

## Privacy Policy & Terms of Use

### I. Introduction

This website ("website") is operated by TAKI GOLD LLC, which includes World of Taki Gold ("World of Taki Gold" or "we" or "us"). This privacy policy only covers information collected at this website and does not cover any information collected offline by World of Taki Gold (unless specifically stated). The purpose of this policy is to fully inform you of how we handle your personal data. For the purposes of European Economic Area ("EEA") and UK data protection laws, we are the controller of your personal data.

### II. Security

We are committed to handling your personal information with high standards of information security. We take appropriate physical, electronic, and administrative steps to maintain the security and accuracy of personal information we collect, including limiting the number of people who have physical access to our database servers, as well as employing electronic security systems and password protections that guard against unauthorized access. You may purchase online merchandise by calling 1.805.953.5426, 24 hours a day, seven days a week. One of our customer service associates will gladly take your order.

### III. Privacy Policy

As we continue to develop our website and take advantage of advances in technology to improve the services we offer, this privacy policy likely will change. We therefore encourage you to refer to this policy on an ongoing basis so that you understand our current privacy policy. We will post those changes on the website or update the Privacy Policy modification date. In certain cases, and if the changes are material, you will be notified via email or a notice on our website.

### IV. The Information We Collect

We may ask you to provide personal information at various times and places on this website. In some cases, if you choose not to provide us with the requested information, you may not be able to access the entire website or participate in all of its features. We process certain personal information when you:

- Visit our website
- Enter information on our website
- Shop with World of Taki Gold online
- Provide information in other ways such as by subscribing to our emails or consenting to mobile messaging, where you are given the option to unsubscribe or opt out of receiving such communications, at the time of sign-up and in every subsequent email or mobile message.

We may collect the following personal information:

- Your name
- Address
- Telephone number
- Birth date
- Email address
- Your account number if you pay by credit or debit card
- From your purchases and other interactions with us, we obtain information concerning the specific products or services you purchase or use, such as your preferences, interests, sizing, and favorite items.

When you register with us as an online customer, you have the option of providing additional information. During registration of your customer account, we process your personal data in order to finalize the order process, as well as customize your personal shopping experience. Your data will be transmitted to third parties for certain purposes, for example, to complete your current order or to third parties who assist World of Taki Gold with its marketing efforts, subject to applicable data privacy laws.

We are located in the United States. Where you are located in the EEA and the United Kingdom, and provide your personal data to us to place an order online or to subscribe to receive marketing emails from us, your personal data will be transferred to us and may be transferred to the above-mentioned recipients in other jurisdictions which may not have data privacy laws equivalent to those in the EEA or the United Kingdom. By providing your personal data to us, you consent to the transfer of your personal data to us and other recipients described in this policy that are in countries outside of the EEA or the United Kingdom. You may withdraw your consent at any time. The withdrawal of your consent shall not affect the lawfulness of processing based on consent before its withdrawal.

For customers based in the United States, when you visit this website, whether or not you are logged in or enter any personal information, our web server automatically collects information such as log data and IP addresses, and may collect general information concerning your location. For EEA and UK customers, such information is collected only where we have obtained your consent to do so. We may use this collected information for a number of purposes, such as improving our site design, product assortments, customer service, and special promotions.

## V. How We Use the Information We Collect

World of Taki Gold may collect your personal data, subject to applicable data privacy laws. The data we collect is necessary for the operation of our business and in our legitimate interest. We may collect information to:

- Complete your purchase transactions
- Provide the services you request
- Send you our catalogues and other marketing offerings
- Identify your product and service preferences, so we can notify you of new or additional products, services, and promotions that might be of interest to you
- Provide other information concerning products you have purchased
- Improve our merchandise selections, customer service, and overall shopping experience

World of Taki Gold does not subject you to decisions which might have a legal effect on you due solely to the automated processing of personal data.

Where we require your personal data to complete your purchase transactions, failure to provide such information may result in us being unable to complete your transactions.

For US residents, we undertake marketing only in compliance with the CAN-SPAM Act, the Telephone Consumer Protection Act, the California Consumer Privacy Act, and other applicable laws.

For EU residents, we undertake marketing only with your expressive affirmative consent and in compliance with applicable data privacy laws. EU residents will not be added to the marketing lists unless they have already provided such express affirmative consent.

## VI. Others With Whom We Share Your Information

All of the information that we collect, as described above, may be shared among World of Taki Gold.

**Service Providers:** We also may disclose information to outside companies that help us bring you the products and services we offer. For example, we may work with an outside company to: (a) manage a database of customer information; (b) assist us in distributing emails; (c) assist us with marketing and data collection; (d) provide us storage and analysis; (e) provide fraud prevention; and (f) provide other services designed to assist us in maximizing our business potential. We require that these outside companies agree to keep confidential all information we share with them, use the information only to perform their obligations in our agreements with them, and abide by applicable data privacy laws.

**Other Companies:** World of Taki Gold may partner with select vendors to market goods and services to you which,

based on your preferences, we believe may be of interest. If you do not wish for your information to be shared with these carefully selected outside companies, you may email us at [taki@worldoftakigold.com](mailto:taki@worldoftakigold.com).

**Business Transitions:** We may transfer or share Personal Information with any person to whom we transfer any of our rights or obligations under any agreement, or in connection with a sale, merger or consolidation of our business or other transfer of our assets, whether voluntarily or by operation of law, or who is otherwise deemed to be our successor or transferee.

**Compliance with Law:** We may provide access to information when legally required to do so, to cooperate with police investigations or other legal proceedings, to protect against misuse or unauthorized use of our website, to limit our legal liability, and to protect our rights or to protect the rights, property, or safety of visitors of this website or the public.

World of Taki Gold may partner with advertising companies to place our advertising on publisher websites on the Internet. These advertising companies collect anonymous information about your visits to our website. This technology involves the use of third-party cookies which allow them to develop personalized advertising so that it directly relates to offers that may be of interest to you. To choose to opt-out of this service we have with our third-party advertising partner, [click here](#).

## VII. Your Choices Regarding Use of the Information We Collect

We provide you with a number of choices regarding our handling of your nonpublic personal information.

**Emails:** If you do not want to receive emails from World of Taki Gold you can click on the "Manage Your Email Preferences" link at the bottom of any email communication sent by us. Choose "Unsubscribe" at the bottom of the page that opens.

**Direct Mail or Telephone Marketing:** If you provided your email address to a sales associate and no longer wish to receive in-store or other promotions, you can unsubscribe by clicking the "Unsubscribe" link provided at the bottom of an email sent by the sales associate.

Because customer lists often are prepared well in advance of an offering (sometimes a few months before the offer is made), you may continue to receive some offers after you send us a request not to use your information for specified marketing purposes. We appreciate your patience and understanding in giving us time to carry out your request.

**Mobile Messaging:** If you've signed up for mobile messaging (e.g., SMS and MMS) offers but later decide you no longer wish to receive them, simply follow the opt-out instructions included in the mobile message.

## VIII. Cookies, Web Beacons, and How We Use Them

Like most websites, our website uses small data files stored on your computer or mobile device called cookies. Cookies consist of two different types; session and persistent. Session cookies enable us to recognize your actions during the browsing session, are temporary and expire when you close your browser and are not stored beyond this. Persistent cookies remain stored on your device after you close your browser until they expire or when you delete them.

Cookies and web beacons, typically a one-pixel image, used to pass information from your computer or mobile device to our website, enable us to provide you with great customer service, improvements to our website design, product assortments and special promotions by:

- keeping track of what you have in your shopping cart;
- remembering you when you return to visit our website;
- identifying the pages you click on during your visit to our website;
- the name of the website you visited immediately before clicking onto WorldofTakiGold.com; and
- helping track whether our communications are reaching you, measuring their effectiveness and allowing us to better design future communications.

We use this information to improve our site design, product assortments, customer service, and special promotions. Certain of these cookies are strictly necessary to the access and operation of the website and other cookies used are non-essential to the access and operation of the website.

We may contract with third parties who may use cookies and web beacons and collect information on our behalf or provide services such as credit card processing, shipping, promotional services, or data management. We call them our Customer Care Partners. These third parties are prohibited by our contract with them from sharing that information with anyone other than us or our other Customer Care Partners.

We use third party retargeting and remarketing features on our website. These technologies allow us to address internet users who previously visited the site by personalized advertising on our partners' websites. For this purpose, the retargeting or remarketing provider will store a cookie on your hard drive. Based on the cookie technology, anonymous user details will be stored - for example, the advertising you received from us or clicked, the products you viewed, or whether you made a purchase.

You may stop the use of the retargeting and/or remarketing feature by accessing the third-party providers' cookie opt-out pages via the following links:

Google: <https://support.google.com/ads/answer/2662922>

Criteo: <https://www.criteo.com/privacy>

NAI Opt Out Tool: <http://optout.networkadvertising.org>

Digital Advertising Alliance Opt Out Tool: <http://optout.aboutads.info>

RTBHouse: <https://www.rtbhouse.com/optout-page>

Microsoft / Bing: <https://account.microsoft.com/privacy/ad-settings>

WorldofTakiGold.com use third party web analytics to monitor site and app traffic and visitor behaviors.

Google Analytics: To learn more about Google Analytics' privacy practices and any opt-out choices it offers, [click here](#).

Adobe Analytics: To learn more about Adobe Analytics' privacy practices or to opt-out of cookies set to facilitate reporting by Adobe Analytics, [click here](#).

Please note that your opt-out status may be maintained by placement of an "opt-out" cookie on your device. If the cookie is removed or deleted, or you upgrade to a new version of your browser, change browsers or visit us from a different device, you will need to repeat this process to indicate your preference.

We use social plugins of several providers on our website in the respective standard plugin:

- The Facebook ("Share") button of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. The button is marked with the Facebook logo and Share icon.
- The Instagram ("Share" or "Follow Us") button of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. The button is marked with the Instagram logo.
- The social plugin of Twitter, operated by Twitter, Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA. This button is marked with the Twitter logo.

When you access our website containing any of the above plugins, the plugin provider may store a cookie in your browser. We have no control over the scope of the data collected by the provider by means of the plugin.

The plugins may provide their hosts with information such as the date and time of your visit to our website(s), your IP address, or the type of browser you use. If you are logged on to your account with the plugin provider while visiting our websites, the provider may match this information and any data you enter to your user account, should you interact with the plugins - for instance if you click the corresponding button on our website or post a comment. Your recommendations or comments may be displayed as information, together with your profile name and photograph, in the relevant provider's service - for instance in search results or in your user profile, or at other places on websites and in advertisements on the internet.

Even if you are not a member of the relevant provider's service, the provider may under certain circumstances nevertheless obtain and store your IP address. For the purpose and scope of data collection and further processing

and use of your data by the provider, as well as your related rights and opt-out possibilities to protect your privacy, please see the privacy policies of Facebook, Twitter, Pinterest, Instagram.

If you are a member of the relevant service and do not wish the service provider to collect data on you via our websites and connect them with the member data stored by the provider, you should log off your provider account before visiting our internet sites.