



## Introduction

The Hair Massacure is committed to protecting your privacy. This statement details the steps we take to protect your personal information when you visit our website. It describes the personal information that we collect, the purposes for which we use such information, and your choices regarding our use of it. The steps we take to protect your personal information and how you can review and correct your personal information are also covered here. By accessing our website, you are consenting to the information collection and use practices described in this privacy statement.

## Our collection of information

Information collected directly from you. Generally, you can visit our website without entering any personal information. When you are registering as a participant, either as an individual or in a group, or when you are making a donation, we will ask you for personal information. The personal information we collect may include:

contact details, such as your name, title, company/organization name, e-mail address, telephone and fax numbers, and physical address;

information about your company/organization;

your e-mail newsletter preferences;

financial information (including credit card or account information);

information used to customize and facilitate your use of our website, including login and technical information;

inquiries about and orders for our merchandise;

information that assists us in identifying the merchandise and services that best meet your



requirements;

event registration information; and

feedback from you about our website and our merchandise and services generally.

You are not required to provide any of this information, but if you do not, we may not be able to provide you the requested service or complete your transaction.

***Information collected automatically.*** We may collect information about your visit to our sites, including what pages you view, the number of bytes transferred, the links you click, the materials you access, and other actions taken within Hair Massacure's sites. On sites that you enter with a user ID, we may connect this information with your identity to determine your potential interests in our merchandise and services. We also collect certain standard information that your browser sends to every website you visit, such as your Internet Protocol (IP) address, your browser type and capabilities and language, your operating system, the date and time you access the site, and the website from which you linked to our site. We do not link this information to your identity.

## **Our use of information**

***Services and transactions.*** We use your personal information to deliver services or carry out transactions you have requested, such as providing information on Hair Massacure merchandise, registering purchased merchandise, processing product orders, handling warranty claims, replacing product manuals, answering customer service requests, facilitating use of our websites, and so forth. In order to offer you a more consistent experience in your interactions with Hair Massacure, information collected by our websites may be combined with information we collect by other means.

**Website improvement.** We may use your personal information to improve our websites and related Hair Massacure merchandise or services, or to make our websites easier to use by



eliminating the need for you to repeatedly enter the same information or by customizing our websites to your particular preference or interests.

**Communications.** With your permission, we may use your personal information gathered via our websites to inform you of Hair Massacure merchandise or events. When collecting information that might be used to contact you about our merchandise and services, we will always give you the opportunity to opt-out of receiving such communications. Moreover, each e-mail communication we send includes an unsubscribe link allowing you to stop delivery of that type of communication. If you elect to unsubscribe, we will remove you from the relevant list within 10 business days.

## **Our use of cookies and web beacons**

Cookies are small files that websites save to your hard disk or to your browser's memory. We may use them to track the number of times you have visited the site, to track the number of visitors to the site, to determine and analyze visitors' use of our sites (including the effectiveness of online advertising), to store information that you provide such as your preferences, and to store technical information useful for your interactions with our websites. We may use session cookies (cookies that are deleted when your browser session ends) to store your user ID, elements of your user profile, to facilitate your movement around our websites (particularly in connection with information searches, event participation, fundraising and order placement) and other information useful in administering the session. You have the ability to accept or decline cookies. Most Internet browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies or to notify you when a cookie is being placed on your computer. If you choose to decline cookies, you may not be able to fully experience the features of Hair Massacure's websites or other websites that you visit. Our sites also may contain electronic images known as web beacons - sometimes called single-pixel gifs - that allow us to count the number of users who have visited those pages. We may include web beacons in promotional e-mail messages or Newsletters in order to determine whether messages have been opened and acted upon.



## **Our use of web analytics**

Hair Massacure uses industry standard web analytics to track web visits. You may opt out of web analytics by installing these tools on your computer.

[Google Analytics Opt Out Link](#)

## **Disclosure of your personal information**

Except as described below, personal information you provide to Hair Massacure through our websites will not be shared outside of Hair Massacure and its controlled subsidiaries and affiliates without your permission.

**Disclosure to service providers.** Hair Massacure contracts with other companies to provide services on our behalf, such as hosting websites, sending out information, processing transactions, and analyzing our websites. We provide these companies with only those elements of your personal information they need to deliver those services. These companies and their employees are prohibited from using that personal information for any other purpose.

**Disclosure to distributors.** In responding to a request made by you, we may share your personal information with companies that distribute our merchandise. In those cases, we provide these companies with only those elements of your personal information they need to respond to your request, and these companies and their employees are prohibited from using that personal information for any other purpose. In some cases, we may seek your permission to share your information with distributors for marketing purposes other than responding to a request from you. However, we will not share your information for such marketing purposes unless we have obtained your express consent to do so.

**Disclosure in connection with transactions.** In connection with certain transactions, we may disclose some or all of your personal information to financial institutions, government entities, and shipping companies or postal services involved in fulfillment.

**Disclosure for other reasons.** We may disclose personal information if required to do so by law or in the good-faith belief that such action is necessary to comply with legal requirements or with



legal process served on us, to protect and defend our rights or property, or in urgent circumstances to protect the personal safety of any individual.

## **Security**

Hair Massacure is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, we store the personal information you provide on computer systems with limited access that are located in facilities to which access is limited. For sites to which you login, it is your responsibility to ensure the security of your password and not to reveal this information to others. When you move around a site to which you have logged in, or from one site to another that uses the same login mechanism, we verify your identity by means of an encrypted cookie placed on your machine.

## **Reviewing your personal information**

In some cases, you can review and correct personal information provided through our websites by going to the page on which you provided the information. In all cases, you can make a request to review and correct your personal information collected via our websites or ask Hair Massacure to stop using it by completing our [Contact Us](#) form. We may take steps to verify your identity before providing you access to your personal information. You can help us to maintain the accuracy of your information by notifying us of any change to your mailing address, phone number, or e-mail address.

## **Links to other sites**

Our websites may contain links to other sites such as Hair Massacure merchandise distributors, charity and government organizations, and publications. While we try to link only to sites that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other sites.

## **Enforcement of this privacy statement**

If you have questions regarding this statement or our handling of your personal information,



please [Contact Us](#). We will promptly address your concern and strive to reach a satisfactory resolution.

## **Changes to this privacy statement**

Hair Massacure may occasionally update this privacy statement. When we do, we will revise the "last updated" date at the top and bottom of the privacy statement. We will obtain your opt-in consent for any updates to this privacy statement that materially expand the sharing or use of your personal information in ways not disclosed in this privacy statement at the time of collection.