

BéBé Bru Privacy Policy

Effective date: October 13, 2023

1. Introduction

Welcome to BeBe Bru, Inc.

Please read this policy carefully!

At BeBe Bru, Inc., we respect your right to keep your personal information private. We wrote this Privacy Policy to make sure you understand the type of information we collect, when we collect it, how we use it, and finally your rights to access it. This information may be collected through the mail, email, thebebebru.com and other websites that link to this Privacy Policy, and any mobile services or applications offered by us.

In sum, this Privacy Policy explains: 1) what information thebebebru.com, BeBe Bru, Inc., LLC, and its parent, subsidiary, and affiliate companies (collectively “BeBe Bru”, “we”, or “us”) collects and why we collect it; 2) how we use this information; and 3) how you can access this information, update it, or correct it.

BY USING OUR WEBSITE, YOU ARE ACCEPTING THE TERMS OF THIS PRIVACY STATEMENT AS WELL AS OUR TERMS AND CONDITIONS, AND YOU ARE CONSENTING TO OUR COLLECTION, USE, DISCLOSURE, AND RETENTION OF INFORMATION AS DESCRIBED IN THIS PRIVACY STATEMENT.

If you do not agree to the terms of this Privacy Statement, please do not use our Website. We may make changes to this Privacy Statement from time to time. We will post any changes to our Website. Your continued use of our Website following the posting of any changes will mean you accept those changes.

This Privacy Statement does not apply to information that you may submit to us offline, or to third-party websites or mobile applications that may link to the Website or be linked to on the Website. We are not responsible for the actions or privacy practices of third-party websites and applications; please consult those websites and applications directly to understand their privacy practices.

2. Information We Collect About You

We collect, process, and retain information from you and any devices you may use when you use or interact with our Website, and in other ways described below.

Information You Give Us: We receive and store information provided to our Website or given to us in any other way, including your:

Mom's Name

Physical Address

Shipping Address

Phone Number

Email

Mom's DOB

Baby's Name

Baby's DOB

The dates the milk was packaged/frozen

*BeBe Bru will not accept milk that has been frozen for more than one year.

How did you hear about us?

payment information].

Information We Automatically Collect: We receive and store certain types of information whenever you use our Website. Our Website may use "cookies," tagging and other tracking technologies to help enable us to enhance or personalize your online experience. This information includes computer and connection information such as statistics on your page views, traffic to and from our Websites, referral URL, ad data, your IP address, device identifiers, transaction history, and your web log information

Location Information: When you download or use our app or visit our Website, we may receive information about your location and your device, including a unique identifier for your device. Location information allows us to provide location-based services, such as: shipping details, advertising, search results, and other personalized content. We will only collect precise geo-location information with your consent; however, some services or features may not function properly without this information.

Information From Social Media: When you interact with us or our Website on a social media platform, we may collect the personal information that you make available to us, including your account ID, username, and other information included in your posts. If you choose to log into your account with or through a social networking service, we and that service may share certain information about you and your activities.

Information From Other Sources: We may supplement the information we collect with information offline or from third parties. This Privacy Statement does not apply to this other information.

3. How We Use Information We Collect From Or About You

We use the information we collect from or about you to help us personalize and continually improve your experience on the Website, including providing our products or services, responding to requests for information, analyzing and compiling trends and statistics, and communicating with you.

We also may use information about you to: provide, maintain, and improve the Website and for internal or other business purposes; fulfill your requests for information; communicate with you; detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal; optimize, perform analysis, or improve our Website, products, services, and operations; provide, produce, and ship the products that you order or the services you request; provide customer support; send you offers or other communications about our products and services, such as special or promotional events, including services, products, or events for which we collaborate or co-offer with a third party; administer contests, sweepstakes, promotions, and surveys; and post user generated content provided by users.

We may use the information from one portion of the Website on other portions of the Website, and we may combine information gathered from multiple portions of the Website. We also may use or combine information that we collect offline or we collect or receive from third-party sources for many reasons, including to enhance, expand, and check the accuracy of our records. Additionally, information collected from a particular browser or device may be used with another computer or device that is linked to the browser or device on which such information was collected.

We may retain information we collect from or about you for as long as reasonably required to satisfy the purposes for which we have collected the information, or as required by law, whichever is longer. This means we will retain information about you both while you are an active user of our Website and after you cease to be an active user.

4. How We Share Your Information With Others

We share information we collect from or about you with third parties as described below. In addition, we may share information that does not personally identify you, such as aggregate information, de-identified information, device identifiers, or other unique identifiers with third parties.

Third-Party Service Providers: We engage third-party service providers to perform functions on our behalf such as, but not limited to: hosting, content syndication, content management, technical integration, marketing, analytics, customer service, fraud protection, payment processing, fulfillment and shipping]. These third parties may have access to information about you when needed to perform their functions.

Sale, Assignment or Change of Control: We may change our ownership or corporate organization while providing the Website. We may transfer some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets, or any line of business, change in ownership control, or financing transaction. Under such circumstances, we will request the acquiring party to follow the practices described in this Privacy Statement with respect to previously collected information. Nevertheless, we cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat information about you in the same way as described in this Privacy Statement.

Law Enforcement, Legal Process, and Emergency Situations: We may also use or disclose information we collect from or about you if required to do so by law or on the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on us or our Website; (b) protect and defend our rights or property, the Website, or our users; (c) respond to a third party that alleges that you have infringed their intellectual property rights; or (d) act to protect the personal safety of us, users of the Website, or the public.

Public Platforms, Interactive Features and Activities: Please remember that any information you share in public platforms or on social sharing features, becomes public and anyone may take and use that information. Please be careful about what you disclose and do not post any information that you expect to keep private. Please consult the applicable guidelines, if any, for use of these features. We cannot control who views information that you post on public platforms and are not responsible for how third parties, including other users may use or disclose information that you post or otherwise share with other users or third parties.

5. How To Access And Update Your Information

If you would like to access or update information that you have provided to us, please contact us at info@thebebebru.com. You will not be permitted to examine information related to any other person or entity. You may be required to provide us with sufficient information to verify your identity prior to accessing any records containing information about you. We may not accommodate a request to change information about you if we believe doing so would violate any law or legal requirement, or cause the information to be incorrect.

6. Cookies And Other Tracking Technologies

Like many websites, we use tracking technologies such as cookies, web beacons, and similar technologies to record your preferences, track the use of our Website, and measure exposure to our online advertisements. We may also use these technologies to monitor traffic, improve the Website, and make it easier to use and more relevant. Most web browsers automatically accept cookies but, if you prefer, you can usually modify your browser setting to disable or reject cookies. In addition, you may also render some web beacons unusable by rejecting or removing their associated cookies. If you delete your cookies or if you set your browser to decline cookies, some features of the Website may not work or may not work as designed.

We use third-party analytics services on the Website, including Google Analytics. These analytics service providers use cookies or other tracking technologies to help us analyze how users interact with and use our Website, compile reports about activity on Website, and provide us other services. The technologies may collect information such as your IP address, time of visit, whether you are a return visitor, any referring website, and other information. We do not use these analytics service providers to gather information that personally identifies you. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google click [here](#).

We work with third-party companies who also use these technologies to provide advertisements on our Website and other third-party website. These third parties may use these technologies to collect information about you when you use the Website. They may collect information about your online activities over time and across different websites and other online services. They may also use persistent identifiers to track your Internet usage across other websites in their networks beyond our Website. They may use this information to provide you with interest-based advertising or other targeted content. While we do not knowingly provide these entities with information that personally identifies you, such third parties may, with sufficient data from other sources, be able to personally identify you, unknown to us.]

Some content, applications, and advertisements on the Website may be served by unaffiliated third parties. We do not control these third parties' tracking technologies or how they may be used. We are not responsible for the content or privacy practices on any website not operated by us to which our Website links or that links to our Website.

Your browser or device may include “Do Not Track” functionality. Our information collection, disclosure practices, and the choices that we provide, will continue to operate as described in this Privacy Statement, whether or not a Do Not Track signal is received.

7. How Information About You Is Used And Shared

In many instances, you have choices about the information you provide and how we use that information. These choices are described below.

Marketing Emails: By providing us with an e-mail address, you acknowledge that we may use your e-mail address to communicate with you. While you cannot opt-out of receiving notifications and other service-related communications regarding your account or your transactions, you can opt-out of receiving promotional and other marketing emails from us by using the “unsubscribe” feature in our marketing e-mails.

Please note that opting-out of participating advertising networks services does not mean that you will not receive advertising while using our Website or on other websites, nor will it prevent the receipt of interest-based advertising from third parties that do not participate in these industry programs.

8. Our Information Retention, Deletion, and Anti-Discrimination Policies

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this policy will require us keeping your personal information for longer than the period of time in which users have an account with us.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

You always retain the right to request deletion of your information from our systems unless retention of said information, in whole or in part, is required by law. If you would like to delete your information, contact a BeBe Bru customer service representative using the contact information below.

Finally, we absolutely will not discriminate against you for exercising any of your privacy rights afforded you under this policy or by law. If you have any questions or concerns about exercising your privacy rights under this policy or by

law, please contact a BeBe Bru customer service representative using the contact information below.

info@thebebebru.com

9. Payments

In order to facilitate access to our services, we may use third-party services for payment processing (e.g. payment processors).

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors we work with are:

Stripe:

Their Privacy Policy can be viewed at: <https://stripe.com/privacy>

10. Other Important Information

Users Under 13: The online experience, services, and products offered through thebebebru.com are not intended for the use of individuals under the age of 13, and we do not knowingly collect information online from individuals under the age of 13.

Users Over 13: We do not knowingly solicit data from or market to children under 18 years of age. Minors between the ages of 13 and 18 need parental consent and supervision to use our services and make authorized, legal purchases for services through in accordance with applicable State and Federal laws. We are not liable if this privilege is abused and we insist that parents monitor their children when accessing our website, products, and services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate any relevant accounts and take reasonable measures to promptly delete such data from our records. If you become aware of any data we have collected from children under age 18, please contact a BeBe Bru customer service representative or click here:

info@thebebebru.com

Users Outside of the United States: If you use our Website outside of the United States, you understand and consent to the transfer of information we collect from or about you to,

and the collection, processing, and storage of information about you in, the United States and elsewhere. The laws in the U.S. and these countries may be different than the laws of your country.

Security: At BeBe Bru we understand that a privacy policy is only effective if we abide by the terms we have spelled out. To that end, we have endeavored to institute reasonable and appropriate physical, electronic, and administrative measures to safeguard the security of your personal information. If you feel that your information isn't safe or that we are not otherwise abiding by our own policies, please contact us immediately info@thebebebru.com

However, when you do communicate with our customer service representatives via email or social media, these communications may not be encrypted or otherwise protected. For that reason, we ask that you do not include or share sensitive information via these communication channels.

Your Data Protection Rights Under General Data Protection (GDPR): If you are a resident of the European Union (EU) and European Economic Area (EEA), you have certain data protection rights, covered by GDPR. – See more at <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

We aim to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data. If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please email us at: info@thebebebru.com

In certain circumstances, you have the following data protection rights:

- (a) the right to access, update or to delete the information we have on you;
- (b) the right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete;
- (c) the right to object. You have the right to object to our processing of your Personal Data;
- (d) the right of restriction. You have the right to request that we restrict the processing of your personal information;
- (e) the right to data portability. You have the right to be provided with a copy of your Personal Data in a structured, machine-readable and commonly used format;
- (f) the right to withdraw consent. You also have the right to withdraw your consent at any time where we rely on your consent to process your personal information;

Please note that we may ask you to verify your identity before responding to such requests. Please note, we may not be able to provide Service without some necessary data.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

Note: Though we do not do business within the EU or with customers with EU-based IP addresses, we still endeavor to abide by the fundamental principles of the U.S.-EU Privacy Shield framework. More information on the protections this affords you and your PII can be found here: <https://www.privacyshield.gov>.

Your Data Protection Rights Under the California Privacy Protection Act

(CalOPPA): This Privacy Notice for California Residents (this “Notice”) supplements the information contained in our Privacy Statement and applies solely to all visitors, users, and others who reside in the State of California (“California Users” or “you”). All capitalized terms used herein but not otherwise defined shall have the meaning ascribed in the Privacy Statement.

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law’s reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. – See more at: <https://consumercal.org/about-cfc/cfc-education-foundation/california-online-privacy-protection-act-caloppa-3/>

According to CalOPPA we agree to the following:

- (a) users can visit our site anonymously;
- (b) our Privacy Policy link includes the word “Privacy”, and can easily be found on the page specified above on the home page of our website;
- (c) users will be notified of any privacy policy changes on our Privacy Policy Page;
- (d) users are able to change their personal information by emailing us at info@thebebebru.com

Our Policy on “Do Not Track” Signals:

We honor Do Not Track signals and do not track, plant cookies, or use advertising when a Do Not Track browser mechanism is in place. Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

Contact Us

If you have any questions about this Privacy Policy, you can email, write, or call us. If you email us, you will receive an automated receipt confirming we received your inquiry. A real, live human will make every effort to respond within 2 business days of the date you submitted your inquiry.

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406-577-6366

CONTACT US ONLINE

info@thebebebru.com