

Privacy Policy

Last Updated October 18, 2019

This website (the “**Website**”) is operated by LAV Label and Lav Direct (“**Company**,” “**we**” or “**us**”). We provide this Privacy Policy to explain how Company collects, uses and shares information from you when you use the Website and to help you make an informed decision as to whether to use or continue using the Website.

1. Who controls your personal information?

Any personal information provided to or gathered by Company is controlled by:

LAV Label
300 Delaware Ave. Suite 210
Wilmington, DE 19801
UNITED STATES
support@LAVDirect.com

2. What information do we collect from you?

The amount and type of information we gather depends upon your use of the Website and, in some cases, what type of information you choose to disclose. We may collect the following information from you:

Personal Information Provided by You through the Website or by Mail

We collect information from you when you voluntarily submit your personal information to us over the Website, including as part of completing a sales transaction or registering an account. Such personal information may include your name, address, telephone number, email address, and other information which you voluntarily provide to us.

We may also collect information from you when you provide it to us in physical form, such as when you mail in an enrollment form or interest card for our Affiliate Program. Company aggregates and consolidates all such information about you, and does not store it separately.

Payment Information

All payments are processed by third-party vendors, and not Company itself. If you make a purchase on the Website, or sign up for an Subscription (as that term is defined in the Terms of Service), we will collect credit card numbers and related information, such as billing address, card number, and the expiration date of the card (“Credit Card Information”), but such information is sent directly to our payment processors using PCI Compliant rules/software and is never stored or otherwise retained by Company.

If you mail in an order form or an enrollment form for our Affiliate Program, you may be given the option of putting your Credit Card Information on the form. In such event, company will manually input the information on the form into our customer and/or Affiliate database.

Device/Internet Connection Information

When you use the Website, we automatically gather information made available by your web browser (such as Microsoft Edge or Google Chrome), Internet service provider (such as

Comcast or Cox), and device (such as your computer, phone, or tablet), depending on your settings for each. For example, we may collect your IP address, information about the operating system or type of device you use, the date and time you access the Website, your log in attempts, and the location of your device.

Information Provided by Third Parties

Company may receive information about you and your Internet activities if you have provided it to a Third-Party and we subsequently acquire the information from the Third-Party. For example, if you have your Credit Card Information saved for easier access in your internet browser, we may obtain such information from your browser when you authorize its use to make a payment on the Website. These Third Parties may have collected such information by placing Cookies on your device, using web beacons, gathering IP addresses and log data, and so forth as described below.

Affiliate Information

If you register as a participant in Company's Affiliate Program, Company may collect additional information from you in order to track and process your Affiliate commissions, such as your social security number or other tax identification number, and information about your payment account.

Other Information

From time to time, we may obtain other information from you, such as when you make a claim for a prize pursuant to a contest or other promotion run on the Website, when you request assistance through our customer service department, and when you voluntarily subscribe to Company promotions, reminders or newsletters. You will always be asked to provide such other information voluntarily, and we will not collect it without your permission.

3. How do we use Cookies?

“**Cookies**” are files that are placed on your computer or other device by websites you visit. The purpose of a Cookie is to identify you as a unique user of the Website. Cookies serve a lot of purposes and, among other things, help to customize your Internet experience, keep you logged into websites, remember your search terms, and advertise products or services to you. Some Cookies include tracking technology, such as web beacons, that can be used to track online behavioral habits for measurement and marketing purposes.

Company currently uses Cookies and web beacon technology to associate certain Internet-related information about you with information we already have in our database, for the following purposes:

- **To Verify You.** We use Cookies to verify your account and make it so you do not have to reenter your information each time you use the Website.
- **To Analyze User Trends.** We also use Cookies for analytics and performance—that is, to gather information that helps us understand how you and other users engage with the Website and figure out how to do it better.
- **To Provide Support to You.** We may also use Cookies, including those placed by Third Parties, to provide customer support services.

- **To Advertise to You.** We also use Cookies and web beacons, including those placed by Third Parties such as Google and Facebook, to deliver Personalized Ads that may be of interest to you. We may also use a web beacon in email messages sent to track your response. Cookies and web beacons also help us and our Third-Party advertising partners ensure you do not see the same advertisements over and over and to identify block unwanted ads.

Like many websites, Company uses Google services and Cookies to improve the Website and advertise to users like you, as described more fully below. As such, when you use the Website, your personal information may be shared with Google, and shared by Google with Company. You can learn more about how Google uses Cookies, and how to manage your Cookie preferences in your Internet browser and revoke your consent to Personalized Ads, by visiting the [Google Cookie Policy](#).

Company may also use the Facebook cookie to deliver Personalized Ads to you, as that term is described below. You can learn more about how Facebook gathers and uses personal information via Cookies, including how to set your Cookie preferences within Facebook, by visiting the [Facebook Cookie Policy](#).

Remember, you can change your Cookie settings in your Internet browser (e.g., Chrome, Edge, Firefox). For more information, see www.CookieChoices.org.

4. How do we use your information?

We use the information we've gathered from you, including through Cookies and web beacons, for the following purposes:

To Communicate with You

We use information gathered on the Website to personalize communication with you, and to respond to your requests for products, services, and information. **By providing your email address to Company through the Website, you consent to receive emails from Company, including information concerning your Product orders and/or Subscriptions, special offers from Company, and other advertising messages. Providing such consent is NOT a condition of purchasing any goods or services from Company.** You can unsubscribe to advertising emails at any time by clicking the unsubscribe link within the email, or by contacting us at support@lavdirect.com. Please note that, even if you unsubscribe from advertising emails, we will still send you any necessary, non-promotional emails about your orders or updates to our Privacy Policy and Terms of Service.

To Improve our Services

Company uses the information we collect from you and other users to improve our product offerings and services. For example, we may consider analytics, demographics, and user feedback collected via the Website in determining whether there is sufficient demand for a new product or service.

To Improve the Website

Company uses the information we collect from you and other users to provide and improve the Website. As explained above, we use Cookies, including those placed by Third Parties, to

gather statistical information that helps us understand how you and other users engage with the Website and improve its performance.

To Personalize Your User Experience

We use information gathered from Cookies to determine whether you are logged in or not, to allow you to set personal preferences when using the Website, and to make it so you don't have to reenter the same information when you visit the Website several times within a short timeframe.

To Advertise to You

We may use information gathered through Cookies and web beacons, including those placed by Third Parties, to deliver ads to you via the Website, and after you've left the Website, including advertising specific to your personal interests. The purpose of this practice, which is sometimes called "**Personalized Ads**," "retargeting," or "remarketing" is to deliver content and advertising that is of interest to you, and to avoid displaying irrelevant advertising to you.

You can better learn about such Third-Party data collection and advertising practices, including how to revoke your consent to Personalized Ads, at the following websites:

www.CookieChoices.org

www.youronlinechoices.com/uk/your-ad-choices

www.networkadvertising.org/choices

www.aboutads.info/choices

In addition, we may use personal information, such as your email address, to advertise and market our products and services by through email to you, unless or until you have revoked your consent to receive marketing emails.

5. How do we share your information with others?

To Advertise to Others

We may share your reviews, comments, and other content uploaded by you to advertise and market our Website and the Services. If you want us to stop using the personal data you have provided in these ways, please contact us at support@lavdirect.com.

To Our Affiliated Companies

Affiliated companies are different than Third Parties in that affiliated companies are businesses that are directly related to us and have common ownership with us. We may disclose, transfer, and sell your information to our affiliated companies, in which event, your information shall be treated by the affiliated companies in accordance with this Privacy Policy. Should Company be subject to an acquisition, merger, sale or other change of control or business entity status, we reserve the right to transfer or assign your information as part of that acquisition, merger or sale.

To Our Third-Party Partners, Including Advertising Partners

We may disclose your personal information as needed to our Third-Party service providers and advertising partners. For example, we may share your email address with our email fulfillment provider.

To Comply with Legal Process and Prevent Harm

We may disclose your information in response to subpoenas, court orders, and other legal processes. In very rare circumstances, we may disclose personal information when we believe it is necessary in order to prevent illegal, fraudulent, or injurious actions that may cause harm to individuals.

6. How do we secure your information?

Company, and the Third-Party vendors we use to store your information, employ security measures (such as SSL encryption and HTTPS protocol) to protect against the loss, misuse, and alteration of the information under our control.

However, no system can be completely secure. Therefore, although we take steps to secure your information, we cannot promise, and you should not expect, that your personal and commercial information, or other communications, will always remain secure.

7. We store your personal information in the United States.

Company stores personal information in the United States. If you are visiting the Website from a location outside of the United States, your connection will be through and to servers located in the United States, and all information you provide will be processed and securely maintained in our web servers and internal systems located within the United States. By using the Website, you authorize and specifically consent to the transfer of personal information to the United States and its storage and use as specified above when you provide such information to us.

8. How can you access or correct your information?

You may access all information we've collected and retained about you for purposes of correcting, amending, downloading, or deleting such information. Access can be obtained by contacting support@lavdirect.com. To protect your privacy and security, we may take reasonable steps to help verify your identity before granting access or making corrections.

California Shine the Light Disclosure

Under California's "Shine the Light" law, California residents who provide personal information to the Website may request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at support@lavdirect.com.

9. How do we protect the privacy of children?

Company will never knowingly collect any personal information about children under the age of 13. If we obtain actual knowledge that we have collected personal information about a child under the age of 13, that information will be immediately deleted from our database. Because we do not collect such information, we have no such information to use or to disclose to Third Parties. We have designed this policy in order to comply with the Children's Online Privacy Protection Act (COPPA).

10. Do we respond to Do Not Track (DNT) Signals?

DNT is a feature offered by some browsers which, when enabled, sends a signal to websites to request that your browsing is not tracked. Company does not currently respond to DNT requests.

11. What about Third-Party practices?

Trust Pilot Reviews

Company has partnered with Third Party Trustpilot to allow you to post reviews of our Products. When you create such a review, or an account with Trustpilot, you are agreeing to Trustpilot's Terms & Conditions, Privacy Policy, and User Guidelines, all of which are available for review at <https://legal.trustpilot.com/index>. Company has no responsibility for Trustpilot's privacy practices and it is up to you to familiarize yourself with them.

Third Party Cookies and Web Beacons

Advertising agencies, advertising networks, and other companies (together, "**Third Parties**") who place advertisements on the Website and on the Internet generally may use their own cookies, web beacons, and other technology to collect information about individuals. Except as expressly provided herein, we do not control Third Parties' use of such technology and we have no responsibility for the use of such technology to gather information about individuals. It is up to you to familiarize yourself with the privacy practices of such Third Parties.

Third Party Links

The Website and email messages we send you may contain hypertext links to the websites of Third Parties. We are not responsible for the privacy practices or the content of such other websites. Linked websites may contain links to websites maintained by Third Parties. Such links are provided for your convenience and reference only. We do not operate or control in any respect any information, software, products or services available on such Third-Party websites. The inclusion of a link to a website does not imply any endorsement of the services or the site, its contents, or its sponsoring organization.

12. How will you find out about changes to the Privacy Policy?

Each time you use the Website, the then-current version of this Privacy Policy will apply. Although most changes are likely to be minor, we reserve the right to modify this Privacy Policy by posting such modification on this page; however, if changes are significant, we may provide a more prominent notice or email you. Unless we receive your express consent, any revised Privacy Policy will apply only to information collected after the effective date of such revised Privacy Policy, and not to information collected under any earlier version.