

# PRIVACY POLICY

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This Privacy Notice for THE AESTHETIC METHOD CO. ("we," "us," or "our") describes how and why we might access, collect, store, use, and/or share ("process") your personal information when you use our services ("Services"), including when you:

- Visit our website at <https://www.theaestheticmethodco.com> or any website of ours that links to this Privacy Notice
- Engage with us in other related ways, including any marketing or events

**Questions or concerns?** Reading this Privacy Notice will help you understand your privacy rights and choices. We are responsible for making decisions about how your personal information is processed. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at [theaestheticmethodco@gmail.com](mailto:theaestheticmethodco@gmail.com).

## SUMMARY OF KEY POINTS

**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.

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

**Do we collect any information from third parties?** We do not collect any information from third parties.

**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.

**In what situations and with which parties do we share personal information?** We may share information in specific situations and with specific third parties.

**How do we keep your information safe?** We have adequate organizational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure.

**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.

**How do you exercise your rights?** The easiest way to exercise your rights is by visiting <http://www.theaestheticmethodco.com> or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

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## 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 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 we collect may include: names, email addresses, mailing addresses, contact preferences, billing addresses, and debit/credit card numbers.

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

**Payment Data.** We may collect data necessary to process your payment if you choose to make purchases, such as your payment instrument number and the security code associated with your payment instrument. All payment data is handled and stored by Stripe. You may find their privacy notice at: [stripe.com/privacy](https://stripe.com/privacy).

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.

## 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 deliver and facilitate delivery of services to the user.
- To respond to user inquiries/offer support to users.
- To fulfill and manage your orders, payments, returns, and exchanges.
- To enable user-to-user communications.
- To request feedback.
- To send you marketing and promotional communications (you can opt out at any time).
- To deliver targeted advertising to you.
- To post testimonials.
- To protect our Services.
- To evaluate and improve our Services, products, marketing, and your experience.
- To identify usage trends.
- To determine the effectiveness of our marketing and promotional campaigns.

### **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.*

**Vendors, Consultants, and Other Third-Party Service Providers.** We may share your data with third-party vendors, service providers, contractors, or agents ("third parties") who perform services for us or on our behalf and require access to such information to do that work. We have contracts in place with our third parties, which are designed to help safeguard your personal information.

The third parties we may share personal information with are as follows:

- **AI Service Providers:** Anthropic
- **Invoice and Billing:** Stripe
- **Web and Mobile Analytics:** Google Analytics

We also 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.

## 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.

**Google Analytics.** We may share your information with Google Analytics to track and analyze the use of the Services. To opt out of being tracked by Google Analytics across the Services, visit <https://tools.google.com/dlpage/gaoptout>. For more information on the privacy practices of Google, please visit the Google Privacy & Terms page at <https://policies.google.com/privacy>.

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

## 5. DO WE OFFER ARTIFICIAL INTELLIGENCE-BASED PRODUCTS?

*In Short: We offer products, features, or tools powered by artificial intelligence, machine learning, or similar technologies.*

As part of our Services, we offer products, features, or tools powered by artificial intelligence, machine learning, or similar technologies (collectively, "AI Products"). These tools are designed to enhance your experience and provide you with innovative solutions.

We provide the AI Products through third-party service providers ("AI Service Providers"), including Anthropic. Your input, output, and personal information will be shared with and processed by these AI Service Providers to enable your use of our AI Products.

**Our AI Products are designed for:** AI bots, AI insights, AI research.

All personal information processed using our AI Products is handled in line with our Privacy Notice and our agreement with third parties. To opt out, you can log in to your account settings and update your user account.

## 6. 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).

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, then we will securely store your personal information and isolate it from any further processing until deletion is possible.

## **7. HOW DO WE KEEP YOUR INFORMATION SAFE?**

*In Short: We aim to protect your personal information through a system of organizational and technical security measures.*

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

## **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 [theaestheticmethodco@gmail.com](mailto:theaestheticmethodco@gmail.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, you have the right to withdraw your consent at any time by contacting us using the contact details provided in section 13.

**Opting out of marketing and promotional communications:** You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided in section 13.

**Cookies and similar technologies:** Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Services.

If you have questions or comments about your privacy rights, you may email us at [theaestheticmethodco@gmail.com](mailto:theaestheticmethodco@gmail.com).

## 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.

California law requires us to let you know how we respond to web browser DNT signals. Because there currently is not an industry or legal standard for recognizing or honoring DNT signals, we do not respond to them at this time.

## 11. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

*In Short: If you are a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia, you may have the right to request access to and receive details about the personal information we maintain about you and how we have processed it, correct inaccuracies, get a copy of, or delete your personal information.*

### Categories of Personal Information We Collect

Category	Examples	Collected
A. Identifiers	Contact details, name, email, address, IP address	YES
B. California Customer Records	Name, contact info, financial information	YES
C. Protected classification characteristics	Gender, age, race, ethnicity	NO
D. Commercial information	Transaction info, purchase history	YES
E. Biometric information	Fingerprints and voiceprints	NO

F. Internet or network activity	Browsing history, online behavior	YES
G. Geolocation data	Device location	YES
H. Audio, electronic, sensory information	Images and audio/video recordings	NO
I. Professional or employment-related information	Work history, professional qualifications	NO
J. Education information	Student records and directory information	NO
K. Inferences from collected information	Profile or summary of preferences	NO
L. Sensitive personal information		NO

We will use and retain the collected personal information as needed to provide the Services or for as long as the user has an account with us (Categories A, B, D, F, G).

We collect and share your personal information through social media cookies and beacons/pixels/tags.

### Your Rights

You have rights under certain US state data protection laws, including:

- Right to know whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request the deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to non-discrimination for exercising your rights
- Right to opt out of the processing of your personal data if it is used for targeted advertising, the sale of personal data, or profiling

### How to Exercise Your Rights

To exercise these rights, you can contact us by visiting <http://www.theaestheticmethodco.com>, by emailing us at [theaestheticmethodco@gmail.com](mailto:theaestheticmethodco@gmail.com), or by referring to the contact details at the bottom of this document.

Under certain US state data protection laws, if we decline to take action regarding your request, you may appeal our decision by emailing us at [theaestheticmethodco@gmail.com](mailto:theaestheticmethodco@gmail.com).

### California "Shine The Light" Law

California Civil Code Section 1798.83 permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact details

provided in section 13.

## **12. 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 "Revised" 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.

## **13. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?**

If you have questions or comments about this notice, you may email us at [theaestheticmethodco@gmail.com](mailto:theaestheticmethodco@gmail.com) or contact us by post at:

### **THE AESTHETIC METHOD CO.**

5580 SW 72nd Ave

Miami, FL 33155

United States

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

Based on the applicable laws of your country or state of residence in the US, 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. To request to review, update, or delete your personal information, please visit: <http://www.theaestheticmethodco.com>.