

Privacy Policy

We are 100% committed to protecting the privacy and security of our customers and site visitors (“you”). We are fully committed to protect your personal information (“information”) and use it properly in compliance with data privacy laws. This policy describes how we may collect and use your information, and the rights and choices available to our visitors and users regarding such information.

We strongly urge you to read this policy and make sure you fully understand it before you access or use any of our services.

1 - How we Collect and Use Your Information

We collect and use your information in a number of different ways:

- **We may collect your personal information, such as your name, date of birth, gender, address, email address, and phone number in order to:**
 - a) Identify you when you visit our website or contact us because we need to verify your identity. It helps us to keep your information safe. It is a legitimate interest for you and for us.
 - b) Deliver your purchases to you as part of our contract commitment to you.
 - c) To know when your order is due to arrive, we may send you order updates by text, SMS or email. It’s part of our contract commitment to you.
 - d) Send you information about our products and services as detailed in the section about marketing messages below. Of course you can choose not to receive such messages. It is important for us to tell

you about the best product and services we have to offer.

- **We may collect your your body type and sizes, in order to:**
 - a) Make sure that you order the relevant product for you.

- **We may collect your payment and billing information in order to:**
 - a) Receive payments and issue refunds as part of our contract commitment to you in accordance with the Store's Terms and Conditions.
 - b) Keep a record of any financial transactions with you because we need to know what you have paid for, and to share relevant information with tax authorities due to our legal obligation.

- **We may collect your purchase history in order to:**
 - a) Handle returns in accordance with our Terms and Conditions and provide customer service and support as part of our contract commitment to you.

- **We may collect information about your phone or laptop, and how you use our website and app as further described in Section 7 hereafter in order to:**
 - a) Identify you when you visit our website to remember you. That's the way we will be able to give you the best possible shopping experience.
 - b) Improve our website and set default options for you (such as language and currency) improving your user experience in our website.

- c) Monitor visitors to our site and monitor the effectiveness of the system in order to protect our website and to help make our service better.
- We may also collect anonymous and aggregate information (so that it does not identify you) and use it for purposes including testing our systems, research, data analysis, improving our site and app, and developing new products and services.

To avoid any doubt, we will only use your information for the purposes set out in this section where we are satisfied that:

- Our use of your information is necessary to perform a contract or take steps to enter into a contract with you
- Our use of your information is necessary to comply with a relevant legal or regulatory obligation that we have
- Our use of your information is necessary to support legitimate interests that we have as a business, provided it is conducted at all times in a way that is proportionate, and that respects your privacy rights.

2 - Sharing your Information:

We may share your information:

- Within our family of companies such as Wix subsidiaries and affiliated companies. For example, we may share your information with Wix.com Inc., our US-based subsidiary, in the course of facilitating and providing you with our products and services.

- Service Providers such as payment service providers, warehouses, order packers, and delivery companies
- Professional service providers, such as marketing agencies, advertising partners and website hosts, who help us run our business
- Credit reference agencies, law enforcement and fraud prevention agencies
- We may also provide third parties with aggregated and anonymised information and analytics about our customers.

We may share your information in manners other than as described above, pursuant to your explicit approval, or if we are legally obligated to do so. Moreover, we may transfer, share, disclose or otherwise use non-personal information in its sole discretion and without the need for further approval.

3 - Marketing Communications

If you allow us, we will send you messages with marketing content to help you to be updated with our products and services. You have full control regarding such marketing communications you receive from us and you will be able to opt out from receiving future messages either by email, text messages or any other method we choose to communicate with you.

We will ensure that we will honor your opt-out request once we receive it. Please keep in mind that you may still receive messages from us while we process your request.

Please note that opting out of marketing messages will not stop service communications, such as order updates.

4 - Where do we store your information

Your information may be stored in data centers located at the United States of America, Ireland, South Korea, Taiwan and Israel.

5 - Data Retention and Data Transfers

We'll keep your information for as long as we are required to in order to ensure that we meet our legal requirements with the applicable law.

We participate in, and have certified its compliance with, the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework. We are committed to subjecting all information received from European Union (EU) member countries' or Switzerland's residents, respectively, in reliance on the Privacy Shield Framework, to the Framework's applicable Principles. To learn more about the Privacy Shield Framework, visit the U.S. Department of Commerce's Privacy Shield List, [here](#).

With respect to information received or transferred pursuant to the Privacy Shield Framework, we are subject to the regulatory enforcement powers of the U.S. Federal Trade Commission (FTC). In certain situations, we may be asked to disclose information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements, and will do so where permitted by local data protection laws.

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact our U.S.-based third party dispute

resolution provider (free of charge) at
<https://feedback-form.truste.com/watchdog/request>.

Under certain conditions, more fully described on the Privacy Shield website, you may invoke binding arbitration when other dispute resolution procedures have been exhausted.

In the event we transfer your information to any location, we will take steps to ensure that your data and rights are protected through methods approved within the relevant data protection laws. Please contact us if you would like further information about how we protect your transferred information.

6 - Your Rights Regarding Your Information

We believe that it is imperative that you have control over your information. That's why we enable you to access, receive a copy of, update, amend, delete, or limit the use of your information. Please contact us with your request through the channels and addresses described in the 'Contact us' section.

Before disclosing the requested information, we may ask you for additional information in order to confirm your identity and for security purposes. We reserve the right to charge a fee where permitted by law (e.g., if your request is unfounded or unreasonable).

We will respond to your request within a reasonable timeframe imposed by local laws.

You have the right to file a complaint with your local supervisory authority for data protection, but we still recommend that you contact us first.

Additional Information for EU residents

If you reside in the EU, you may request to:

- Receive confirmation as to whether or not information concerning you is being processed, and access your stored information, together with certain supplementary information;
- Receive information you directly volunteer to us in a structured, commonly used and machine-readable format;
- Request rectification of your information that is in our control;
- Request erasure of your information;
- Object to the processing of information by us;
- Request to restrict processing of your information by us; or
- Lodge a complaint with a supervisory authority.

However, please note that these rights are not absolute and may be subject to our own legitimate interests and regulatory requirements. If you have any general questions about the information we collect and the ways we use it, please contact us in the manner set out below.

In the process of making the services available to our users, we may transfer information to affiliated entities or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world. By using the services, you consent to the transfer of your information outside of the EEA.

If you are located in the EEA, your information will only be transferred to locations outside of the EEA where we are satisfied that adequate or comparable levels of protection are in place to protect information. We will take reasonable steps to ensure that we have appropriate contractual arrangements with our third parties to ensure adequate safeguards are in place such that the risks of your information being unlawfully used, amended, deleted, lost or stolen are minimised, and that such third parties will act at all times in compliance with applicable laws.

Additional Information for California residents

If you are a California resident using our services, please note:

- We collect your personal information for the business purposes described above in the section titled “How we collect and use your information”
- We may disclose your information to an organization for a business purpose. When we disclose information for a business purpose, we enter a contract that describes the purpose and requires the recipient organization to keep that information confidential and not use it for any purpose except performing the contract with us. We disclose your information for a business purpose to the categories of third parties listed above in the section titled “Sharing your information (How, Why and with Whom)”.
- You have the right not to be discriminated against for exercising any of the rights described in this section. We will not discriminate against you

for exercising your right to know or delete the Information we collected about you.

- We do not sell your information to third parties for the intents and purposes of the CCPA.

7 - Cookies and Similar Technologies

We use cookies and other similar technologies in order for us to provide our service and ensure that it performs properly and to personalize your experience.

See below accurate information about the type, categories, purpose and duration of cookies.

XSRF-TOKEN	Security	Session	essential
hs	Security	session	essential
svSession	Identify logged users and API calls to the system	session	essential
SSR-caching	indicates the system which the site was rendered	1 minute	essential
_wixCIDX	system monitoring/debugging	3 months	essential
_wix_browser_session	system monitoring/debugging	session	essential
consent-policy	Used for cookie banner parameters	12 months	essential
smSession	Session cookie to identify logged in site members	Session	essential
TS*	Security	Session	Essential
bSession	system monitoring/debugging	30 minutes	Analytics

Please note that we do not change our practices in response to a “Do Not Track” signal in the HTTP header from a browser or mobile application, however, most browsers allow you to control cookies, including whether or not to accept them

and how to remove them. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser.

8- Policy Regarding Minors

The services are not intended for users under the age of majority. We do not knowingly collect information from children. If you are under the age of majority, you should not download or use the services nor provide any information to us.

9 - Security

We have implemented security measures designed to protect the information you share with us, including physical, electronic and procedural measures. Among other things, we offer HTTPS secure access to most areas on our website; the transmission of sensitive payment information (such as a credit card number) through our designated purchase forms is protected by an industry standard SSL/TLS encrypted connection; and we regularly maintain a PCI DSS (Payment Card Industry Data Security Standards) certification. We also regularly monitor our systems for possible vulnerabilities and attacks, and regularly seek new ways and third party services for further enhancing the security of our services and protection of our customers' privacy.

10 - Updates

We may update this Privacy Policy as required by applicable law, and to reflect changes to our information collection, usage and storage practices. In relation to any updated Privacy Policy, we will, as required by applicable law, notify you,

seek your consent and/or take any other measures. We encourage you to periodically review this page for the latest information on our privacy practices.

11 - Contacting us

If you have any questions about this Privacy Policy or wish to exercise any of your rights, please contact the Data Protection Officer team at privacy@wix.com. We will attempt to resolve any complaints regarding the use of your information in accordance with this Privacy Policy.

You may also contact us by mail at: 40 Namal Tel Aviv St., Tel Aviv, Israel, at Wix.com Inc. , 500 Terry A. Francois Boulevard, 6th Floor, San Francisco, CA, 94158.

For the purposes of GDPR (Article 27), you may contact our EU representative at Wix Online Platforms Limited, 1 Grant's Row, Dublin 2 D02HX96, Ireland.