



# PRIVACY POLICY

PRIVACY POLICY LAST UPDATED: December 22, 2022

Ashley Mullen Creative Consulting, LLC would like to inform you how we protect your privacy and use information we collect via this website. This Privacy Policy (hereinafter "Policy") is an agreement between you and Ashley Mullen Creative Consulting, LLC (hereinafter "ASHMCC.net"). Please read the terms of this Policy carefully.

If you do not agree to the terms of this Policy you may not use our website.

We may amend, add to, change, or modify the terms and conditions of this Policy from time to time. Such amendments will be posted at this URL, and will take effect when posted. By continuing to use our website, shopping on this website, or registering for an account with ASHMCC.net, you agree to the terms of this Policy and any amendments thereto. You further agree to the use of your "Personally Identifiable Information" by us in the manner specified in this Policy. We will never share your personal information with anyone except as described in this Policy.

## 1. INFORMATION COLLECTED

We collect two general types of information, "Non-Personally Identifiable Information" and "Personally Identifiable Information." We collect this information generally to process orders and to improve our website.

### A. Non-Personally Identifiable Information

When you visit our website, we may collect some basic Non-Personally Identifiable Information about you. We collect non-personally identifiable information about you in a number of ways, including tracking your activities through your IP address, computer settings or most-recently visited URL. We may also ask you to provide certain non-personally identifiable information about yourself, such as your age, household income, buying preferences, etc. Non-Personally Identifiable Information is collected in order to provide you with satisfactory service and to improve our website. We may use the information to detect problems with our server and to administer our site. In addition, Non-Personally Identifiable Information is compiled by us and analyzed on an aggregate basis.

## B. Personally Identifiable Information

We do not collect any Personally Identifiable Information about you unless you voluntarily submit such information to us, by, for example, registering for an account or placing an order for original artwork or other products. This information lets us know the specifics of who you are and can be used to identify, contact, or locate you. Artists who market and sell work through ASHMCC.net will have their name, city, country and other Biographical Information displayed alongside the Artist's artwork on ASHMCC.net. Personally Identifiable Information may consist of: your name, address, telephone number, email address, birth date, billing information (credit card number, expiration date and billing address), products purchased, any relevant promotion code and information (for example, reward program account information) and the recipient's name, address, telephone number, email address and any other information you may provide us ("Personally Identifiable Information" ). By providing us with Personally Identifiable Information, you consent to our use of that information.

We use Personally Identifiable Information for internal purposes, such as confirming and tracking your order, subscription or registration, analyzing trends and statistics, informing you of our new products, services and offers.

Personally Identifiable Information is compiled by us and analyzed on both a personal and an aggregated basis.

To serve you better, we may combine Personally Identifiable Information you give us online. We may also combine that information with publicly available information about you that we may receive from third parties.

We use that combined information to enhance and personalize your shopping experience with us, to communicate with you about our products and for other promotional purposes.

We may contract with third-party companies or persons to provide certain services including credit card processing, local delivery, printing services, distribution, data management, promotional services, etc. ("Service Providers"). We provide our Service Providers with the information needed for them to perform these services. We also ask our Service Providers to confirm that their privacy practices are consistent with ours.

## **2. REGISTERING FOR A PERSONAL ACCOUNT**

When you register for a Personal Account on our website, you provide us with Personally Identifiable Information. This information allows us to identify you,

and also allows us to pre-populate information fields when you place an order. Your Personal Account is password protected from third parties. You may access your Personal Account Logging In to your account.

Afterward, you may change your password, edit your Personal Information or request a password reminder at any time. Our database stores your billing and delivery information, and will automatically transfer it to the order form each time you place an order so that you do not have to re-enter this information when you sign in at subsequent visits.

### **3. PLACING AN ORDER**

When you place an order, we require you to provide us with Personally Identifiable Information. This information allows us to process the orders that you place with us.

For your shopping convenience, when you place an order, we automatically establish your own Personal Account where information used in placing such order (including billing address, email address, telephone number(s) and rewards program information) is saved.

The recipient phone number, which you furnish to us when you place an order, is used for delivery purposes. On some occasions, the recipient may be called to schedule delivery. To maintain our high quality standards, we will occasionally contact recipients to ensure satisfaction with the product.

### **4. USE OF INFORMATION**

In general, we will only use the information you provide to us for the purpose for which such information was provided. For example, we will use information provided for processing orders and delivery of products. We may share such information with our third party Service Providers as necessary to complete your order. For example, we will share your Personally Identifiable Information with our credit card processor to process credit card transactions for your order. We may also share your Personally Identifiable Information with the vendor who may be used to fulfill and deliver your order. Further, we may share your Personally Identifiable Information with FedEx, UPS or other delivery services to deliver your order.

We may also use this information to deliver to you information about our company and promotional material from some of our partners, trend analysis, pattern direction, and site administration. Your information may also be used to contact you when necessary and may be shared with other companies that may want to contact you with offers consistent with your stated preferences. Users

may opt-out of receiving future mailings from ASHMCC.net and other entities by following the instructions set forth in the opt-out section below.

Non-personal demographic and profile data is used to tailor your experience at our site, showing you content we think you might be interested in. This information may also be shared with advertisers on an aggregate non-personal basis.

## **5. USE OF COOKIES AND CLEAR GIFs**

When you view our website we might store some information on your computer. This information will be in the form of a "cookie" or similar file. Cookies are small pieces of information stored on your hard drive, not on our site. Cookies do not spy on you or otherwise invade your privacy, and they cannot invade your hard drive and steal information. Rather, they help you navigate a website as easily as possible. We use cookies to deliver content specific to your interests and to prevent you from reentering all your registration data at each connection.

When you click through to our website from a promotional email, our Service Provider may send a cookie to your hard drive recording your IP address and other related information.

Some of our Service Providers may employ clear GIFs (also known as pixel tags, single pixel GIFs, web beacons or action tags) for our benefit to help us measure advertising effectiveness.

Clear GIFs help us better manage content on our website by informing us of what content is effective. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of our users.

The main difference between the two is that clear GIFs are invisible on the page and are much smaller, about the size of the period at the end of this sentence. Clear GIFs are not tied to your Personally Identifiable Information.

Our Service Providers may use clear GIFs: (i) in HTML based emails to determine which emails have been opened by recipients; (ii) to record when products have been ordered from our site; and (iii) to track the visitor traffic on our site.

These clear GIFs allow us to measure the usage our site by our visitors and the effectiveness of certain communications and marketing campaigns. We may also use clear GIFs in a similar manner in our own emails and on our site.

Clear GIFs can "work with" existing cookies on a computer if they are both from the same website or advertising company. That means, for example, that if a person visited "www.companyX.com", which uses an advertising company's clear GIF, the Web site would match the clear GIFs identifier and the advertising company's cookie ID number, to show the past online behavior for that computer.

This collected information can be shared with the advertising company. We may provide such information to our Service Providers but that information can only be used by our Service Providers for our benefit.

## **6. CREDIT CARD INFORMATION**

We collect credit card payments from users when they purchase our products. No payments are collected without a user's explicit authorization. All credit card information is processed for us by a third party merchant processing service, and we do not have access to any of our users' personal credit card information. Processing of the foregoing credit cards follows credit card industry standards. You agree and acknowledge that while we and our Service Providers do not intend for any of your credit card information to be disclosed to unauthorized individuals, there is an inherent risk of cyberattacks and theft of credit card information. Indeed, even government high security organizations have been subject to information security breaches.

As always, consumers making purchases must have a valid credit card, be at least 18 years of age or older, and have a good credit standing.

## **7. OTHER WEBSITES; LINKS**

Our website may contain links to other websites. These websites may have different privacy policies and practices from ASHMCC.net. ASHMCC.net is not responsible for the privacy practices or the content of such websites. Accordingly, you access such linked sites at your own risk. We urge you to follow safe Internet practices and do not supply Personal Information to these websites unless you have verified their security and privacy policies.

## **8. CHANGES AND OPTING OUT**

If you would like to modify your account simply return to our website, click on the link called "Login". Once you have signed in to your account a menu of options is provided for you to delete or edit your stored account information. Unfortunately, to the extent that such information is also stored in other databases, we cannot always ensure that such corrections or deletions will

reach the other databases. We will use all reasonable efforts to ensure that your information is removed from or corrected in our records.

You may opt-out of receiving communications from our partners, and from us, by sending an email to [ashley@ashmcc.net](mailto:ashley@ashmcc.net).

## **9. SUBPOENA POLICY**

We will disclose Personally Identifiable Information, after subpoena or written request, to cooperate with a law enforcement investigation. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful.

We do not voluntarily disclose user personal information to unaffiliated third parties. If we are served with a subpoena for personal information of a user, we will provide notice to the user whose personal information is sought by the subpoena to give them the opportunity to object to the subpoena. If the user does not object to the subpoena within a specified period of time, we will comply with the terms of the subpoena. Should the user object to the subpoena in a court of law, we will abide by whatever decision is reached by such court of law.

## **10. PUBLIC COMMUNICATIONS**

We allow you to make public comments on our website in the form of artwork and product reviews and other comments. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information. Insofar as you submit such comments or images, including images of you, you agree that ASHMCC.net may use such comments or images for promotion and publicity in press releases, advertisements, and social media, including but not limited to Facebook, Instagram, Twitter, YouTube, ASHMCC.net video and Pinterest.

## **11. SECURITY**

We use the Secure Sockets Layer (SSL) technology. SSL encrypts your order information as additional protection against the decoding of that information by anyone other than us.

However, despite all reasonable security precautions and processes, such as password protection, encryption technology, and use of firewall technology, no data transmission over the Internet can be guaranteed to be 100% secure. You

agree and acknowledge that there is always a risk of a data breach by ASHMCC.net or any of its Service Providers.

As a result, while we strive to protect your Personally Identifiable Information, we cannot guarantee or warrant the security of any information you transmit to or from our website, and you do so at your own risk. Once we receive your transmission, we will take commercially reasonable precautions to protect its security on our systems.

If you open a Personal Account with ASHMCC.net, your password will be your personal, secret entry code to our website. When you access your account information, it is kept on a secure server and a password is needed to access any account areas.

You can change your password as many times as you like. We recommend that you keep your password in a safe place and that you always sign off your account and close your browser window once you have finished your visit. These precautions will help prevent someone else from accessing your account, especially if you share a computer with other people or use a computer in a public place such as an Internet cafe or library.

## **12. CHILD PROTECTION**

We take special care to protect the safety and privacy of children. To use, view, or access this website, you must be at least eighteen (18) years old. Consumers making purchases on our site must have a valid credit card and be 18 years of age or older.

It is the policy of Artist.com not to collect Personally Identifiable Information on any person under the age of 18 and we request that any person under age 18 not submit any Personally Identifiable Information via our website.

## **13. SALE, TRADE, OR RENTAL OF PERSONALLY IDENTIFIABLE INFORMATION**

We only share Personally Identifiable Information with businesses that we believe to be reputable and that can provide you with offers and information that we think will be of interest to you. We assume no responsibility for this practice. We may offer free promotional emails and send promotional direct mail for products and/or services offered on our website or from businesses that we believe are reputable, as a service to our prior customers. You have several options for altering or removing your information from our database at any time: see "Changes and Opting Out" section above.

## **14. INTERNATIONAL ORDERS**

If you are located outside of the United States, please be aware that any information you provide will be transferred to us in the United States.

By using our site or providing us with your information, you hereby consent to this transfer. In addition, if you provide data about other individuals (such as gift recipients), you agree that you have obtained consent from each such individual to the submission and processing of such information to the terms of this Policy, including without limitation the transfer of such data to the United States.

Although we will collect and use your information only as stated in this Policy, laws generally applicable to the protection of personal data in the United States may not be as stringent as those in some users' home jurisdictions.

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