

PRIVACY POLICY SOCKSFOR1, LLC

If you have any queries regarding this Privacy Policy or if you wish to exercise any of your rights set out above, please contact us at connect@socksfor1.com 4924 Providence Country Club Dr, Charlotte, NC 28277, US.

Whilst we would prefer that you direct any complaints or queries you have to us first, you may also lodge a complaint to the supervisory authority applicable in your country about the way we process your personal data.

1. Introduction

This Privacy Policy explains who we are, why, and how we process personal data collected through your use of our websites or otherwise through your interaction with Socksfor1, LLC, what rights you have and how to get in touch with us if you need to. For ease of reference, we have divided this Privacy Policy into the following sections:

1. Introduction
2. What personal data do we collect?
3. How do we collect your personal data?
4. How and why do we use and share your personal data?
5. For how long do we keep your personal data?
6. Security
7. Your rights
8. Contact Details

It is important that you read this Privacy Policy together with any other privacy notices that we may provide on our websites at or around the time that we collect or process personal data about you.

We will update this Privacy Policy at any time to reflect changes to our business or changes in the law. Where these changes are significant, we may decide it is appropriate to let users of our websites know. However, it is overall your responsibility to check this Privacy Policy before each use of our websites – for ease of reference the top of this Privacy Policy indicates the date on which it was last updated.

2. What personal data do we collect?

What is personal data?

Where this Privacy Policy refers to ‘personal data’ it refers to data about you from which you could be identified. The types of personal data we collect from you may include:

- **Basic details** like your name, date of birth, and gender.
- **Contact details** like your e-mail address, phone number, delivery address and shipping address if you are purchasing products or services from us.
- **Technical data** about your browsing actions and interactions with our websites. We collect this information by using cookies and other similar technologies and full details as to how we process and use cookies can be found in our Cookies Policy.
- **Usage data** about how you use our websites.
- **Marketing and communications data** which includes your ’s preferences in receiving marketing and newsletters from us and third parties.

3. How do we collect your personal data?

Direct interactions

When you use and interact with our websites, you may provide us with certain personal data, such as when requesting newsletters be sent to you, contacting us, taking part in online surveys, entering competitions or reporting a problem with a website. When you do these things we may collect, store and use the personal data that you disclose to us, in accordance with this Privacy Policy.

Automated technologies or interactions

We also collect information about you when you visit and interact with our websites through the use of technologies such as cookies. The following are examples of information we may collect:

- information about your device, browser or operating system;
- your IP address;
- information about links that you click and pages you view on our Website;
- length of visits to certain pages;
- subjects you viewed or searched for;
- page response times;
- records of download errors and/or broken links;
- page interaction information (such as details of your scrolling, clicks, and mouse-overs);
- methods used to browse away from the page; and
- the full Uniform Resource Locators (URL) clickstream to, through and from this Website (including date and time).

Information we collect from other sources

From time to time, we may also obtain personal data from other sources, for example your username, location and IP address whenever you/ your children view one of our YouTube videos whilst logged into your YouTube or Google account.

4. How and why do we use and share your personal data?

Lawful basis for processing your information

We will only use your personal data when the law allows us to. Most commonly we will use personal data in the following circumstances:

- Where you have asked us to do so, or consented to us doing so;
- Where we need to do so in order to perform a contract we have entered into with you;
- Where it is necessary for our legitimate interests (or those of a third party) and your fundamental rights do not override those interests; and
- Where we need to comply with a legal or regulatory obligation.

Here are some examples of how we may use the information we collect about you and the lawful basis we rely on to do so. We have also identified what our legitimate interests are where appropriate. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

| Activity | Examples of the types of personal data we may collect | Lawful basis for processing |
|---|---|---|
| <p>To manage our relationship with you including notifying you of any changes to the Website or services provided on the Website or dealing with any enquiries made by you.</p> | <p>Basic, Contact and Marketing and communications data.</p> | <p>Performance of a contract with you Necessary to comply with a legal obligation. Necessary for our legitimate interests (to keep our records updated, manage the operation of the Website and study how users use our products & services).</p> |
| <p>To send you email newsletters, news, information about giveaways and to keep you up-to-date about our products and services which we think will interest you.</p> | <p>Marketing and communications data.</p> | <p>Necessary for our legitimate interests (to develop our business/brand and improve our marketing strategy).</p> |
| <p>To administer and protect our business and the Website (including fraud prevention and detection, troubleshooting, data analysis and system testing).</p> | <p>Basic, Contact, Usage and Technical data.</p> | <p>Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganization or group restructuring exercise).</p> |
| <p>To deliver relevant Website content and advertisements to you.</p> | <p>Basic, Contact, Marketing and communications and technical data.</p> | <p>Necessary for our legitimate interests (to study how customers use our products/ services, to develop them, to grow our business and to inform our marketing strategy).</p> |
| <p>To use data analytics to improve our website, services, marketing, customer relationships and experiences.</p> | <p>Technical and Usage Data.</p> | <p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy).</p> |

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|---|--------------------|---------------------------------------|
| To enable us to comply with any legal or regulatory requirements and otherwise any relevant regulator or competent authority. | Any personal data. | To comply with our legal obligations. |
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Marketing

Where you have given your consent, or where we have an alternative lawful basis, you may receive marketing communications from us.

You can unsubscribe (or 'opt out') from marketing emails at any time by clicking on the unsubscribe link at the bottom of any marketing email. You may also contact us directly if you do not wish to receive any marketing materials from us.

Sharing your personal data

Depending on how and why you provide us with your personal data we may share it in the following ways where appropriate:

- with the company Socksfor1, LLC
- with selected third parties who we sub-contract to provide various services and/or aspects of our websites' functionality;
- with analytics and search engine providers that assist us in the improvement and optimization of our website as described above;
- if we were to sell or buy any business or assets, in which case we might disclose your personal data to the prospective seller or buyer of such business or assets as part of that sale;

- if Socksfor1, LLC or substantially all of its assets are acquired by a third party, in which case personal data held by us about you will be one of the transferred assets;
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or if we are asked to provide your details to a lawful authority in order to aid in a criminal or legal investigation; and
- in order to enforce or apply our terms and conditions (including our website terms of use); or to protect the rights, property, or safety of our business, our customers, our staff or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction where appropriate.

Service Providers

Our service providers provide us with a variety of administrative, statistical, and technical services. We will only provide service providers with the minimum amount of personal data they need to fulfil the services we request, and we endeavor to ensure that they protect this data and do not use it for any other purpose. We take these relationships seriously and aim to ensure that all of our data processors sign contracts with us that clearly set out their commitment to complying with data protection laws and assisting us to help you exercise applicable data subject rights.

Links to third party sites

Where we provide links to third party websites, plug-ins and applications that are not affiliated with us, such sites are out of our control and are not covered by this Privacy Policy. If you access third party sites using the links provided, the operators of these sites may collect personal data from you that could be used by them, in accordance with their own privacy policies. Please check these policies before you submit any personal data to those websites.

5. For how long do we keep your personal data?

We will hold your personal information on our systems only for as long as required to provide you with the services you have requested, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

In some circumstances you can ask us to delete your data: see 'Your rights' below for further information.

In some circumstances we may anonymize your personal data (so that it can no longer be associated with you) for research, demographic, analytical or statistical purposes in which case we may use this information indefinitely.

6. Security

Socksfor1 takes the protection of personal data seriously. We have put in place appropriate security measures to prevent personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed.

In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data in accordance with our instructions.

Despite these precautions, and although we will do our best to protect your personal data, Socksfor1 cannot guarantee the security of information transmitted over the Internet or that unauthorized persons will not obtain access to personal data. In the event of an actual or suspected data breach, we have put in place procedures to deal with this and will notify you and any applicable regulator of a breach where required to do so.

7. Your rights

As a data subject, you have a number of rights in relation to your personal data. Below, we have described the various rights that you have, as well as how you can exercise them. These rights can be exercised at any time by contacting us – see the “Contact Details” section below.

Right of Access

You may, at any time, request access to the personal data that we hold that relates to you (you may have heard of this right being described as a "subject access request").

Please note that this right entitles you to receive a copy of the personal data that we hold about you. It is not a right to request personal data about other people, or a right to request specific documents from us that do not relate to your personal data.

Your right to rectification and erasure

You may, at any time, request that we correct personal data that we hold about you which you believe is incorrect or inaccurate. You may also ask us to erase personal data if you do not believe that we need to continue retaining it (you may have heard of this right described as the “right to be forgotten”).

Please note that we may ask you to verify any new data that you provide to us and may take our own steps to check that the new data you have supplied us with is right. Further, we are not always obliged to erase personal data when asked to do so; if for any reason we believe that we have a good legal reason to continue processing personal data that you ask us to erase we will tell you what that reason is at the time we respond to the request.

Your right to restrict processing

Where we process your personal data on the basis of a legitimate interest, you are entitled to ask us to stop processing it if you feel that our continuing to do so impacts on your fundamental rights and freedoms or if you feel that those legitimate interests are not valid.

You may also ask us to stop processing your personal data: (a) if you dispute the accuracy of that personal data and want us verify that data's accuracy; (b) where it has been established that our use of the data is unlawful but you do not want us to erase it; (c) where we no longer need to process your personal data (and would otherwise dispose of it) but you wish for us to continue storing it in order to enable you to establish, exercise or defend legal claims.

Please note that if for any reason we believe that we have a good legal reason to continue processing personal data that you ask us to stop processing, we will explain that reason, either at the time we first respond to the request or after we have had the opportunity to consider and investigate it.

Your right to portability

Under certain circumstances, where you wish to transfer certain personal data that we hold about you, which is processed by automated means, to a third party, you may write to us and ask us to provide it to you in a commonly used machine-readable format.

Your right to object to processing

You may object to processing of your personal data where we rely on legitimate interest for processing that personal data. We will comply with your request unless we have a compelling overriding legitimate interest for processing or we need to continue processing your personal data to establish, exercise or defend a legal claim.

Your right to withdraw consent

Where our processing of your data is on the basis of consent, you can withdraw this consent at any time. This would not affect the lawfulness of the processing based on consent prior to the withdrawal.

Your right to object to automated decision making and profiling

You have the right to be informed about the existence of any automated decision making and profiling of your personal data, and where appropriate, be provided with meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing that affects you.

Exercising your rights

When you write to us making a request to exercise your rights, we may ask for copies of relevant ID documents to help us to verify identity.

It will help us to process your request if you clearly state which right you wish to exercise, what personal data it is that is of particular concern to you and, where relevant, why it is that you are exercising it. The clearer and more specific the request, the faster and more efficiently we can deal with that request. If insufficient information is provided, then there may be a delay in actioning the request until additional information is provided (and where this is the case we will tell you).

Please note that all the rights mentioned in this section are not absolute and we may be entitled to refuse requests, wholly or partly, where exceptions under the applicable law apply. For example, we may refuse to comply with a request if it is manifestly unfounded or excessive.

8. Contact Details

If you have any queries regarding this Privacy Policy or if you wish to exercise any of your rights set out above, please contact us by emailing connect@socksfor1.com and marking it for the attention of our Data Protection Officer. Our postal address is 4924 Providence Country Club Dr, Charlotte, NC 28277, USA

Whilst we would prefer that you direct any complaints or queries you have to us first, you may also lodge a complaint to the supervisory authority applicable in your country about the way we process your personal data.