

Brandit Wear California Privacy Notice

Effective Date: January 1, 2023

Last Updated: November 25, 2023

Brandit Wear, Inc. (“Brandit”, “we”, “our”, or “us”) cares about your privacy. Thank you for taking the time to read our California Consumer Privacy Act (“CCPA”) privacy notice (“Privacy Notice”). This Privacy Notice covers all personal information processed by our website (<https://brandit-wear.us>) and our products and services (“Products and Services”).

If you have a disability, please click [here](#) for additional support. If this California Privacy Notice is provided offline, please ask Brandit to provide the Privacy Notice in an alternative format to accommodate your disability.

If you are a California resident, you may have additional rights and choices about your Personal Information. Please review this notice to understand your rights.

1. Information We Collect

Personal information means any information about an individual from which that person can be identified, directly or indirectly. It does not include data where the identity has been removed (anonymized data), which we can use for any purpose. Some jurisdictions may consider your Internet Protocol (IP) address to be personal information. The categories of personal information we have collected about California residents in the last 12 months are described below:

Category	Examples	Collected
A. Identifiers:	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other contact information.	YES
B. Personal Information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, address, telephone number, credit card number, debit card number, bank account information. Some personal information included in this category may overlap with other categories.	YES

C. Protected classification characteristics under California or federal law.	Race, ethnicity, religious or philosophical beliefs, age, or sex (including gender).	NO
D. Commercial information.	Records of products or services purchased, obtained, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics or activity patterns used to extract a template or other identifier or identifying information, such as fingerprints, faceprints, voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, operating system and web browser information.	YES
G. Geolocation data.	Physical location or movements.	YES
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO
I. Professional or employment-related information.	Current job history or job title.	YES

J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO
K. Inferences drawn from other Personal Information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	NO

We may also collect, use, and share aggregated data such as statistical or demographic data for any purpose ("Aggregated Information"). Aggregated Information could be derived from your personal information but is not considered personal information as this data will not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing our websites and Products and Services. However, if we combine or connect Aggregated Information with your personal information so that it can directly or indirectly identify you, we treat the combined data as personal information which will be used in accordance with this Privacy Notice.

2. How We Collect Your Personal Data

We use different methods and sources to collect information from and about you including through:

- **Direct interactions.** You may give us information about you by interacting with our website, by communicating with us via phone, email or through our online contact form. This includes information you provide by emailing us about our website or Products and Services or leaving feedback on our contact us form.
- **Third-party or publicly available sources.** We may receive information about you from third parties. The information we receive includes analytics information for improvement of our website and Products and Services.
- **Technical and Communication Data from the following parties:** We may collect information from third-party providers such as X (formerly Twitter), Facebook, LinkedIn, YouTube and Google Analytics. The information we may collect includes your feedback about our Products and Services on the third-party provider's website.

3. Use of Personal Information

In the last 12 months, we have used your personal information for the business and commercial purposes described below.

- Category A: Identifiers
- Category B: Personal Information categories listed in the California Customer Records statute
- Category D: Commercial Information
- Category F: Internet or other similar network activity
- Category H: Sensory data.
- Category I: Professional or employment-related information
- Category K: Inferences drawn from other Personal Information

We may also use your personal information to carry out our obligations and enforce our rights, comply with our legal obligations under the laws or regulations, and respond to regulatory inquiries, subpoenas, or court orders.

3. Selling Your Personal Information

Selling your personal information means us selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, by electronically, your personal information to a third party for monetary or other valuable consideration.

We have not sold your personal information in the last 12 months.

4. Disclosing Your Personal Information

The business and commercial purposes for which we have disclosed your personal information in the last 12 months are as follows:

- Disclosing your personal information for business purposes. We have shared the following categories of personal information with our service providers for our business purposes:
 - Category A: Identifiers
 - Category B: Personal Information categories listed in the California Customer Records statute
 - Category D: Commercial Information
 - Category H: Sensory data
 - Category F: Internet or other similar network activity
 - Category I: Professional or employment-related information
 - Category K: Inferences drawn from other Personal Information

The business purposes for sharing such information with service providers include performing transactions, registering accounts, managing our relationship with you, complying with laws and regulations, and monitoring for security threats and fraud.

We provide the above categories of personal information for business purposes to the following service providers: payment processors/service providers, professional service providers such as auditors and lawyers, and consultants.

- We do not share any personal information for targeted advertising or cross-context advertising purposes.

5. Using Your Sensitive Personal Information

Sensitive personal information means personal information that reveals (A) a consumer's social security number, driver's license, state identification card, or passport number; (B) a consumer's account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; (C) a consumer's precise geolocation; (D) a consumer's racial or ethnic origin, religious or philosophical beliefs, or union membership; (E) the contents of a consumer's mail, email, and text messages unless the business is the intended recipient of the communication (F) consumer's genetic data; (G) biometric information for the purpose of uniquely identifying a consumer; (H) personal information collected and analyzed concerning a consumer's health; and (I) personal information collected and analyzed concerning a consumer's sex life or sexual orientation.

In the last 12 months, we may have collected and used the following sensitive personal information.

- No.

This information is used to process your payment for the Products and Services and deliver the Products and Services to you. Because this is the only use of sensitive personal information and our use is reasonably necessary and proportionate to the purpose, we are not required to post a notice of right to the limit use of sensitive personal information. Sensitive personal information will not be used for the purpose of inferring characteristics about you.

6. Retention Criteria of Your Personal Information

We will retain your personal information as reasonably necessary for the disclosed purpose. The retention periods for each category of personal information vary depending on compliance with relevant laws, your request for deletion, and our retention policies. For example, we may need to retain your personal information to comply with our legal or reporting obligations in accordance with the laws or to defend against claims. Consequently, it is not possible for us to provide a definitive length of time. Our retention periods are determined by using and balancing the following criteria:

- The volume, nature, and sensitivity of your information;
- The potential risk of unauthorized access, use or disclosure, or misappropriation;
- The purposes for which we process your personal information; and
- The retention obligations under applicable legal requirements.

7. Cookies and Automatic Data Collection Technologies

Our website may use automatic data collection technologies to distinguish you from other website users. This helps us deliver a better and more personalized experience when you browse our website. It also allows us to improve our website by enabling us to:

- Estimate our visitor traffic and usage patterns.

- Store your preferences, so we may customize our website according to your individual interests.
- Recognize you when you return to our website.

The technologies we use for this automatic data collection may include Cookies (or browser cookies). A cookie is a small file placed on your computer's hard drive. For information about managing browser settings to refuse cookies, see [Your Privacy Choices](#).

8. Your Right to Know

You have the right to request that we disclose certain information to you about our collection, use, disclosure, and sale of your personal information over the past 12 months. Once we verify your request, we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- If we sold or shared your personal information for a business purpose, two separate lists disclosing: sales, identifying the personal information categories that the recipient purchased; and disclosures for a business purpose, identifying the personal information categories that recipient obtained.

9. Your Right to Obtain a Copy of Your Personal Information

You have a right to obtain a copy of the specific pieces of personal information we collected about you (also called a data portability request). Once we verify your request, we will provide you with a copy of your personal information that is responsive to your request.

10. Your Right to Correct Inaccurate Personal Information.

You have the right to request us to correct any inaccurate personal information we maintain about you, taking into account the nature of that information and purpose for processing it. Once we receive a verifiable consumer request, we will process your request.

11. Your Right to Delete Your Personal Information

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we verify your request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

12. Your Right to Opt-Out of Sharing Your Information

We do not sell or disclose personal information with third parties that would be considered a "sale" under the CCPA. We do share your personal information for targeted advertising or cross-context behavioral advertising.

13. Opt-out Preference Signals

Opt-out preference signals or Global Privacy Controls (GPC) provide consumers with a simple and easy-to-use method by which consumers interacting with us online can automatically exercise their opt-out of sale/sharing rights.

We do not process opt-out preference signals because we do not “sell” or “share” your personal information.

14. How to Exercise Your CCPA Rights

To exercise your right to know, right to obtain a copy, or right to delete your personal information as described above, please submit your request to us by contacting us at 1-833-853-1200 or submit your request by downloading the **Brandit Wear – My Privacy Choices form**, completing it and sending it to info@brandit-wear.us

15. How We Verify Requests and Respond to Requests

Before fulfilling your request, we take steps to verify that you are who you say you are or you have the authority to act on someone else’s behalf. Therefore, upon receipt of your request, we may request additional information that we need to verify you and, if you are submitting a request on behalf of someone else, to verify that you are permitted to act on that person’s behalf.

When we contact you to request verification information, please respond and provide the information that we have requested. Depending on the nature of your request, we will verify your identity to either a reasonable or high degree of certainty. This may mean that we need to match two or three pieces of information that we hold about you with information that you provide to us.

In addition to providing the information we need to verify you or your authority, you must provide us with enough information so that we can understand, evaluate, and respond to your request. We cannot respond to your request or provide you with personal information if we cannot confirm the personal information relates to you.

We will only use personal information provided in a verifiable consumer request to verify your identity or authority to make the request and to locate relevant information. We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and to understand, evaluate, and respond to your request.

We cannot delete personal information in those situations where our retention is required for our own internal business purposes or otherwise permitted by the CCPA (such as fraud prevention or legal compliance). In these situations, we will retain your information in accordance with our records retention program and securely delete it at the end of the retention period.

16. Who may submit requests?

Only you, or someone legally authorized to act on your behalf, may make a request related to your personal information. You may also make a request on behalf of your minor child. You may designate an authorized agent to make a request on your behalf by registering such person or entity with the California Secretary of State.

17. How often can you submit requests?

You may make a CCPA consumer request twice within a 12-month period.

18. Response Timing and Format

We will attempt to respond to a verifiable consumer request within forty-five (45) days of receipt. If we require an additional forty-five (45) days to respond to your request, we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. When you request a copy of your personal information, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity easily.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide a cost estimate before completing your request.

19. Non-discrimination

We will not discriminate against you for exercising any of your CCPA rights. You have a right not to receive discriminatory treatment by us for exercising your privacy rights.

20. Notice of Financial Incentives

We do not offer financial incentives or pricing discounts for providing your personal information or registering an account with us.

21. Children's Information

Our website is not intended for children under 13 years of age. We will not knowingly solicit or collect personal information from children under 13, or the relevant minimum age under applicable local legal requirements, except as permitted under applicable law. If we learn that we have received information directly from a child under 13 without his or her parent's or legal guardian's consent, we will make commercially reasonable efforts to delete such information.

22. Personal Information Security

The security of your personal information is very important to us. We use physical, electronic, and administrative safeguards designed to protect your personal information from loss, misuse and unauthorized access, use, alteration, or disclosure. When you use certain types of information, for example, we encrypt the transmission of certain sensitive or financial information using secure socket layer technology (SSL). We will continue to improve our physical, electronic, and administrative safeguards. However, the Internet environment is not 100% secure, and we cannot guarantee that information we collect will never be accessed in an unauthorized way.

23. Changes to this Privacy Notice

Changes to this Privacy Notice will be posted on this site, along with information on any material changes. The Company reserves the right to update or modify this Privacy Notice at any time and without prior notice. If the changes to our Privacy Notice are substantial, we will contact you before the changes take place.

24. Contact Us

If you have any questions about this Privacy Notice or our use of your personal information, please contact us via the following methods:

By mail:

Attn: Privacy Compliance Department
Brandit Wear, Inc.
6141 Rose Petal Drive
Cincinnati, OH 45247

By email: info@brandit-wear.us

By phone: 1-833-853-1200