

XUPERMASK PRIVACY POLICY

INTRODUCTION

XUPERMASK OPCO LLC (“XUPERMASK”, “we”, “our”, “us”) and its subsidiary and affiliate companies respect the privacy rights of its online visitors (“you”, “your”, “yours”) and recognize the importance of protecting the information collected about them. This Privacy Policy addresses the use and disclosure of personal information we collect from you.

By visiting this Site, or providing your information to us, you are accepting the practices described in this Privacy Policy.

Please exit this Site immediately if you do not accept this Privacy Policy or are accessing this Site in a country or other territory where use of this Site is not permitted.

USE AND COLLECTION OF INFORMATION

We do not share with others, or sell or rent to others, any personal information that you provide to us through this Site except with your consent or as described in this Privacy Policy. We may engage third parties to perform services in connection with the operation of our business. Examples of these services include payment processing and authorization, fraud protection and credit risk reduction, product customization, order fulfillment and shipping, marketing and promotional material distribution, Site evaluation, data analysis and, where applicable, data cleansing. We provide personal information to these third parties, but we authorize them to use this information only in connection with the services they perform. We will also share information with our business partners. For example, we will share information with business partners who assist us with direct mail marketing. These business partners may share your information with subcontractors to perform services in connection with the operation of our business.

XUPERMASK collects and stores information from visitors to this Site, including those who register their information or who use the online store. For example, when you place

an order, we collect and store some or all of the following information that you provide: name, billing address, shipping address, email address, and telephone number. Credit card and payment information is only processed through our third-party service provider and not collected or stored at XUPERMASK. We refer to this information as "Order Information." This Order Information is used to provide the products and services that you have ordered or requested, to process and ship orders, to send order and shipping confirmations and to provide customer service.

This information also may be used for our own marketing and internal business purposes, and to communicate with you, including contacting you about sales, special offers and new site features, unless you have opted not to receive promotional communications in connection with this Site. To serve you better, we may combine information you give us with other information, which is publicly available.

As indicated above, we may also share this information with third party marketing partners that: (i) provide products or services to us; (ii) that help us provide targeted advertising to you (iii) assist us with internal market research; and (iv) perform any of the other activities allowed under this Policy. You may opt out of targeted advertising by exercising your rights as indicated in the "Your Rights" section below.

We may collect and store certain other information automatically whenever you interact with this Site. For example, we may collect your IP address, time zone, browser information, some of the cookies installed on your device, and reference site domain name every time you visit this Site. Electronic files used to record information about how you browse the site include "web beacons," "tags," and "pixels." We also may collect information regarding customer traffic patterns and site usage. We refer to this automatically collected data as "Device Information." Technologies we may use to collect your Device Information include "log files," which track additional actions occurring on the site as you navigate through it, including your Internet Service Provider ("ISP"), referring/exit pages, and date/time stamps. We use the information gathered from these files to improve your experience with the site.

As indicated above, we use "cookies", which are files stored on your computer's hard drive by your browser. We use cookies to improve your user experience, ascertain which web pages are visited and how often, and to make our Site more user friendly

when you return to the Site. Most browsers accept cookies automatically but allow you to disable them. We recommend that you leave cookies "turned on" so that we can offer you a better shopping experience on this Site.

Additionally, as our business continues to grow, we may acquire or sell a business. We reserve the right to transfer business and customer information in connection with such a transaction. In the event that XUPERMASK or substantially all of its assets are acquired, business and customer information may be one of the transferred assets. All business and customer information remains subject to the provisions of the Privacy Policy in place at the time of the asset transfer.

You should also be aware that we might disclose specific information about you if required to do so by law, governmental request, process or court order or based on our good faith belief that it is necessary to conform or comply with such law, request or court order or to protect the users of our Sites or the public.

YOUR RIGHTS

With regard to the collection and use of your personal information, there are certain rights available to you as the data subject. Depending on where you reside, there may be laws or regulations that list these rights specifically.

The section entitled "Use and Collection of Information" above lists the categories of personal information we have collected about residents in the preceding 12 months and how that information is collected. These categories of personal information are as follows:

- Identifiers including name, postal address, online identifier, IP address, and email address;
- Internet or other electronic network activity information;
- Inferences drawn from any of the information identified above reflecting your preferences and characteristics.

We use and share this information for the following business and commercial purposes:

- Sharing of your personal information with subsidiaries or group companies and third-party marketing partners & service providers who we use to support our services.
- Sharing your information with our business partners.
- Sharing of your personal information where disclosure is necessary to:
 - a. Comply with legal process (such as a court order) or other legal requirements of any governmental authority;
 - b. Protect our rights or property;
 - c. Protect the interests of users of the Site, other than you, or any other person;
 - d. Operate or conduct maintenance and repair of our services or equipment;
 - e. In connection with a sale or dissolution of any of our businesses; or
 - f. As otherwise permitted by law.

You can opt out of receiving our marketing emails by clicking the link to opt out in the email message itself. Even if you opt out of receiving marketing messages, we will still send you transactional messages. These include responses to your questions or messages related to any purchases you make.

You also have the right to request:

- a. Access the to your personal information we hold about you;
- b. Request we correct any inaccurate personal information we hold about you;
- c. Request we delete any personal information we hold about you;
- d. Restrict the processing of personal information we hold about you;
- e. Object to the processing of personal information we hold about you; and/or
- f. Receive any personal information we hold about you in a structured and commonly used machine-readable format or have such personal information transmitted to another company. We may ask you for additional information to confirm your identity and for security purposes, before disclosing information requested to you.

While we will do our best to honor your request, we may not be able to do so in certain situations where you data is needed or required (e.g., complying with the legal process, record-keeping requirements, or facilitating a transaction upon your request).

When you place an order through the Site, we will retain your Order Information for our records unless and until you ask us to delete this information.

To exercise any of your rights in connection with your personal information, please contact us at privacy@xupermask.com or 1-888-987-7675. We will process any request in line with any local laws and our policies and procedures. Please note that we will not discriminate against you for exercising any of your rights under this Privacy Policy.

Should you wish to request the exercise of your rights as detailed above with regard to your personal information, to the extent required by applicable law, we may need to take steps, including to request additional information from you, to verify your identity. When making your request, please indicate your state of residence (or country of residence if outside of the United States) and include "Privacy Rights Inquiry" as the subject of the correspondence.

If you are located in the EEA, you have the right to lodge a complaint about how we process your personal information with the supervisory authority in your country.

UPDATE YOUR INFORMATION OR POSE A QUESTION OR SUGGESTION

If you would like to request that we update or correct any information that you have provided to us through your use of the Site or otherwise, or if you have suggestions for improving this Privacy Policy, please send an email to privacy@xupermask.com. You may request that content or information you posted to the Site is no longer publicly accessible from the Site by sending an email to privacy@xupermask.com. After completing the request, we may continue to hold your content and information and such content and information may remain publicly available if your association with the content and information removed or another user posted, copied, or re-posted the content and information.

DO NOT TRACK

Do Not Track ("DNT") is a privacy preference that users can set in their web browsers. When a user turns on DNT, the browser sends a message to websites requesting that they do not track the user. At this time, XUPERMASK ignores these signals.

XUPERMASK does not change its practices, described elsewhere in this Privacy Policy, in response to Do Not Track browser settings or signals. For information about DNT, visit www.allaboutdnt.org.

Third parties may collect personal information about your online activities over time and across different websites, including your use of this Site. This Privacy Policy does not apply to, and we are not responsible for, the practices of third parties that collect your personal information.

COOKIES AND THIRD PARTY ANALYTICS

As is common practice with almost all professional websites, this site uses cookies. Cookies are tiny files that are downloaded to your computer, to improve your user experience. This section describes what information they gather, how we use it, and why we sometimes need to store these cookies. We will also share how you can prevent these cookies from being stored; however, this may downgrade or 'break' certain elements of the sites functionality. For more general information on cookies see the Wikipedia article on HTTP Cookies.

HOW WE USE COOKIES

We use cookies for a variety of reasons detailed below. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

DISABLING COOKIES

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of this site. Therefore, it is recommended that you do not disable cookies.

ACCOUNT RELATED COOKIES

If you create an account with us then we will use cookies for the management of the signup process and general administration. These cookies will usually be deleted when you log out however in some cases they may remain afterwards to remember your site preferences when logged out.

LOGIN RELATED COOKIES

We use cookies when you are logged in so that we can remember this fact. This prevents you from having to log in every single time you visit a new page. These cookies are typically removed or cleared when you log out to ensure that you can only access restricted features and areas when logged in.

EMAIL NEWSLETTERS RELATED COOKIES

This site may offer promotional materials, social media information, newsletter, or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

ORDERS PROCESSING RELATED COOKIES

This site offers e-commerce or payment facilities and some cookies are essential to ensure that your order is remembered between pages so that we can process it properly.

SITE PREFERENCES COOKIES

In order to provide you with a great experience on this site we provide the functionality to set your preferences for how this site runs when you use it. In order to remember your preferences we need to set cookies so that this information can be called whenever you interact with a page is affected by your preferences.

THIRD PARTY COOKIES

These cookies are aimed at creating user-related profiles to send commercial messages that meet the preferences shown during the visit, or to improve your navigation experience: while you navigate on our website, these cookies are useful for

showing you products of interest to you or which are similar to those you have viewed. Third-party cookies are those that have been sent by our trusted third-party companies. These cookies allow you to be provided with our commercial offering on other affiliated websites (retargeting). With third-party cookies, we do not have control of the information provided by the cookie and we do not have access to this data. This information is entirely controlled by those third parties as described in their respective policies. To find out more about these third parties' cookie, you can review their respective policies and knowingly manage your consent or refusal. For this, we invite you to visit <http://youronlinechoices.com>.

For more information on cookies and to manage your preferences for third party profiling cookies, please go to <http://youronlinechoices.com>. Once on the site, by accessing the area "Your Choices" you can: visualize the list of third party companies, our partners, which install cookies on our site; verify the presence and activation status of installed cookies (Status) and manage your consent selectively (On/Off).

DATA ANALYTICS

The following section details which third party cookies you might encounter through this site:

This site uses Google Analytics, which is one of the most widespread and trusted analytics solution on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content. For more information on Google Analytics cookies, see the official Google Analytics page.

We also use the Google AdSense service to provide relevant advertising across the web and limit the number of times that a given ad is shown to you. Google AdSense uses a DoubleClick cookie to serve relevant ads. For more information on Google AdSense see the official Google AdSense privacy FAQ.

In addition to utilizing Google AdSense, we also use Facebook and Bing marketing services. You can opt out of targeted advertising via Facebook and Bing by accessing the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance’s opt-out portal at: <http://optout.aboutads.info/>.

We use advertising to offset the costs of running this site and provide funding for further development. The behavioral advertising cookies used by this site are designed to ensure that we provide you with the most relevant advertising where possible by anonymously tracking your interests and presenting similar things that may be of interest.

We also use social media buttons or plugins on this site that allow you to connect with your social network in various ways. For these connections to work the social media sites will set cookies through our site which may be used to connect profiles, enhance your profile on their site, or contribute to the data they hold for various purposes as is more fully outlined in their respective privacy policies. Please take the opportunities to review those policies.

CHILDREN

This Site is not intended or directed to anyone under the age of 16. We do not sell or ship any items ordered through this Site directly to anyone who we know to be under the age of 16, nor do we collect any personal information from anyone who we know to be under the age of 16. If you are under the age of 16, you should use this Site only with the involvement of a parent or guardian and should not submit any personal information to us. If you are aware of any individuals under 16 submitting information on our website, please contact us, using any of the methods set forth in this policy.

SECURITY

The security of your information is very important to us and will only collect personally identifiable information to the extent deemed reasonably necessary to serve you and your requests in view of our legitimate business purposes as set out above.

XUPERMAKS uses commercially reasonable technical, administrative, and organizational measures to secure the data we hold. While we implement these and other security measures on our sites, please note that 100% security is not possible.

Because we are a global company and depending on where you reside, the data that we collect from you may be transferred to, and stored at, a destination within or outside the US. Data we collect may also be processed by staff operating outside the U.S. who works for us or for one of our suppliers, partners, or service providers. Such staff may be engaged in, among other things, the fulfillment of your order, the processing of your payment details, and the provision of support services. By submitting your personal data, you agree to this transfer, storing, or processing. We will take reasonable steps to ensure that your data is treated securely and in accordance with this Privacy Policy.

Additionally, if you are visiting the Services from outside the United States, please be aware that your information will be transferred outside of Europe, including to Canada and the United States. That information may then be transferred within the United States or back out of the United States to other countries outside of your country of residence, depending on the type of information and how it is stored by us. These countries (including the United States) may not necessarily have identical data protection laws. This Privacy Policy will at all times govern our collection, storage, and use of your information. By using the service, you consent to the transfer and use of your personal information in accordance with this Privacy Policy.

HOW TO CONTACT US ABOUT PRIVACY MATTERS

If you would like to contact us for any reason concerning our privacy practices, you can reach us by email at privacy@xupermask.com, by phone at 1-888-987-7675 or by mail at:

XUPERMASK OPCO LLC
Attn: Privacy Compliance Officer

10960 Wilshire Blvd, 5th Floor
Los Angeles, CA 90024

PRIVACY POLICY UPDATES

We may update this Privacy Policy from time to time. Whenever we make a change, we will post the updated policy at this Site with the date of the latest revision, and we encourage you to check our policy periodically. If you have any questions or concerns regarding this Privacy Policy, please contact us as described above.

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