

## **PRIVACY NOTICE**

ROLF Spectacles Corp. (“Company” or “we”) is committed to protecting and respecting your privacy.

This Privacy Notice explains our online information practices in the United States and the choices you can make with respect to how your non-public personal information is collected and utilized, and how you can opt out.

www.rolf-spectacles.com, including its mobile phone and other wireless device applications, is referred to herein as the “Site”.

### **INFORMATION WE COLLECT AND USE**

When you access, connect with or use this Site, directly or indirectly, we may obtain public and non-public personal information, including, personally identifiable information and non-personally identifiable information, about you from the following sources:

- Information you may submit to this Site.
- Information we may receive from third parties.
- Information we may customize based upon your access to, connection with or use of this Site to improve your experience on this Site.
- When you access, connect with or use our Site, we may place or read cookies or receive information from your devices such as your computer and mobile phones. We may also place cookies through a pixel on an advertiser’s or partner’s site.
- Through cookies, pixels or similar technologies (like local storage or information from your device), we may obtain or receive information about your use of your device, our apps, other apps, our services and services offered by our business partners. We use such information for purposes of authentication, security, advertising, insights, measurement, localization, service provision, performance.
- Our business partners may do the same to help provide you with relevant services and ads.
- You can set your browser to notify you when you receive a cookie and give you an opportunity to accept or reject it.

#### (1) Personally identifiable Information

In order to serve your needs and to provide you with improved products and services, we may from time to time request personal and private information that are identifiable to you,

such as your name or company, residence or business address, contact information, health information, or financial information.

(2) Non-personally identifiable Information

Our server automatically recognizes visitors' domain names and Internet Protocol addresses (where possible) through tracking technology. We also collect information and statistics about how visitors access, connect with or use the Site. This type of information is collected, compiled, studied, aggregated and maintained in an anonymous, non-personal and composite form, or collected passively using various technologies such as web beacons and may be used to track usage of the Site, allows us to improve the content and performance of our website and facilitate market research.

**PROTECTION OF NON-PUBLIC PERSONALLY IDENTIFIABLE INFORMATION**

We use encryption technology. All of your non-public personal identifiable information – including your name, mailing address, telephone number, e-mail address and credit card data, as applicable – may be encrypted, using a secure server for security.

We restrict access to non-public information, including personally identifiable information, about you to our employees, associates, affiliates and third parties with whom we have a business relationship, who need this information for purposes of products/services provision, marketing or advertising. We maintain physical, electronic, and procedural safeguards to guard your user name and password for this Site, prevent them from unauthorized access, and ensure its designated use and transmission.

We will not share your user name or password with any party. We are not in the business of selling your information.

**Non-public personal information excludes any information you may choose to submit publicly, such as to reviews, social networking sites, critiques, editorials, testimonials, manuscripts, documentaries, forum or blog discussions.**

**RETENTION DISCLOSURE AND TRANSFER**

We retain non-public personally identifiable information for as long as necessary to use it for the purpose for which it was collected or to comply with legal requirements, such as statutory retention periods. We will delete or make anonymous any non-public personally identifiable information that is no longer required.

Your information may be part of the transferred assets in the event of a corporate sale, merger, reorganization, dissolution or similar event of Company.

**WE MAY DISCLOSE YOUR ACCOUNT INFORMATION WHEN WE BELIEVE, IN GOOD FAITH, THAT SUCH DISCLOSURE IS REASONABLY NECESSARY TO (1)**

COMPLY WITH LAW; (2) RESPOND TO SUBPOENAS, COURT ORDERS OR LEGAL PROCESS, ESTABLISH OR EXERCISE OUR LEGAL RIGHTS; OR DEFEND AGAINST LEGAL CLAIMS; (3) ENFORCE OR APPLY THE TERMS OF OUR TERMS OF USE FOR THIS SITE; (4) PROTECT THE RIGHTS, PROPERTY, OR SAFETY OF OUR COMPANY, OUR USERS OR OTHERS; (5) INVESTIGATE, PREVENT OR TAKE ACTION REGARDING ILLEGAL ACTIVITIES, SUSPECTED FRAUD, SITUATIONS INVOLVING POTENTIAL THREATS TO THE PHYSICAL SAFETY OF ANY PERSON; OR (6) VIOLATIONS OF THE TERMS OF USE OF THIS SITE.

### **RIGHT TO OPT OUT, UNSUBSCRIBE**

You may opt-out of all or some of our services by not providing information or unsubscribe. We may in any event retain and use such information as permitted or mandated by applicable law to be retained or used by us.

### **DISCLAIMER**

- While we strive to protect your privacy, please be aware that we are unable to guarantee complete security.
- This Privacy Notice does not apply to any unsolicited information you provide to Company through this Site or through any other means.
- The following circumstances in connection with your personal information are not subject to this Privacy Notice:
  - (a) Clicking on any linked site/advertising banners appearing on this Site will take you to third party web sites, which are subject to other privacy practices that may be different from this Privacy Notice.
  - (b) Any information disclosed in any chat rooms, forums, blogs, message boards, and/or news groups will become part of the public domain and is not subject to privacy protection.
  - (c) Your account may be accessed or used by unauthorized third parties due to disclosure of your user name and password not made by Company.

### **YOUR CONSENT AND NOTIFICATION OF CHANGES TO OUR PRIVACY POLICY**

By accessing, connecting with or using this Site, or by providing your information to this Site, you consent to our use of your information in accordance with this privacy policy, and you acknowledge and agree that such information may be transferred from your location to the offices and servers of Company and its business partners in accordance with this Privacy Notice.

If you are using, visiting or connecting to this Site from the European Union or other regions with laws governing data collection and use, please note that by such use, visit or connection you consent to the transfer of your information to or from the United States, and to processing globally, and the application of U.S. laws in lieu of any other laws.

We reserve the right, at our sole discretion, to change, modify, add or remove portions of this policy at any time. If our privacy policy changes, we will post those changes on this Site. Please check this privacy policy regularly for any update. Your continued use of this Site and its products or services following the effective date of any changes constitutes your consent to the updated Privacy Notice.

### **QUESTIONS AND COMMENTS**

We welcome your questions and comments about privacy and/or our use of your information. You can contact us for questions and comments or corrections to your information that we have maintained by emailing us at [nyc@rolf-spectacles.com](mailto:nyc@rolf-spectacles.com).

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