

RETZKEDIN, LLC - Privacy Policy

Introduction

Protecting your private information is Our top priority. This Privacy Policy applies to SBBabyCo.com (hereinafter the "Services"), Santa Barbara Baby Company, and RETZKEDIN, LLC, which owns and operates the Services (collectively, "We" or "Us" or "Our").

This Privacy Policy governs Our data collection and usage. By using the Services, you consent to the privacy practices described in this Privacy Policy.

Collection of Your Personal Information (What We Collect)

We may collect personally identifiable information, such as your full name, email address, birthday, and geographic location. If you conduct any financial transactions or make purchases using the Services, We collect billing and credit card information. This information is used to complete your purchases and/or transactions. We may gather additional personal or non-personal information in the future.

Information about your computer hardware and software may be automatically collected by Us. This information can include: your IP address, browser type, domain names, access times, and referring website addresses. This information is used for the operation of the Services, to maintain quality of the Services, and to provide general statistics regarding use of the Services.

Surveys

From time-to-time, Our website may request information via surveys. Participation in these surveys is completely voluntary; you may choose whether or not to participate and, therefore, disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code and age). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use of the Services and user satisfaction.

Use of Your Personal Information (How We Use Your Information)

We collect and use your personal information to operate the Services and deliver products or services you may request.

We may also use your personally identifiable information to inform you of other products or services available from SBBabyCo.com and/or RETZKEDIN, LLC and its affiliates. We may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

We do not sell, rent, or lease Our user/customer lists to third parties. We may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Us, and they are required to maintain the confidentiality of your information.

We may keep track of the pages Our users visit within SBBabyCo.com in order to determine which one of Our services are the most popular. This data is used to deliver customized content and advertising within SBBabyCo.com to customers whose behavior indicates that they are interested in a particular subject area.

We will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to:

1. Conform to the edicts of the law or comply with legal process served on Us;
2. Protect and defend the rights of Our property; and
3. Act under exigent circumstances to protect the personal safety of users of Our Services, including SBBabyCo.com.

What We Share and Who We Share It With

We share aggregated demographic information with Our partners and advertisers. This is not linked to any personal information that can identify any individual person.

We partner with third parties to provide specific services. If you sign up for these services, We will share your name and other contact information that is necessary for such third parties to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

Use of Cookies

Our website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you register with SBBabyCo.com or the Services, a cookie helps those sites recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to SBBabyCo.com, the information you previously provided can be retrieved, so you can easily use the features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Services you use.

Web Beacons, Pixel tags, or clear GIFs

We use technology called web beacons, pixel tags, or clear GIFs, to provide Us with other important anonymous information. Companies that advertise on Our website may also place web beacons in their ads to help develop statistics on the effectiveness of advertising on Our website. We do not control web beacons in third party ads.

Third Party Links

Our website may link to third party sites ("Third Party Services"). We encourage you to review the privacy policies of the Third Party Services you choose to link to from the Services so that you can understand how the providers of those services collect, use, and share your information. We are not responsible for the content or the privacy practices of such Third Party Service providers.

Security of your Personal Information

We secure your personal information from unauthorized access, use, or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

International Storage and Transfer of Data

We are located in Santa Barbara, California, in the United States of America. If you are visiting Our website from outside of the United States, please be aware that any personal information you provide to Us in connection with the Services will be stored in the United States, on Our web servers or those of Our affiliates and/or authorized vendors, and will be accessible by authorized employees, agents, affiliates, vendors, and contractors of RETZKEDIN, LLC.

Due to the global nature of the Services, your personal information may be transmitted, stored, or processed in a country other than the one in which you reside ("Resident Jurisdiction"), including primarily in the United States of America.

Reasonable contractual or other measures We may take to protect your personal information while outside the Resident Jurisdiction are subject to applicable foreign legal requirements, for example, lawful requirements by governmental authorities or court order to disclose personally identifiable information to government authorities in the countries in which such data may be stored or processed.

SUBJECT TO APPLICABLE LAW, IF YOU RESIDE IN THE EUROPEAN UNION, CANADA, OR ANOTHER JURISDICTION WITH SIMILAR DATA TRANSFER REGULATIONS, BY ACCEPTING THE TERMS OF THIS PRIVACY POLICY AND OUR USER AGREEMENT, YOU EXPLICITLY CONSENT THAT THE PERSONALLY IDENTIFIABLE INFORMATION YOU PROVIDE MAY BE TRANSFERRED AND STORED IN COUNTRIES OUTSIDE THE EUROPEAN UNION, CANADA, OR YOUR RESIDENT JURISDICTION, INCLUDING THE UNITED STATES OF AMERICA, IN CONNECTION WITH THIS PRIVACY POLICY AND OUR USER AGREEMENT, IN ORDER TO PROVIDE THE SERVICES TO YOU. IF YOU DO NOT CONSENT, PLEASE DO NOT USE THE SERVICES. YOUR PERSONAL INFORMATION SHALL ONLY BE USED IN ACCORDANCE WITH THE TERMS OF THIS PRIVACY POLICY.

Children Under (13) Thirteen

We do not knowingly collect personally identifiable information from children under the age of thirteen (13). You must be (18) years or older to use SBBabyCo.com or the Services.

Opt-Out & Unsubscribe

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from Us by contacting Us using the Contact Information below.

User Agreement

Please visit Our [User Agreement](#) page to review the terms that govern the use of Our website, including disclaimers and limitations of liability.

Changes to this Privacy Policy

We will occasionally update this Privacy Policy to reflect changes. We encourage you to periodically review this Privacy Policy to be informed of how We are protecting your information.

Your continued use of the Services indicates your acceptance of this Privacy Policy, along with any future updates.

Contact Information

We welcome your questions or comments regarding this Privacy Policy. If you believe that We have not adhered to this Privacy Policy, please contact Us at:

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