

# DO NOT SELL OR SHARE MY PERSONAL INFORMATION: CA

Last Revised: March 9, 2023

This Addendum supplements the Cherry Man Industries Privacy Policy as well as any other agreements you have with us, such as the Cherry Man Industries Terms & Conditions .

## Introduction

This Addendum applies solely to all visitors, users, and others who reside in the State of California (“Consumers” or “you”). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (“CCPA”) and any terms defined in the CCPA have the same meaning when used in this Policy.

This Policy does not apply to workforce-related Personal Information collected from California-based employees, job applicants, contractors, or similar individuals.

## Collection and Disclosure of Personal Information

We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular Consumer, household, or device (“Personal Information”). The table below describes the Personal Information that we collect from you, the sources from which we collect that Personal Information, the purposes of the collection, and our disclosures of Personal Information to third parties for business purposes, valuable consideration (“sales”), and targeted advertising (“sharing”).

PERSONAL INFORMATION	SOURCE	PURPOSE	DISCLOSURES TO THIRD PARTIES FOR BUSINESS PURPOSES	SALES AND SHARING WITH THIRD PARTIES
Personal and online identifiers (such as first and last name, email address, phone number, usernames, or unique online identifiers, IDFA, AAID)	• Directly from you	• To provide and improve the Services	• Customer service partners	• Marketing sponsors
	• Marketing partners	• Personalization of the Services	• E-Commerce vendors	• Ad networks
		• Customer support	• Analytics services	
		• Marketing and targeted advertising	• Marketing service providers	
		• Security and fraud prevention	• Accounts Receivable factoring service company, CIT	
Financial Account Information (such as credit card numbers, bank account information, Paypal account information)	• Directly from you	• To provide the Services	• E-Commerce vendors	• N/A
	• Payment providers	• To sell you merchandise or content	• Payment providers	
	• E-Commerce vendors		• Fraud and cybersecurity companies	
			• Accounts Receivable factoring service company, CIT	
Customer Profile Information (such as race, gender, age range, income range, ad demographics)	• Directly from you	• To provide and improve the Services	• Analytics services	• Ad networks
	• Marketing partners	• Personalization of the Services	• Technology service Providers	• Marketing sponsors
	• Advertising networks	• Direct marketing	• Marketing service providers	
	• Third party data providers	• Targeted advertising		
		• Analytics		
		• Research and development		
		• Security and fraud prevention		
Transactional Information	• Directly from you	• To provide and improve the Services	• Technology service providers	• Ad networks
	• E-Commerce vendors	• Customer support	• E-Commerce vendors	
		• Analytics	• Analytics services	
		• Research and Development	• Marketing service providers	
Communications with you (such as customer support messages, emails, social media posts)	• Directly from You	• To provide and improve the Services	• Analytics services	• N/A
	• Customer support partners	• Customer support	• Technology service Providers	
			• E-Commerce vendors	
			• Customer support vendors	
Online Activity Information (such as browsing history, search history, interactions with a website, email, application, or advertisement)	• Directly from You	• To provide and improve the Services	• Technology service providers	• Ad networks
	• Cookies and similar technologies	• Personalization of the Services	• Analytics services	• Marketing sponsors
	• Marketing partners	• Direct marketing	• Marketing service providers	
	• Advertising networks	• Targeted advertising	• E-Commerce vendors	
	• Third party data providers			
Non-Precise Geolocation Information (such as zip or area code, state, country)	• Marketing sponsors	• To provide you the services	• Technology service providers	• N/A
	• Technology service providers	• Fraud and cybersecurity	• E-Commerce vendors	
	• Ad networks		• Fraud and cybersecurity companies	
Precise Geolocation Information (such as home or billing address or latitude and longitude)	• Directly from You	• To provide and improve the Services	• Technology service providers	• N/A
	• E-Commerce vendors	• Fraud and cybersecurity	• E-Commerce vendors	
			• Fraud and cybersecurity companies	

We do not knowingly share for targeted advertising or sell Personal Information related to individuals under the age of 16 or sensitive Personal Information. We share or sell other Personal Information for targeted advertising purposes. To opt out of sales and shares of Personal Information, click: Do Not Sell or Share My Personal Information.

## Your Rights and Choices

If you are a California resident, you may have rights with respect to your Personal Information, subject to applicable exceptions. Once we receive your request and confirm your identity [see Exercising Your Rights], we will review and process your request, as discussed below.

### Right to Access

You may be entitled to request that we disclose to you the specific pieces of your Personal Information that we have collected about you in a portable and, to the extent technically feasible, readily usable format (“Right to Access”).

### Right to Know

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 [the “Right to Know”].

### Right to Deletion

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 [the “Right to Delete”].

### Right to Correct

You may request that we correct Personal Information that we hold about you in the event that the Personal Information is inaccurate, taking into account the nature of the Personal Information and the purposes of processing the Personal Information (“Right to Correct”).

### Right to Limit the Processing of Sensitive Personal Information

You may be entitled to restrict the processing of your sensitive Personal Information in certain circumstances.

### Right to Opt-Out of Sales and Sharing for Targeted Advertising

You have the right to direct us to not sell your Personal Information and to not disclose your Personal Information for certain targeted advertising [the “Right to Opt-Out”]. Consumers who opt-in to Personal Information sales may opt-out of future sales at any time. To exercise the Right to Opt-Out, you [or your authorized representative] may submit a request by contacting us at [info@cherrymanindustries.com](mailto:info@cherrymanindustries.com) or by calling us at 219.248.7703

### Exercising Your Rights to Access, Know, Correct or Delete

To exercise these rights, please submit a request by contacting us at [info@cherrymanindustries.com](mailto:info@cherrymanindustries.com) or by calling us at 219.248.7703.

Once we receive your request and confirm your identity [see Exercising Your Rights to Know or Delete], we will review your request to see if an exception allowing us to retain the information applies.

Only you, or someone legally authorized to act on your behalf, may exercise the rights related to your Personal Information.

You may only exercise the Right to Know twice within a 12-month period.

To exercise your rights, you must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative, which may include:

- Your name, user account ID, password, address or email address on file.

- 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.

You do not need to create an account with us to exercise your rights. However, we do consider requests made through your password protected account sufficiently verified when the request relates to Personal Information associated with that specific account.

We will only use Personal Information provided in the request to verify the requestor’s identity or authority to make it.

### Response Timing and Format

We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please contact us at [info@cherrymanindustries.com](mailto:info@cherrymanindustries.com) .

We endeavor to substantively respond to a verifiable Consumer request within forty-five (45) days of its receipt. If we require more time (up to another 45 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.

### Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, 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.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your Personal Information’s value and contain written terms that describe the program’s material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time.

### Changes to this Addendum

We reserve the right to amend this Addendum at our discretion and at any time. When we make changes to this Addendum, we will post the updated Addendum on this page. When we do, we will revise the “Last Revised” date at the top of this Addendum. Please check back frequently to see any updates or changes to our Addendum. Your continued use of our website at <https://cherrymanindustries.com/> following the posting of changes constitutes your acceptance of such changes.

### Contact Information

If you have any questions or comments about this notice, the ways in which Eurø Style collects and uses your information described here and in the Cherry Man Industries Privacy Policy, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

Email: [info@cherrymanindustries.com](mailto:info@cherrymanindustries.com)

Postal Address: 2000 Buford Mill Drive, Building 200, Buford, GA 30519 If you need to access this Addendum in an alternative format due to having a disability, please contact [info@cherrymanindustries.com](mailto:info@cherrymanindustries.com)

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