

# PRIVACY POLICY

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This website, Wi-Fi service, or internet service ("Site") is owned and operated by Sire Clothing, Inc. Sire takes your privacy seriously. This Privacy Policy describes what information this Site gathers about you, how we use that information, and what steps we take to protect that information.

By using this Site, you consent to the terms of this Privacy Policy. Sire may change this Privacy Policy from time to time. Please check back periodically for up-to-date information about our privacy practices.

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## 1. INFORMATION COLLECTION

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This Site collects information about you to provide and improve our services, communicate offers that we believe will interest you, and to administer our business.

### Information You Provide to Us

We collect personal information from you when you submit that information to us voluntarily. For example, we collect information from you when you:

- place an order on the Site;
- create an account on the Site;
- communicate with our customer service team online;
- post a tagged photo or other content on a third party social network in response to our request; or
- post a product review, question, answer, or other information on the Site;

The personal information we collect may include the following: email address, mailing/billing address, phone number, payment card number, and other payment information. Collecting this information allows us to complete your order efficiently, to notify you of your order status, and provide personalized interactions. If we ask for such information from you, we will either tell you how we will use the information or we will use it in conformity with this Privacy Policy.

We may use the personal information you provide to allow you to send message to your friends via this Site. When you use these features on our Site, you represent to us that you are entitled to use and give us your friend's name and contact information, including email address.

### Information from Third Party Sources

We may collect information about you from third parties. Such information may include demographic data (like the number of members of your household, age, and gender) and purchase preference information. We may use this information to supplement or update our records, improve the quality or personalization of our communications to you, and help prevent or detect fraud.

### Automated Information Collection

We automatically receive and store certain types of information when you interact with our Site, our emails, and/or our online advertisements. This information helps us to make our Site work more efficiently, evaluate use of our Site, and support our website analytics and marketing campaigns. Here are some of the types of information we may automatically receive:

- Technical information like your internet protocol (IP) address, your device operating system and browser type, your referring website's address, and your clickstream through our Site

- Cookies that recognize you as you use or return to our Site. The cookies allow the Site to provide you a more continuous and personalized shopping experience. Cookies are small text files that a website or email saves to your browser and stores on your hard drive.
- Web beacons that allow us to know what pages on our Site have been visited, what emails have been opened, and if our banner ads have been effective.

### Cookies

Our Site uses cookies. Cookies are pieces of information that a website transfers to your computer's hard drive for record-keeping purposes. We use cookies to track your preferences and purchases as you navigate through our Site and to save you from having to re-enter information every time you visit our Site. By using cookies to track your visits, we can make your next shopping experience on our Site better. To search our Site and/or place an order, you need to have the cookies feature of your web browser turned on. We may also use technologies, such as our own cookies, to provide you with personalized online display advertising tailored to your interests. Most web browsers allow you to exercise control over cookies by deleting them, blocking them, or alerting you when a cookie file is stored. Please review your browser's instructions on these functions. If you choose to disable the cookies feature of your web browser, you may not be able to place an order or otherwise use some or all of the features provided on our Site. If you disable, block, or delete cookies, not all of the tracking described in this Privacy Policy will stop.

### Interest-Based Advertising

We collect personal information about users over time and across different websites when you use this Site. We also have third parties that collect personal information this way. For example, we may use one or more third-party online advertising networks to serve ads on our behalf on third party websites. The third-party ad network may collect information about your visits to our Site and your interaction with our online ads. For example, it may keep track of how many of our ads you saw before visiting our Site. This is primarily accomplished using technology such as cookies, action tags, web beacons, and/or GIF tags which are placed in various places within our Site and our online ads.

We may share information with third-party ad networks in an aggregate form to help us analyze and improve our Site and our online ads. The third-party ad networks may use information about your visit to our Site and other websites in order to provide you with ads about goods and services that may be of interest to you. For example, if you browse for information about joggers on our Site or on third party websites, we or the online ad network may show you ads for jogger products. If you opt-out of interest-based ads, you will still see ads on websites you visit, but those ads will not be based on your browsing behavior.

Some browsers have a 'do not track' feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, so our Site is not currently designed to respond to those signals.

### Website, Wi-Fi Service, internet service, and Mobile Application

When you access, download, or use our Site (defined above), we may receive information about the device you are using. This information may include, but is not limited to, the type of device you use, the temporary or persistent unique device identifier (UDID) placed by us or our service providers, the unique identifier assigned by Sire Apparel to your device, the IP address of your device, your operating system, the type of browser you use, and data from the way you use our Site.

Our Site may also collect information about the location of your device. For example, the IP address of your device may reveal information about your approximate location. Your device should require you to provide permission before our Site obtains precise geolocation information from a browser's geolocation API or from technologies like GPS, Wi-Fi, and/or cell towers. We and our service providers may use this approximate location and/or precise geolocation information, along with other information submitted by you, to provide you with location-based services like local store information, search results, special offers, and other personalized content.

Most browsers and mobile devices allow users to enable or disable precise geolocation using pop-ups or controls located in the settings menu. If you have questions about how to disable your device's precise geolocation services, please contact your browser developer, mobile service carrier, or device manufacturer. You may also stop collection of precise geolocation

information by our mobile application by uninstalling the mobile application using the standard uninstall process available as part of your mobile device.

#### Social Media Widgets and Single Sign-On Services

This Site uses third party social media widgets such as buttons or similar mechanisms from Facebook, Twitter, Instagram, Pinterest, YouTube, and/or FourSquare. Such third party features may collect information about you, like your IP address and the page(s) you visit on the Site. They may also place cookies on your device. These social media widgets are either hosted by a third party or by our Site. Your interactions with those features are governed by the privacy policies of the third party social media networks that provide them.

#### Children Under 13 Years of Age

This Site is directed to adults, and does not knowingly collect personal information online from children under the age of 13 without prior parental consent. If you are the parent or guardian of a child under the age of 13, and you believe your child has provided personal information to our Site that you would like us to delete, please contact us.

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## 2. INFORMATION USE, DISCLOSURE, AND SHARING

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The information we collect on this Site may be used to fulfill your requests (such as item orders and responses to email questions), to support our core business functions (such as order fulfillment, internal business process management, authentication, loss and fraud prevention, and public safety functions), and to communicate with you about our items. When you create an account with us, we offer the opportunity to become a member of Sire's VIP Program, so you may receive future discounts, capsule collection notification, and Sire emails. You can also sign up for our e-mail list by providing your e-mail address through our Site services.

To accomplish these purposes, we may combine information about you that we collect online, and from third party sources. We may also transfer or disclose your information within our corporate family of companies for these purposes.

We may make third party services, including third party applications, available to you on this Site. You may choose to allow us to share your information with those third party services. We require such third party services to give you notice of their privacy policy so you can review it before authorizing them to access your information.

We may disclose your personal information to identify you to anyone to whom you send messages via the Site. You may also disclose your own personal information on interactive services such as message boards, product reviews, question-and-answer pages, profile pages, and social network features offered by us or by third parties. Information you post or disclose through such interactive services may be available to the general public. Please exercise caution when deciding whether to disclose your personal information, location, or similar information via this Site.

We may disclose the information we collect about you (including personally identifiable information) to third parties to comply with applicable laws, regulations, and/or governmental requests. We may also disclose such information to verify or enforce compliance with this Privacy Policy, to process and fill your order, reduce credit risk, protect against fraud, protect against misuse or unauthorized use of our Site, or when we believe in good faith that the law requires such disclosure. We may also disclose such information to a successor entity in connection with a merger, consolidation, sale of assets or other corporate change affecting the Site.

We may share the information collected on our Site with agents or contractors who provide support for our internal operations. Such entities may receive personally identifiable information to allow them to perform their duties, but they may not use that information for any other purpose. In some instances, we may share non-identifying and aggregate information collected on our Site with third parties, such as our merchandise vendors and service providers.

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## 3. SECURING YOUR INFORMATION

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Sire Clothing, Inc. works to protect your personal information and credit card detail when you shop with us online. We use Transport Layer Security (TLS) technology - the industry standard - to encrypt the personal information and credit card detail you provide during the order process.

To ensure the security of your personal information, you should always provide that information over a secure connection. You can check the existence of a secure connection in one of two ways:

(1) Look at the URL in your web browser. Whenever you are connected to a secure server, that connection will be represented in the URL as "https," rather than "http."

(2) Look at your web browser. You have an SSL connection if you see a closed lock or a solid key. If you click on this image, a small pop-up window displaying website security information will appear.

We urge you to protect your own privacy. We recommend that you do not share your Site password(s) with anyone or in any unsolicited phone call or e-mail.

While our Site strives to ensure the integrity and security of our network and systems, Sire Clothing, Inc. cannot guarantee that our security measures will prevent third-party hackers from illegally obtaining this information.

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## 4. PUBLIC FORUMS

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Please remember that any information you may disclose in public areas of our Site or the Internet becomes public information. You should exercise caution when deciding to disclose personal information in these public areas.

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## 5. CONTACTING US

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If you have any questions, please contact us on our Contact page or by emailing us at [sireclothingbrand@gmail.com](mailto:sireclothingbrand@gmail.com) to reach Sire Customer Service.

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## 6. OPTING OUT

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If you would like to stop receiving promotions, updates and/or special offers at any time, you may e-mail us at [sireclothingbrand@gmail.com](mailto:sireclothingbrand@gmail.com) with a statement requesting that you wish to cancel your Sire VIP Program membership or that you would like to opt out of Sire e-mail promotions, updates and special offers. Please allow sufficient time for your request to be processed. It may take up to 10 days to process an email opt-out request, and 4-6 weeks for other requests.

### Text Messages

Sire may distribute mobile coupons and other text messages to devices of guests who request this information via an opt in request. To opt out of Sire text messages, reply "stop" to text messages sent from Sire. This will opt you out of all Sire text message campaigns. Message and data rates may apply.

### Push Notifications

You may at any time opt out from further allowing Sire to send you push notifications by adjusting the permissions in your mobile device.

### Precise Geolocation

Most browsers and mobile devices allow users to enable or disable precise geolocation using pop-ups or controls located in the settings menu. If you have permitted Sire to access your precise geolocation data, you may at any time opt out from further allowing Sire to access your precise geolocation data by adjusting the permissions in your browser or device.

Please be aware that, even if you opt out of receiving marketing communications from us, we may still contact you for transactional purposes. For example, we may contact you for order fulfillment purposes, customer service purposes, appointment reminders, or product recalls.

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## 7. LINKS TO THIRD PARTY SITES

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Our Site may include links to websites/applications that are owned or operated by third parties. Please note that this Privacy Policy does not cover the practices of those websites/applications. We encourage you to review the privacy policies on those websites/applications to see how they collect and use information.

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## 8. HOW TO UPDATE YOUR INFORMATION

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You can access or update your personal information in the following ways:

(1) If you have created an account on our Site, you may enter and update your contact information after logging in to your account on our site.

(2) You may also contact us by using the 'Contact' link above. Please include your current contact information, the information you are interested in accessing, and your requested changes.

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## 9. CALIFORNIA PRIVACY RIGHTS

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### California

If you reside in the State of California, this Privacy Notice for California Residents supplements the information above regarding the collection, use, disclosure, and sale of your personal information and your rights regarding that information.

California residents have the following rights:

#### 1. Right to Know About Personal Information Collected, Disclosed, or Sold

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request (instructions and description below), 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;

The specific pieces of personal information we collected about you; and/or

If we sold or disclosed your personal information for a business purpose, including lists of sales, identifying the categories of personal information that each category of recipient purchased or obtained.

We have collected the following categories of personal information from consumers within the last twelve (12) months:

- A. Identifiers, such as real name, alias, postal address, unique personal identifier, online identifier, internet protocol address, email address, account name, or other similar identifiers.
- B. Categories of personal information described in Cal. Civ. Code § 1798.80(e), such as name, signature, physical characteristics or description, address, telephone number, bank account number, credit card number, debit card number, or any other financial information.
- C. Characteristics of protected classifications under California or federal law, such as age, race, color, ancestry, national origin, citizenship, marital status, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, and genetic information.
- D. Commercial information, such as records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- E. Biometric information.
- F. Internet or other electronic network activity information, such as browsing history, search history, and information regarding a consumer's interaction with an internet website, application, or advertisement.

- G. Geolocation data.
- H. Audio, electronic, visual, thermal, olfactory, or similar information.
- I. Inferences drawn from other personal information to create a profile about a consumer reflecting a consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

We have obtained the categories of personal information listed above from the following categories of sources:

Directly from you, the consumer;

Indirectly from third parties and service providers, including partners and affiliates;

Directly and indirectly from our website.

We collected the categories of personal information listed above for the following business or commercial purposes:

To fulfill or meet the reason for which the information is provided. For example, to create your personal account at hm.com or to process your orders;

To provide you with information, products, or services that you request from us, including answering your queries and to notify winners in promotions;

To provide you with phone calls, text message notifications, email alerts, and other notices concerning our products or services. For example, to notify you of delivery status, to be able to send you relevant marketing offers and information such as newsletters and our catalogues, to contact you in the event of a problem with delivery of your items, and to inform you of new or changed services;

To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection and managing your account by carrying our credit checks;

To be able to analyze your personal data to provide you with relevant marketing offers and information;

To be able to validate that you are of legal age for shopping online;

To improve our website;

Testing, research, analysis, and product and service development;

As necessary or appropriate to protect the rights, property, or safety of us, our employees, our customers, or others;

To respond to law enforcement requests and as required by applicable law, court order, or government regulations; and/or

As described to you when collecting your personal information.

We shared the categories of personal information listed above with the following categories of third parties:

Affiliates, including Sire Clothing, Inc.;

Service providers;

Third parties to which consumers authorized us to disclose personal information in connection with products or services provided to consumers.

## 2. Right to Request Deletion of 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 receive and confirm your verifiable consumer request (instructions and description below), we will delete, and direct our service providers to delete, your personal information from our records, unless an exception applies.

We may deny your request to delete your personal information if retaining the information is necessary for us or our service providers to:

Complete the transaction for which we collected the personal information, fulfill the terms of a written warranty or product recall in accordance with federal law, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract with you;

Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;

Debug or identify and repair errors that impair existing intended functionality;

Exercise free speech, ensure the right of another consumer to exercise that consumer's right of free speech, or exercise another right provided for by law;

Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546, et seq.);

Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, if you have provided informed consent;

Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;

Comply with a legal obligation; and/or

Make other internal and lawful uses of the personal information that are compatible with the context in which you provided it.

3. To exercise your right to know about, access, or delete personal information, please submit a verifiable consumer request to us by:

Emailing us at: [sireclothingbrand@gmail.com](mailto:sireclothingbrand@gmail.com)

Only you or a person registered with the California Secretary of State that you authorize to act on your behalf may make a verifiable consumer request related to your personal information. You or your authorized agent may only make a verifiable consumer request for access or data portability twice within a 12-month period.

Your verifiable consumer request must:

Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information, or an authorized representative;

Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

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 confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

#### Response Timing and Format:

We will confirm receipt of a request within 10 days and provide information about how we will process the request. We endeavor to substantively respond to a verifiable consumer request within 45 days of its receipt. If we require more time (up to 90 days), 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 disclosure 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. For data portability requests, 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 without hindrance.

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 you with a cost estimate before completing your request.

#### 4. Right to Non-Discrimination

We will not discriminate against you for exercising any of your rights under the California Consumer Protection Act. Unless permitted by the California Consumer Privacy Act, we will not:

Deny you goods or services;

Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties;

Provide you a different level or quality of goods or services; or

Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

#### California Shine the Light Law:

California Civil Code Section 1798.83 permits our visitors who are California residents to request certain information regarding our disclosure of personal data to third parties for their direct marketing purposes. To make such a request, please contact us at [sireclothingbrand@gmail.com](mailto:sireclothingbrand@gmail.com).

#### Online Tracking:

Please note that our Sites do not support “Do Not Track” browser settings and do not currently participate in any “Do Not Track” frameworks that would allow us to respond to signals or other mechanisms from you regarding the collection of your personal or non-personally identifiable information.