine your rights under applicable laws before making a purchase. Nothing here is intended as a substitute for qualified legal advice. You have the right to stop using this Site and to contact us to remove any personal information we may have received from you.

## **CHANGES TO OUR PRIVACY POLICY**

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. Changes will take effect immediately upon posting on the website. If we make material changes to this policy, we will notify you here, so you are aware of what information we collect, how we use it, and under what circumstances we use or disclose it. Continued use of our Site after being informed of any changes implies acceptance of the revised Privacy Policy. This Privacy Policy is an integral part of our Terms of Service.

If our Company is acquired or merged with another company, we may disclose your personal data to prospective or actual purchasers, investors, or successor entities in connection with a contemplated or actual reorganization of our business, in connection with financing, a sale, or other transaction involving the disposal of all or part of our business or assets, including to permit the due diligence required to decide whether to proceed with a transaction, pursuant to assurances of sufficient data handling practices and safeguards.

## **CONTACT INFORMATION**

If you have any questions or concerns regarding this Privacy Policy, please contact us at:

[info@novapergola.com](mailto:info@novapergola.com)