

## Privacy Notice

**Last Updated/Effective Date:** January 10, 2024

Literary Goods, Inc. dba Litographs (“**Litographs**,” “**we**,” “**us**,” or “**our**”) respects your privacy. This Privacy Notice describes the processing of Personal Information (defined below) that is provided, collected, or disclosed in the course of providing our products and services to you (our “**Services**”) and on the websites, applications, social media pages, or other platforms that link to this Privacy Notice (collectively, the “**Site**”). It also describes your choices and rights you may have under applicable laws.

This Privacy Notice is available to consumers with disabilities. To access this Privacy Notice in an alternative downloadable format, please click [here](#).

### 1. Personal Information We Collect

We may collect a range of Personal Information. “Personal Information” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to you.

The types of Personal Information we collect may include:

- **Contact Information** – If you submit an inquiry, sign up to our Email Book Club, or otherwise provide information on our Site, we may collect your contact information. This may include your name, email address, demographic information, and phone number.
- **Financial Information** – If you make any purchases through our Site, including a gift card purchase, we may collect your financial information, including your name and payment information.
- **Location Data** – While navigating our Site your mobile device or browser may share your location data, both through WiFi and GPS. We will collect this information based on the settings of your phone and browser.
- **Commercial Information** – If you submit an inquiry, or provide information on our Site, we may collect commercial information, including information about purchases, subscriptions, and Services you have shown interest in.
- **Usage Information** – When you use our Site, our servers may automatically record information, including your Internet Protocol address (IP Address), browser type, referring URLs (e.g., the site you visited before coming to our Site), domain names associated with your internet service provider, information on your interaction with the Site, and other such information.
- **Employment Information** – If you apply for employment with us, we will collect Personal Information related to your potential employment, including your education and employment history, address and contact information, demographic information, and any other information included in your resume or application.
- **Communication Information** – We may collect audio, electronic, or visual information, which includes screen sharing views; any data in any files uploaded, emailed, or otherwise provided by customers; the contents of your communications with us, whether via e-mail, social media, telephone or otherwise, and inferences we may make from other Personal Information we collect.

### 2. How We Collect Your Personal Information

- **We May Collect Your Personal Information Directly From You** – For example, if you sign up to our Email Book Club on the Site, or request to purchase a gift card or other Services or information from us, or choose to contact us.

- **We May Also Collect Personal Information From Third Parties** – For example, we may work with business partners, subcontractors, advertising networks, analytics providers, and search information providers, who may provide us with Personal Information about you.
- **Through Online Tracking Technologies** – We use cookies and similar technologies to collect Personal Information related to activity on our Site. For additional information regarding our use of these technologies, see the *Cookies and Tracking Technologies* section below.

### 3. How We Use Personal Information

To the extent permitted by applicable law, we use Personal Information:

- **To provide and personalize our Services**, such as processing or fulfilling orders and transactions, providing our Services, processing payments, providing customer service, maintaining or servicing accounts, providing financing, verifying customer information, creating and maintaining business records, verifying eligibility, and undertaking or providing similar services.
- **For internal research and development**, such as testing and verifying the quality of our Services, improving the quality of our Services, and creating new Services.
- **For marketing**, such as sending information about our Services, including using your information to send you messages, notices, newsletters, surveys, promotions, or news about events.
- **For communicating with you**, such as responding to your questions and comments.
- **For legal, security, or safety reasons**, such as protecting our and our users' safety, property, or rights; complying with legal requirements; enforcing our terms, conditions, and policies; detecting, preventing, and responding to security incidents; and protecting against malicious, deceptive, fraudulent, or illegal activity.
- **As part of a corporate transaction**, such as in connection with the sale of part or all of our assets or business, the acquisition of part or all of another business or another business' assets, or another corporate transaction, including bankruptcy.

If you are applying for employment with us, we also use Personal Information to process your job application, to verify the information you have provided in your application, conduct interviews, perform background and reference checks, to communicate with you and answer your questions, to confirm your eligibility for employment, and improve our recruiting processes. We may also save your Personal Information for future employment opportunities with us.

### 4. How We Disclose Personal Information

We may disclose your Personal Information in the following circumstances:

- **To Service providers** – We disclose your Personal Information with third party service providers as necessary to enable them to support our Services or other aspects of our business.
- **To Business Partners** – We may share Personal Information with our trusted business partners or corporate affiliates. For example, we may disclose your Personal Information with a company for marketing purposes, such as when we co-sponsor a promotion, or service.

- **To Affiliates and Subsidiaries** – We may disclose your information to the Litographs family of companies for their and our business purposes and for marketing purposes, including to provide you information about the products or services we think may interest you.
- **For Legal or Safety Reasons** – When we have a good faith belief that access, use, preservation or disclosure of Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of the Terms of Use, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of Litographs, its users, or the public against harm.
- **In the Case of a Merger or Sale** – We may disclose Personal Information to third parties as necessary if we are involved in a merger, acquisition, or any other transaction involving a change of control in our business, including but not limited to, a bankruptcy or similar proceeding. Where legally required, we will give you prior notice prior to such disclosure.

## 5. Cookies and Other Tracking Technologies

We and our service providers may use cookies and similar technologies to collect usage and browser information about how you use our Site. We process the information collected through such technologies, which may include or be combined with Personal Information, to help operate certain features of our Site, to enhance your experience through personalization, and to help us better understand the features of our Site that you and other users are most interested in.

We allow or enable third parties to collect Personal Information in order to provide their interest-based advertising services, and we use Google Ads and other third parties (such as Facebook) to serve ads for our Services across various websites. To opt-out of this type of advertising by Google, to customize your ad preferences, or to limit Google's collection or use of your data, visit [Google's Safety Center](#) and [Google's Ad Settings](#) and follow [Google's personalized ad opt-out instructions](#). Opting out will not affect your use of our Services.

We use analytics services, including Google Analytics, to assist us with analyzing our Site traffic through cookies and similar technologies. To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on ["How Google uses data when you use our partners' sites or apps."](#) You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#).

In order to manage your preferences with respect to these technologies, please visit our preferences page. In addition, most browsers provide you with the ability to block, delete, or disable cookies, and your mobile device may allow you to disable transmission of unique identifiers and location data. If you choose to reject cookies or block device identifiers, some features of our Services may not be available, or some functionality may be limited or unavailable. Please review the help pages of your browser or mobile device for assistance with changing your settings. We do not respond to Do Not Track ("DNT") signals sent to us by your browser at this time.

## 6. How Long Do We Keep Your Personal Information

We will retain each category of your Personal Information for as long as necessary to fulfill the purposes described in this Privacy Notice, unless otherwise required by applicable laws. Criteria we will use to determine how long we will retain your Personal Information include whether we need your Personal Information to provide you with our Services you have requested; we continue to have a relationship with you; you have requested information or Services from us; we have a legal right or obligation to continue to

retain your Personal Information; we have an obligation to a third party that involves your Personal Information; our retention or recordkeeping policies and obligations dictate that we retain your Personal Information; we have an interest in providing you with Personal Information about our Services; or we have another business purpose for retaining your Personal Information.

## **7. How We Protect Your Personal Information**

We use our commercially reasonable efforts to protect the confidentiality and security of Personal Information we process. However, despite these efforts to store Personal Information in a secure operating environment, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems.

## **8. International Use of the Site**

Our Site is hosted in the United States. If you are visiting this Site from outside of the United States, please note that by providing your Personal Information, it is being transferred to, stored, collected, or processed in the United States, where our data center and servers are located and operated.

## **9. Children's Privacy**

We do not knowingly collect or solicit any Personal Information from children under the age of 13 without verified written parental consent. In the event that we learn that we have collected Personal Information from a child under the age of 13, we will promptly take steps to delete that information. If you are a parent or legal guardian and think your child has given us their Personal Information, you can email us at [privacy@litographs.com](mailto:privacy@litographs.com).

## **10. Links to Third-Party Websites**

We are not responsible for the practices employed by any websites or services linked to or from the Site, including the information or content contained within them. We encourage you to investigate and ask questions before disclosing Personal Information to third parties, since any Personal Information disclosed will be subject to the applicable third party's Privacy Notice.

## **11. Your Privacy Rights and How to Exercise Them**

Depending on where you live, you may have the right to exercise certain controls and choices regarding our collection, use, and disclosure of your Personal Information. If you believe you may have the right to exercise certain controls and choices, please submit a request to [privacy@litographs.com](mailto:privacy@litographs.com). Please note that we may need to verify your identity before considering a request and that we may deny certain requests, or only fulfil some in part, as permitted or required by law.

To opt out of marketing emails, please email us at [privacy@litographs.com](mailto:privacy@litographs.com) or by following the instructions included in the email or text correspondence. Please note that, even if you unsubscribe from certain correspondence, we may still need to contact you with important transactional or administrative information, as permitted by law. Additionally, if you withdraw your consent or object to processing of your Personal Information, or if you choose not to provide certain Personal Information, we may be unable to provide some or all of our Services to you.

## **12. Changes to this Privacy Notice**

Please note that we may modify or update this Privacy Notice from time to time, so please review it periodically. We will provide you notice if material changes are made. Unless otherwise indicated, any changes to this Privacy Notice will apply immediately upon posting to our Site.

## **13. Contact Us**

If you have any questions about our practices or this Privacy Notice, please contact us at [privacy@litographs.com](mailto:privacy@litographs.com). You may also write to us at:

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