

## **Privacy Policy**

**BY VISITING PORTRAIT OF BEAUTY.COM or LORI PATRICK PORTRAIT.COM, YOU ARE CONSENTING TO OUR PRIVACY POLICY.**

At Lori Patrick, LLC. (“we” or “us”) is sensitive to concerns that personal information collected from its customers (“you” or “your”) be handled respectfully and appropriately.

This Privacy Policy (the “Policy”) discloses the privacy practices for Portrait of Beauty, Lori Patrick Portrait and applies solely to information collected by the website(s) PORTRAIT OF BEAUTY.COM or LORI PATRICK PORTRAIT.COM including any related domains and subdomains (the “Sites”). This Policy is intended to notify you of the following:

- 1 What personally identifiable information Portrait of Beauty, Lori Patrick Portrait collects from you through the Sites, how it is used and with whom it may be shared.**
- 2 What choices are available to you regarding the use of your data.**
- 3 The security procedures in place to protect the misuse of your information.**
- 4 How you can correct any inaccuracies in the information.**

Please read this Privacy Policy carefully. By visiting and using the Sites, you agree that your use of our Sites, and any dispute over privacy, is governed by this Privacy Policy. Because the Web is an evolving medium, we may need to change our Privacy Policy at some point in the future, in which case we’ll post the changes to this Privacy Policy on this website and update the Effective Date of the policy to reflect the date of the changes. By continuing to use the Sites after we post any such changes, you accept the Privacy Policy as modified.

### **What Information Is Collected?**

#### **INTERNET TRAFFIC DATA**

Internet traffic data includes but is not limited to internet service provider information, collection of IP addresses, entry and exit pages, various operating systems and other such information. We collect no personally identifying information through this process, and it is used to help analyze user traffic with respect to various services available through Portrait of Beauty, Lori Patrick Portrait to allow for a more customized and enjoyable user experience.

#### **COOKIES**

We use “cookies” on these Sites. A cookie is a piece of data stored on a site visitor’s hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you do not have to log in a password more than once, thereby saving time and improving efficiency while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our Sites.

## **PERSONAL INFORMATION**

Portrait of Beauty, Lori Patrick Portrait must collect some information from you (“Identifier Information”) to allow you to use and access services, products and materials. We may collect and store personal or other information that you voluntarily supply to us online while using the Sites (e.g., while on the Sites or in responding via email to a feature provided on the Sites). Portrait of Beauty, Lori Patrick Portrait only contacts individuals who specifically request that we do so or in the event that they have signed up to receive our messaging, attended one of our events, or have purchased one of our products. Portrait of Beauty, Lori Patrick Portrait collects personally identifying information from our users during online registration and online purchasing. Generally, this information includes name and e-mail address for registration or opt-in purposes and name, postal address, phone, and credit card information when registering for our events or purchasing our products. All of this information is provided to us by you.

## **TESTIMONIALS**

Portrait of Beauty, Lori Patrick Portrait may display personal testimonials of yours from time to time received via email or as otherwise received from you by Portrait of Beauty, Lori Patrick Portrait. By accepting the Terms of Use and Privacy Policy you give Portrait of Beauty, Lori Patrick Portrait specific consent to use such personal testimonial. If you would like Portrait of Beauty, Lori Patrick Portrait to remove your testimonial or customer review at any time, please simply contact us at [lori@portraitofbeauty.com](mailto:lori@portraitofbeauty.com), and we will promptly do so.

## **INFORMATION COLLECTING, USE AND SHARING**

We are the sole owners of the information collected on the Sites. We only have access to/ collect information that you voluntarily give us via email or other direct contact from you. We will not sell, rent or otherwise share this information with any other individual or business entity, except as reasonably necessary to provide products, materials, or services to you. We will use your information to respond to you, and will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to ship an order. Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

## **YOUR ACCESS TO AND CONTROL OVER INFORMATION**

You may opt out of any future contacts from us or request that we discontinue sending of email and other communications at any time at any time by contacting us at [lori@portraitofbeauty.com](mailto:lori@portraitofbeauty.com).

## **SECURITY**

We take precautions to protect your information. When you submit sensitive information via the Sites, your information is protected both online and offline.

Wherever we collect sensitive information, that information is encrypted and transmitted to us by secure servers. We have included common indications of such secured features when appropriate such as a closed lock icon at the bottom of your web browser. While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

## **REGISTRATION**

In order to use these Sites, a user may complete the registration form. During registration a user is required to give certain information (such as name and email address). This information is used to contact you about the products/services on our site in which you have expressed interest. At your option, you may also provide demographic information (such as gender or age) about yourself, but it is not required.

## **ORDERS**

We request information from you on our order form. To buy from us, you must provide contact information (such as your name and shipping address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

## **THIRD PARTIES**

Please be aware that some of our business partners may use cookies or other methods of tracking and targeting use on our site (advertisers, for example). However, we have no access to or control over these cookies and this Privacy Policy does not extend to such third parties. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects Identifier Information.

## **SURVEYS & CONTESTS**

From time-to-time our site requests information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore whether or not to disclose information sought by such surveys or contests. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

## GOOGLE ANALYTICS

We also use Google Analytics Advertiser Features to optimize our business. Advertiser features include:

- Remarketing with Google Analytics
- Google Display Network Impression Reporting
- DoubleClick Platform integrations
- Google Analytics Demographics and Interest Reporting

By enabling these Google Analytics Display features, we are required to notify our visitors by disclosing the use of these features and that we and third-party vendors use first-party cookies (such as the Google Analytics cookie) or other first-party identifiers, and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to gather data about your activities on our Site. Among other uses, this allows us to contact you if you begin to fill out our check-out form but abandon it before completion with an email reminding you to complete your order. The “Remarketing” feature allows us to reach people who previously visited our Site, and match the right audience with the right advertising message.

You can opt out of Google’s use of cookies by visiting Google’s ad settings and/or you may opt out of a third-party vendor’s use of cookies by visiting the [Network Advertising Initiative opt-out page](#).

## FACEBOOK

As advertisers on Facebook and through our Facebook page, we, (not Facebook) may collect content or information from a Facebook user and such information may be used in the same manner specified in this Privacy Policy. You consent to our collection of such information.

We abide by Facebook’s Data Use Restrictions.

- Any ad data collected, received or derived from our Facebook ad (“Facebook advertising data”) is only shared with someone acting on our behalf, such as our service provider. We are responsible for ensuring that our service providers protect any Facebook advertising data or any other information obtained from us, limit our use of all of that information, and keep it confidential and secure.
- We do not use Facebook advertising data for any purpose (including retargeting, commingling data across multiple advertisers’ campaigns, or allowing piggybacking or redirecting with tags), except on an aggregate and anonymous basis (unless authorized by Facebook) and only to assess the performance and effectiveness of our Facebook advertising campaigns.
- We do not use Facebook advertising data, including the targeting criteria for a Facebook ad, to build, append to, edit, influence, or augment user profiles, including profiles associated with any mobile device identifier or other unique identifier that identifies any particular user, browser, computer or device.
- We do not transfer any Facebook advertising data (including anonymous, aggregate, or derived data) to any ad network, ad exchange, data broker or other advertising or monetization related service.

## **CHILDREN**

To access or use the Site, you must be 18 years old or older and have the requisite power and authority to enter into this Privacy Policy. Children under the age of 18 are prohibited from using the Site.

## **UPDATING YOUR INFORMATION**

You may access and correct your personal information and privacy preferences by contacting us via email at [lori@portraitofbeauty.com](mailto:lori@portraitofbeauty.com).

## **CHANGES TO THIS POLICY**

You acknowledge and agree that it is your responsibility to review this Site and this Policy periodically and to be aware of any modifications. We will notify you of any changes to this privacy policy by posting those changes on this page.

If have any questions about this Privacy Policy, you may contact us via email at [lori@portraitofbeauty.com](mailto:lori@portraitofbeauty.com)