



HAIRMINGO

Who's your Mingo?

Hairmingo Privacy Policy

V1, 11.1.18

The Hairmingo Privacy Policy discloses our privacy practices and the possibility of uses of the information that we gather via <http://www.Hairmingo.com>, our mobile application(s), and via other submissions by you to Hairmingo. By using the Hairmingo website and/or app you are consenting to the terms of this Privacy Policy. If you do not agree to the terms and conditions of this Privacy Policy, including having your personally identifiable information ("Personal Information" as defined below) used in any of the ways described in this Privacy Policy, you may not be able to use certain parts or features of our website and app, and in some instances, this may result in the revocation of your membership. Hairmingo may update this Privacy Policy from time-to-time in our sole discretion. It is your responsibility to review the Privacy Policy for any changes each time that you use the website and app and you are bound to by such changes. Your use of the website and app following us posting a new privacy policy on our site signifies that you agree to and accept the Privacy Policy as it is modified.

This Privacy Policy applies to the entire Hairmingo scope of products and services. This Privacy Policy is part of our Hairmingo Membership Agreement, Terms of Use, and all other terms of using our Site and Services.

Information Collected

Hairmingo collects information on our users in various ways, such as, by your voluntary submissions, participation in services provided via the Site and Services, from third parties with your consent, and through cookie and other tracking technology. Hairmingo collects the following information:

- *Personal Information*

"Personal Information" refers to information that tells us specifically who you are, such as your name, phone number, email, postal address, and possibly information relating to certain support or customer service issues. In many cases, we need this information to provide to you many of the services that you may have requested.

- *Cellular Phone Numbers*

By providing a cellular telephone number to us, you expressly consent to, and authorize us or a third party on our behalf to deliver autodialed or prerecorded telemarketing calls and/or text messages to the number you provide. You are not required to consent to these calls as a condition to purchasing any goods or services, but withholding your consent this may prevent us from providing certain services to you. This consent encompasses all future autodialed or prerecorded telemarketing calls and text messages from us or a third party placing these calls on our behalf if needed. You may revoke consent to receive text messages at any time by contacting Hairmingo.

- *Submission of Reviews, Ratings, and Comments*

We collect information that you voluntarily provide as part of our site and app, including messages, posts, comments, responses, reviews, and ratings you submit through the site and app, ("User Content"). Hairmingo may in our sole discretion share your User Content with others such as your business reviews. If you do not want certain information shared with others, you should not submit User Content, or should not submit User Content that contains information or Personal Information you do not want shared in this manner. Once You have submitted User Content, we reserve the right to publish it in any medium to others.

- *Aggregate Information*

We may collect general, non-personal, statistical information about the use of the Site and App, such as how many visitors have visited a specific page on the Site, how long they stay on that page, and which hyperlinks, if any, they click on. This information represents a generic overview of our users, including their collective viewing habits, and allows us and other third parties to modify information, promotions, offers and/or discounts on products and services based on the user traffic and their behavior. We collect this information through the use of technologies such as 'cookies' and/or web beacons, which are discussed in greater detail below. We collect this information in order to help enhance the Site and App Services to make for a better visitor experience for all of our users.

- *Third Party Information*

We may supplement information you provide to us with information from other sources, such as information to validate or update your address, payment card or other demographic and lifestyle type of information. We use this information to help us maintain the accuracy of the information we collect, to enable us to fulfill our products and services, to target our communications so that we can inform you of products, services and offers that may be of interest, and for internal business analysis or other business purposes consistent with our values and mission.

- *Cookies*

Hairmingo may automatically collect non-personally identifiable information and data through the use of cookies. Cookies are small text files a website uses to recognize repeat users, facilitate the user's ongoing access to the website and facilitate the use of our website. Cookies also allow a website to track usage behavior and compile site usage information that will allow for the improvement of content and for target advertising. Most browsers allow you to control cookies, including whether or not to accept them and the steps on how to remove them. You may set your browsers to notify you if you receive a cookie, or you may choose to block cookies within your browser. However, please be aware that some features of our Site and App Services may not function or may be slower if you choose to block cookies.

- *Other Tracking Technologies*

Tracking technologies may record information such as Internet domain and host names; protocol (IP) addresses; browser software and operating system types; clickstream patterns; the MAC address or other technical information from your mobile device; location information through GPS, WiFi, Bluetooth, or similar technologies; and dates and times that our Site and App Services are being accessed. An IP address is a number that is automatically assigned to your computer whenever you are surfing the internet/web. Web servers, the computers that 'serve up' webpages, automatically identify your computer by its personal IP address. The Site and Services may also use a technology that is called "tracer tags". These may also from time to time be referred to as "Pixels", "Clear GIFs" or "Web Beacons". This technology allows us to understand which pages you visit on our Site and other ways you choose to interact with our Site and Services, such as purchases made through the Site and Services. These tracer tags are used to help us to optimize and customize our Site and Services for you and other users of our Site and Services. We may choose to link the information we record using tracking technologies to Personal Information we collect.

- *Do Not Track*

Do Not Track (DNT) is a privacy preference that users can set in some web browsers, allowing users to opt out or block the tracking by websites and online services. At the present time, the World Wide Web Consortium (W3C) has not yet established universal standards for recognizable DNT signals and therefore, Hairmingo and the Site do not recognize DNT.

Use of Information

The information Hairmingo collects is used in a variety of ways, including

- for our internal review;
- to improve our Site and Services;
- to validate or verify the legitimacy of reviews and ratings;
- to notify you in regards to updates to the Site and App Services;

- to inform you of products, services, and promotions that you may be interested in;
- to receive reviews and ratings;
- for our marketing purposes and the marketing of discounts offered through our Site and App Services by service contractors or beauty related providers (collectively "Service Providers");
- to fulfill and provide products and services, including customized or enhanced services, requested by you; and
- internal business analysis or other business purposes consistent with our mission; and to carry out other purposes that are disclosed to you and to which you have consented.

Disclosures and Transfers of Information

We do not disclose Personal Information to third parties, except when one or more of the following criteria is true:

- We have received your permission to make the disclosure;
- The disclosure is necessary for the purpose for which the personal information was collected;
- The disclosure is to the service provider from whom you purchased services through **Hairmingo** platform.
- The disclosure is to financial service providers in order to fulfill and carry out the purchase and provision of any goods and services requested by you;
- The disclosure is permitted by a relevant law;
- The Personal Information to be disclosed is otherwise publicly available in accordance with the applicable and relevant law;
- The disclosure is reasonably related to the requested sale or other disposition of all or part of our business or assets;
- The disclosure is for our own marketing purposes.
- The disclosure is combined with information collected from other companies and used to improve and customize services, content, and advertising from us;
- The party to whom the disclosure is made controls, is controlled by, or is under common control with **Hairmingo**;
- The disclosure is in our sole discretion and is a necessity for the establishment or maintenance of legal claims or legal compliance, to satisfy any law, regulation, subpoena or government request, or in connection with litigation;
- The disclosure is in our sole discretion about users who we believe are engaged in illegal activities or are otherwise in violation of our **Hairmingo** Membership Agreement, even without a subpoena, warrant or court order; or
- The disclosure is to outside businesses to perform certain services for us, such as maintaining our Site and Services, mailing lists, processing orders and delivering products and services, sending postal mail, processing claims for lost or stolen certificates, providing marketing assistance, confirming your identity for review integrity, and data analysis, including Administrative Service Providers outside the United States or jurisdiction in which you reside.

Prior to sharing of your Personal Information with others, agreements are made between **Hairmingo** and such outside parties to whom we are transferring data to provide for the allowable use and security of the transferred information in accordance with this Privacy Policy and applicable law. If **Hairmingo** becomes aware that any such outside party is improperly using or disclosing Personal Information, it will notify that outside party and request that it take reasonable steps to cease such use or disclosure.

We may also disclose aggregate visitor data in order to describe the use of the Site and Services to our existing and/or potential business partners or other third parties, or in response to a government request. We may also share aggregated demographic and preference data with third parties to enable the provision of targeted information, promotions, offers and/or discounts on products and services based at our discretion.

Choice: Accessing Your Information and Opt-in/Opt-out Requests

To help you review, edit, and control how we use much of the information we collect about you, you can visit your admin accounts webpage. On the admin webpage, you can update certain information and unsubscribe from receiving specific types of email messages and telephone calls, including autodialed or pre-recorded telemarketing calls placed by us or a third party that will do so on our behalf. You may also unsubscribe from our monthly digital flyer which is a benefit that is included with your subscription. You cannot, however, unsubscribe from receiving certain emails, such as your account status and billing related emails, unless you close your account and fulfill any existing contractual obligations.

You can also at any time ask us whether we are keeping information about you; ask how your information is being used; ask us to update or correct your personal information; or opt-out of our collection and use of certain information by sending an email to support@hairmingo.com or by writing us at Customer Service, Hairmingo, P.O. Box 88653, Carol Stream, Illinois 60188-8653 specifying the nature and scope of your request. If you choose to opt-out of the collection and use of certain of your information, you understand that some services, may no longer be available to you, potentially this could require the cancelation of your Membership. Please state in your correspondence the full details of your request. We may require certain proof of your identity before we provide you with the requested information. We allow you to challenge the data that we hold about you and, where appropriate, you may have certain data deleted, rectified, amended, or completed. Approved requests will be processed within ten (10) days starting on the date on which we receive the request.

Data Security, Integrity, and Access

The Personal Information you provide and we collect is stored within databases that we control directly and/or through our Administrative Service Providers. As we deem appropriate and as required by the applicable law, we use many security measures appropriate for the sensitivity of the Personal Information and consistent with industry standards, including physical, organizational and technological protections, such as firewalls, to protect your Personal Information. We also use industry standard encryption technology to protect all credit card and password information. However, since no security system is impenetrable, we cannot guarantee the security of our databases, nor can we ever guarantee that information you supply will not be intercepted while being transmitted to us over the Internet.

Personal Information may only be accessed by persons within our organization, our third party service providers who require such access to provide you with the services indicated above, or any other party that you have provided us with authorized approval to share such information with.

We will only retain Personal Information that we collect as long as reasonably necessary to fulfill the purposes for which it was collected or to otherwise meet any legal requirements.

Your information may be transferred to, and maintained on, computers located outside of your state, province/territory, or country where the privacy laws may not be as protective as those where you reside. If you are located outside the United States and choose to provide information to us, please be aware that we transfer Personal Information to the United States and process and store it in the United States. As a result, and according to United State law this information may be subject to access requests from governments, courts, law enforcement officials and national security

authorities in the United States. Subject to the applicable laws, we will use all reasonable efforts to ensure that appropriate protections are in place to maintain protections on the Personal Information. By submitting your Personal Information, you authorize to having your personal data transferred to, processed, and stored in the United States. **Hairmingo** may assign you a user ID and a password when you as part of your participation and access to the Site and Services. Your user ID and password may only be used by you and the other members of your household. You may not share your user ID and password with anyone else, and you are solely responsible for maintaining and protecting the confidentiality of both your user ID and password. You are fully responsible for all activities that will and may occur under your user ID and password. You can access and also update your login information on your account admin page.

Credit Card Information

In order to bill you for the use of our service, we may share credit card information with trusted third parties. We use third parties for secure credit card transaction processing, and we send billing information to those third parties to process your orders and payments or to validate your credit card information that is on file. Credit card information is always encrypted during transmission and whenever stored within our systems or with our vendors. In addition to utilizing encryption that meets the US Government's FIPS 140-2 Certification, we take care to store and or file only the amount of information required to bill you for services.

Security measures to protect your information are used by our credit card processing vendors both during the transaction and after it's complete. All credit card processing vendors are certified as compliant with multiple industry-standard compliance frameworks including the Payment Card Industry (PCI) Service Provider Level 1, the SSAE-16 audit standard.

Third Party Websites and Links

Please note that a third party websites that refers you to the our site may have cookies placed on your computer. Unless you have authorized us to do so, we do not share your Personal Information with these third party websites. Therefore, they may be able to link certain non-personally identifiable information we transfer to them with Personal Information they previously collected from you. Please review the privacy policies of each website you visit to clearly understand their privacy practices. In addition, **Hairmingo** would like to inform you that anytime you click on links (including advertising banners), which take you to third party websites, you will be subject to the third parties' privacy policies. While we support the protection of our customer's privacy on the Internet, **Hairmingo** expressly disclaims any and all liability for the actions of third parties, including but without limitation to actions relating to the use and/or disclosure of Personal Information by third parties.

Our Site and App Services may contain links or ads to other sites operated by third parties. **Hairmingo** does not control such other sites and is not responsible for their content, their privacy policies, or their use of Personal Information. **Hairmingo's** inclusion of such links does not, by itself, imply any endorsement of the content on such sites or of their owners or operators except as disclosed on the Site and Services. Any information submitted by you directly to these third parties is subject to only that third party's privacy policy.

Children's Privacy

Hairmingo does not intend the Site and App Services to be used by individuals under the age of majority within the jurisdiction within which they reside without the supervision of a parent or guardian of majority age. **Hairmingo** relies upon such parents or guardians to determine if the Site and Services is appropriate for the viewing, access, or participation by such individuals under the age of majority. If an individual under the age of majority uses the Site and Services, such individual may only use the Site and Services under the supervision and monitoring of a parent or guardian of majority age.

We do not pursue or knowingly collect any Personal Information about children under 13 years of age. If we become aware that we have unknowingly collected Personal Information from a child under the age of 13, we will make all commercially reasonable efforts to delete such information from our database.

If you are the parent or guardian of a minor child who has provided us with Personal Information, you may contact us using the information below to request that it be deleted.

Governing Law; Visitors Residing Outside the United States

This Privacy Policy and the privacy practices of Hairmingo will be subject exclusively to the laws in which Hairmingo provides its services.

How To Contact us

All requests, questions, concerns, or complaints about your Personal Information or this Privacy Policy, please contact our Privacy Department by mail or email at the following:

Attn: Privacy Department

Hairmingo

PO Box 88653

Carol Stream, Illinois 60188-8653

support@Hairmingo.com

630.828.6200

888.926.4646