

Privacy and Security Policy

PRIVACY AND SECURITY POLICY

Dtribals Corp, (“Dtribals,” “we” or “us,”) has created the following Privacy and Security Policy (“Privacy Policy”) to inform you of the following: what information we collect, when we collect it, how and why we collect it, how we use it, how we protect it, how we share it and what choices you have regarding our collection and use of this information.

This Privacy Policy applies to the following sites: <http://www.dtribals.com> (collectively and individually, the “Sites”). Dtribals is the controller of your personal data provided to, collected by or for, or processed in connection with your use of the Sites. Entering the Sites constitutes your acceptance and agreement to the terms contained in this Privacy Policy. If you do not agree with the terms set forth in this Privacy Policy, please do not enter the Sites.

WHAT INFORMATION WE COLLECT

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device (“**personal information**”). In particular, we have collected the following categories of personal information from our customers within the last twelve (12) months:

Category	Examples	Collected
A. Identifiers.	Your real name, alias, billing and delivery address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Pancard Number, Aadhar Card # and other similar identifiers.	YES
B. Personal information.	Your name, address, phone (or mobile) number, credit/debit card number, or other financial information. Some personal information included in this category may overlap with other categories.	YES
G. Geolocation data.	Physical location or movements.	YES, if you opt in through our mobile application
K. Inferences drawn from other personal information. Profile reflecting a person’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes. YES		

We Collect Information When

We obtain the categories of personal information listed above from the following categories of sources:

Directly from you (for example):

- You purchase, order, return, exchange or request information about our products and services from the Sites or mobile applications.
- You create an Dtribals Corp account.
- You connect with us regarding customer service via our customer service center, or on social media platforms.
- You visit the Sites or participate in interactive features of the Sites or mobile applications.
- You use a social media service, for example, our Facebook page or YouTube channel.
- You sign up for e-mails, mobile messages, or social media notifications from us.
- You enter a contest or sweepstakes, respond to one of our surveys, or participate in a focus group.
- You provide us with comments, suggestions, or other input.
- You interact with any of the Sites through your computer, tablet or mobile device.

Indirectly from you (for example)

Observing your actions on our Sites

Collection from third parties (where applicable)

HOW AND WHY WE COLLECT INFORMATION

Technologies Used

We may use tracking pixels/web beacons, cookies and or other technologies to receive and store certain types of information. This information includes Internet Protocol (IP) addresses, browser information, Internet Service Provider (ISP), operating system, date/time stamp and clickstream data. This information helps us customize your website experience and make our marketing messages more relevant. It also allows us to provide features such as storage of items in your cart between visits. This includes our content presented on other websites or mobile applications. In order to provide the best customer experience possible, we also use this information for reporting and analysis purposes, such as how you are shopping our website, performance of our marketing efforts, and your response to those marketing efforts.

Third Party Cookies

We allow third-party companies to collect non-personally identifiable information when you visit the Sites and to use that information to serve ads for our products or services or for products or services of other companies when you visit the Sites or other websites. These companies may use non-personally identifiable information (e.g., navigational, click stream information, browser type, time and date, subject of advertisements clicked or scrolled over, etc.) during your visits to the Sites and other websites in order to provide advertisements about our goods and services likely to be of interest to you. These parties may use a cookie or a third party web beacon, or other technologies, to collect this information. To opt out of third-party vendors' cookies, see the "[What Choices Do You Have?](#)" section of this Privacy Policy for instruction how to do so.

User Experience Information

In order to improve customer online shopping experience, help with fraud identification, and to assist our customer care representatives in resolving issues customers may experience in completing online purchases, we use tools to monitor certain user experience information, including, but not limited to, login information, IP address, data regarding pages visited, specific actions taken on pages visited (e.g., information entered during checkout process), and browser information.

Information from Other Sources

We may also obtain information from companies that can enhance our existing customer information to improve the accuracy and add to the information we have about our customers (e.g., adding address information). This may improve our ability to contact you and improve the relevancy of our marketing by providing better product recommendations or special offers that we think will interest you.

Public Forums

Any information you submit in a public forum (e.g., a blog, chat room, or social network) can be read, collected, or used by us and other participants, and could be used to personalize your experience. You are responsible for the information you choose to submit in these instances.

Mobile Privacy

We offer mobile applications (commonly known as "apps") that allow you to shop online, check product availability, learn about sales events, or receive other information from us. **All information collected by us via our mobile application is protected by this Privacy Policy.** You may share location information with us if you opt in through our mobile application. Although you do not have to provide your location information to us to use our mobile applications, our services require a zip code to function. If you have questions about location and notification privacy, please contact your mobile service provider or the manufacturer of your device to learn how to adjust your settings.

HOW WE USE THE INFORMATION WE COLLECT

- **Product and Service Fulfillment**
 - Fulfill and manage purchases, orders, payments, returns/exchanges, or requests for information, or to otherwise serve you.
 - Provide any requested services.
 - Administer sweepstakes and contests.
- **Marketing Purposes**
 - Deliver coupons, mobile coupons, newsletters, receipt messages, e-mails, and mobile messages.
 - Send marketing communications and other information regarding products, services and promotions.
 - Administer promotions.
- **Internal Operations**
 - Improve the effectiveness of the Sites, mobile experience, and marketing efforts.
 - Conduct research and analysis, including focus groups and surveys.
 - Perform other business activities as needed, or as described elsewhere in this policy.
- **Fraud Prevention**
 - To prevent fraudulent transactions, monitor against theft and otherwise protect our customers and our business.
- **Legal Compliance**
 - **To assist law enforcement and respond to subpoenas.**

HOW WE PROTECT THE INFORMATION WE COLLECT

- **Security Methods**
 - We maintain technical, administrative, physical, electronic and procedural safeguards to protect the confidentiality and security of information transmitted to us. To guard this information, the Sites use Transport Layer Security (TLS) where we collect personal and sensitive information. SSL encrypts your credit card number, name and address so only we are able to decode the information.
- **E-mail Security**
 - Please note that e-mail may not be encrypted and is not considered to be a secure means of transmitting credit card information. “Phishing” is a scam designed to steal your information. If you receive an e-mail that looks like it is from us asking you for certain information, do not respond. Though we might ask you your name, we will never request your password, credit card information or other information through e-mail.

- **Information About Children**

- We recognize the particular importance of protecting privacy where children are involved. We are committed to protecting children's privacy and we comply fully with the Children's Online Privacy Protection Act (COPPA). We will never knowingly request or collect personal information from any person under 13 years of age without prior verifiable parental consent. If we become aware that an individual is under the age of 13 and has submitted any information to us, for any purpose without prior verifiable parental consent, we will delete his or her information from our files.

- **Additional Security**

- We also ask customers to carefully review their accounts and immediately report any unexpected activity to us and their issuing bank or credit card company. We ask all our customers to take measures to help protect information in their online accounts, including the following:
 - Install the latest security updates and anti-virus software on your computer to help prevent malware and viruses.
 - Reset your e-mail account passwords frequently.
 - Use complex passwords or passphrases
 - Do not use the same password on more than one website.
 - Do not share your password with others.
- Sign out/log off website sessions so that your session is closed and cannot be accessed by another user on the same computer, especially when using a public computer or terminal.

HOW WE SHARE THE INFORMATION WE COLLECT

- **General Policy**

In general, we may use, sell, or disclose the personal information we collect for one or more of the following business purposes:

- **To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to ask a question about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment and facilitate delivery. We may also save your information to facilitate new product orders or process returns.**
- **To provide, support, personalize, and develop our Sites, products, and services.**
- **To create, maintain, customize, and secure your account with us.**
- **To process your requests, purchases, transactions, and payments, and to prevent transactional fraud.**

- To provide you with customer service and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To personalize your experience and to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our Sites, third party sites, and via email or text message (with your consent, where required by law).
- To help maintain the safety, security, and integrity of our Sites, products and services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Sites, products, and services.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- **Service Providers**
 - We may share information with companies that provide support services to us (such as a printer, e-mail, mobile marketing, logistics, or data enhancement providers) or that help us market our products and services. These companies may need information about you in order to perform their functions. These companies are not authorized to use the information we share with them for any other purpose.
- **Legal Requirements**
 - We may disclose information you provide to us when we believe disclosure is appropriate to comply with the law, including to meet national security or law enforcement requirements; to enforce or apply applicable terms and conditions and other agreements; or to protect the rights, property or safety of our company, our customers or others.
- **When You Direct Us**
 - At your direction or request, we may share your information.
- **Business Transfers**
 - If some or all of our business assets are sold or transferred, we generally would transfer the corresponding information regarding our customers. We also may retain a copy of that customer information.
- **International Data Transfers**
 - To the extent that we are deemed to transfer personal information cross-border, we rely on the following legal bases to transfer your information in accordance with legally-provided mechanisms to lawfully transfer data across borders:

- **Consent (where you have given consent)**
- **Contract (where processing is necessary for the performance of a contract with you; for example, to process an online payment or deliver a purchased product)**
- **Legitimate interests (as outlined in this Privacy Policy)**

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

WHAT CHOICES DO YOU HAVE

- **E-mail**
 - **Promotional E-mail**

If you do not wish to receive promotional e-mails from us, [click here](#). You also have the ability to unsubscribe to promotional e-mails via the opt-out link included in each e-mail. It may take up to 10 business days before you stop receiving promotional e-mails.
 - **Important Notices and Transactional E-mail**
 - **From time to time, we may send non-commercial electronic email messages with important information about us or the Sites to your email address.**
 - **We regularly send email order confirmations, email order updates and “leave a review” emails to you after you have submitted an order.**
- **Mobile**
 - **We may distribute mobile coupons and text messages to mobile devices of customers who have requested this information via an opt-in request. Customers will be able to opt out of a specific mobile messaging campaign.**
- **Dtribals Corp Cookies**
 - **The help function of your browser should contain instructions to set your computer to accept all cookies, to notify you when a cookie is issued, or to not receive cookies at any time. If you set your computer to not receive cookies at any time, certain personalized services cannot be provided to you, and accordingly, you may not be able to take full advantage of all of the Site features.**
- **Third Party Cookies**
 - **To opt-out of third-party vendor's cookies on other websites, visit the Network Advertising Initiative website, [click here](#).**

- **Online Advertising**
 - We participate in the Adobe Marketing Cloud Device Cooperative to better understand how you use certain websites and apps of ours across the various devices you use, and to deliver tailored promotions. Learn more about [how Adobe does this](#) and [manage your preferences](#).
- **Telephone**
 - If you do not wish to receive promotional communication from us, call us at (800) 843-2446 to opt out. This opt out does not apply to operational communication, for example, confirmation of delivery address.

HOW DO YOU ACCESS AND UPDATE THE INFORMATION

- In order to keep your information accurate and complete, you can access or update some of your information in the following ways:
 - If you have created an account, you can log in and update your account information, including contact, billing, and shipping information.
 - Contact us with your current contact information and the information you would like to access. We will provide you the information requested if reasonably available, or will describe more fully the types of information we typically collect.
 - Depending on your location, you may also have certain additional rights with respect to your personal information such as (i) the right to obtain a copy of your personal data you provided to us; (ii) the ability to change or correct your personal data through your account settings; (iii) the right to have us delete or limit our use of your personal information, except information we are required to retain, by contacting us.

PRIVACY POLICY SCOPE

- This Privacy Policy applies to all current or former customer information collected by or provided to us.
- The Sites may offer links to other sites. If you visit one of these sites, you may want to review the privacy policy on that site. In addition, you may have visited our website through a link or a banner advertisement on another site. In such cases, the site you linked from may collect information from people who click on the banner or link. You may want to refer to the privacy policies on those sites to see how they collect and use this information.

PRIVACY POLICY REVISIONS

By accessing the Site or interacting with us, you consent to our use of information that is collected or submitted as described in this Privacy Policy. We reserve the right to amend this privacy notice at our discretion and at any time. When we make changes to this privacy notice, we will post the updated notice on the Site and update the notice's effective date. **Your continued use of the Site following the posting of changes constitutes your acceptance of such changes.**

This Privacy Policy was last updated on July 7th, 2022.

6.1 20220001

Disclosure of Personal Information for a Business Purpose

In the preceding twelve (12) months, we have disclosed the following categories of personal information for a business purpose:

Category A: Identifiers.

Category D: Commercial information.

Category F: Internet or other similar network activity.

Category G: Geolocation data.

Category K: Inferences drawn from other personal information.

We disclose your personal information for a business purpose to the following categories of third parties:

- **Service providers.**

Sales of Personal Information

In the preceding twelve (12) months, we have sold (as that term is defined in the California Consumer Privacy Act) the following categories of personal information:

A. Identifiers.

B. California Customer Records personal information categories.

C. Protected classification characteristics under California or federal law.

D. Commercial information.

F. Internet or other similar network activity.

G. Geolocation data.

K. Inferences drawn from other personal information.

We sell (as that term is defined in the California Consumer Privacy Act) your personal information to the following categories of third parties:

- **Data aggregators.**

Request to Opt out of Sale of Personal Information

If you are 16 years of age or older, you have the right to direct us to not sell your personal information at any time (the "right to opt-out"). We do not sell the personal information of consumers we actually know are less than 16 years of age, unless we receive affirmative authorization (the "right to opt-in") from either the consumer who is

between 13 and 16 years of age, or the parent or guardian of a consumer less than 13 years of age. Consumers who opt-in to personal information sales may opt-out of future sales at any time.

To exercise the right to opt-out, you (or your authorized representative) may submit a request to us by visiting the following Internet Web page link <https://www.Dtribals.com> Once you make an opt-out request, we will wait at least twelve (12) months before asking you to reauthorize personal information sales. However, you may change your mind and opt back in to personal information sales at any time.

You do not need to create an account with us to exercise your opt-out rights. We will only use personal information provided in an opt-out request to review and comply with the request.

Request for Information

You also have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- **The categories of personal information we collected about you.**
- **The categories of sources for the personal information we collected about you.**
- **Our business or commercial purpose for collecting or selling that personal information.**
- **The categories of third parties with whom we share that personal information.**
- **The specific pieces of personal information we collected about you.**
- **If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:**
 - **sales, identifying the personal information categories that each category of recipient purchased; and**
 - **disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.**

You also have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete or obfuscate (and direct our service providers to delete or obfuscate) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- **Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.**

- **Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.**
- **Debug products to identify and repair errors that impair existing intended functionality.**
- **Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.**
- **Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.**
- **Comply with a legal obligation.**
- **Make other internal and lawful uses of that information that are compatible with the context in which you provided it.**

To exercise the opt-out, access, and deletion rights described above, please submit a verifiable consumer request to us by either:

- **Sending an email to contact@DTribals.com**

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- **Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.**
- **Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.**

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account.

We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Response Timing and Format

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time, we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding our receipt of the verifiable consumer request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- **Deny you goods or services.**
- **Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.**
- **Provide you a different level or quality of goods or services.**
- **Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.**