

Adora Children's Boutique Notice of Privacy Practices

Adora respects your privacy and is committed to letting you know how we will collect and use your information. This Notice of Privacy Practices ("Notice") describes the privacy practices we follow in connection with the Adora sites. It also describes the options you have regarding our collection, use, and disclosure of your personal information when accessing the Sites.

By using our Sites, you are accepting the privacy practices described in this Notice and consenting to our collection, use and disclosure of your personal information as described below. If you do not agree with this Notice, please do not use the Sites. We reserve the right to modify the terms of these Privacy Practices at any time. We will post any changes to our website. Your continued use of our Sites following the posting of changes will mean you accept those changes.

Information We Collect

Information you provide to us: When you use our services, you may provide payment account information (e.g., credit/debit card information, bank account number), photographs in which you may be recognized, and other information about yourself.

Information collected through cookies, web beacons and other tracking technologies: Like many websites, we use "cookies," which are small text files that are stored on your computer or equipment when you visit certain online pages that record your preferences and actions. We may also use web beacons (also known as "action tags," "tracer tags," or "single-pixel gifs"), which are an invisible graphic on a web page that is programmed to collect information about your use of a given website. We use these and other similar technologies for security, and to monitor traffic, improve the Sites, and make our Sites easier to use and more relevant to you. We may also use mobile application plug-ins, such as software development kits, application programming interfaces and similar technologies. We use these technologies to track your use of our Sites, personalize your experience, deliver advertisements, and for research and marketing, as well as to track your exposure to online advertisements (see Interest-Based Advertising). Most web browsers automatically accept cookies, but, if you prefer, you can usually modify your browser setting to disable or reject cookies. If you delete your cookies or if you set your browser to decline cookies, some features of the Sites may not work or may not work as designed. For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at www.allaboutcookies.org.

How We Use Your Information

We may use the information we collect from you to:

- Provide content, products and services, including the operational, management, and billing support necessary to accomplish those business purposes
- Post content you provide to us
- Communicate about account or transactions and send information about features and enhancements
- Communicate about changes to our policies
- Personalize content and experiences, including providing recommendations based on your preferences
- Send offers or promotions for our products, services or special events
- Provide advertising including advertising based on your activity on the Sites or activity on third-party websites
- Administer contests, sweepstakes, promotions, or surveys
- Optimize or improve our products, services and operations
- Detect, investigate, and prevent activities that may violate our policies or be illegal
- Perform statistical, demographic, and marketing analyses of users of the Sites and their purchasing patterns
- We may use your information in other ways not listed here, for which we will provide notice at the time of collection and as required by legal process.

Interaction with Social Media

We may include applications from third parties on this website or through our Sites, which allow interaction or content sharing by users. Some of these applications provide specific services or content from a third party, such as a Facebook “Share” or “Like” button, and are visible to you when you visit our Sites. Your interaction with these programs typically allows the third party to collect some information about you through cookies they place on your device and other tracking mechanisms. In some cases, the third party may recognize you through its cookies even when you do not interact with their application. If you choose to log in to your Adora account with or through a social networking service, Adora and that service may share certain information about you and your activities. We also may share information about your activities, including what you view and purchase on the Sites, with a social network, in accordance with your account settings with us or your social networking service, or with your permission. Please visit the third parties’ respective privacy policies to better understand their data collection practices and controls they make available to you.

Information You Share

The Sites may allow you to connect and share your actions, comments, content, and information publicly or with other people you specify. You may also connect to and share your information on third party social media platforms, websites, applications, and services through “plug-ins,” widgets, buttons, and other third party features on and connected with our Sites. You may also share with Adora contact information of friends and people in your address book so that we can help you invite others to become Adora members or let them know about special offers and help facilitate deliveries. Please be mindful of your own privacy needs and those of others as you choose with whom to connect, what you share with us and others, and what you make public. We cannot control the privacy of information you choose to make public or share with others. We also cannot control and are not responsible for any third party sharing services or their actions including the data that they collect from you and your device or how they use such data. Please review their privacy policies to understand their privacy practices.

Information We Share

We may share your information with third parties as described below:

Affiliates. We may share your information with any related entities of Adora (“Affiliates”) that use and disclose your information for their purposes in ways consistent with this Notice.

Service Providers. We may allow third parties who perform business services for us to access, store, and process your information in order to provide those services. Our service providers will not use your personally identifiable information for their own marketing or other business purposes without your consent.

Surveys/Sweepstakes/Promotions. In the event that you participate in a survey, sweepstakes, contest, or other promotion that is sponsored by Adora and a third party, such participation serves as your consent for Adora to share your information collected in conjunction with the survey, sweepstakes, contest or promotion, with that co-sponsoring third party. After the information is provided to such third parties, the subsequent use or disclosure of such information is subject to those third parties’ privacy policies and practices.

Legal Disclosures. We may disclose information, including information that personally identifies you, to: (i) protect or defend the legal rights, interests or property of Adora and our Affiliates; (ii) protect the safety and security of our customers or members of the public; (iii) protect against fraud or for risk management purposes; or (iv) comply with applicable law or legal process. In addition, we may disclose or transfer your information in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, or any other transaction or proceeding involving sale, transfer, divestiture or disclosure of all or a portion of our business or assets to another company. Under such circumstances, we would, to the extent possible, require the acquiring party to follow the practices described in this Notice, as it may be amended from time to time. Nevertheless, we cannot promise that an acquiring company party or the merged company entity will have the same privacy practices or treat your information the same as described in this Notice of Privacy Practices.

We may share information that does not personally identify you with third parties, including our Affiliates, advertising networks, analytics providers and others who may use the data for any legally permissible purpose and without notice to you.

Your Choices

Emails and Other Communications.

Third Party Links.

The Sites may contain links to other sites that Adora does not own or operate. This includes links from advertisers, vendors, social media, co-branded sites, and other third parties. These other sites may send their own cookies to your device, they may independently collect data or solicit personal information and may or may not have their own published privacy policies. We do not control, recommend or endorse and are not responsible for these sites or their privacy policies or practices. This Notice of Privacy Practices only applies to the Sites and information collected by Adora or its Affiliates.

Children

We do not knowingly collect, use or disclose personally identifiable information from anyone under 13 years of age. If we determine upon collection that a user is under this age, we will not use or maintain his/her personal information without the parent/guardian's consent. If we become aware that we have unknowingly collected personally identifiable information from a child under the age of 13, we will make reasonable efforts to delete such information from our records.

Consent to Processing and Transfer of Information

Given that we are an international business, our use of your information necessarily involves the transmission of data on an international basis. If you are located outside of the United States, please be aware that information we collect may be transferred to and processed by servers located in the United States. By using the Sites, or providing us with any information, you consent to the collection, processing, maintenance and transfer of such information in and to the United States.

Data Security

We employ certain administrative, technical, and physical security measures to help reduce the risks of loss, theft and unauthorized access associated with the information that is in our possession. We cannot, however, guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

How to Contact Us

If you have any questions or comments about this Notice please contact us by email at info@Adorakidz.com or call us at (443)489-6490.