

Privacy Policy

Effective Date: September 14, 2020

We at FYFE Beauty, LLC (referred to as “FYFE,” “we,” “us,” or “our”) provide this Privacy Policy (“**Privacy Policy**”) to describe how we may collect, use, and share information that users and visitors (referred to as “you” or “your”) provide us through the “FYFE Beauty” mobile application (“**App**”).

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time without notice to you. We will occasionally update this Privacy Policy. We encourage you to periodically review this Privacy Policy to be informed of how we use your information. Your continued use of the App following the posting of changes will mean you accept those changes.

Information Collection

For the purposes of this Privacy Policy, “**Personal Information**” includes, without limitation, any information that may identify you, including (a) your email address, (b) your first name, (c) your last name, (d) your payment card information, or (e) a photograph of yourself.

We may collect Personal Information about you when you choose to provide it to the App by creating an account, interacting with the App, or purchasing a product. The App does not collect face data. The App does not collect your precise geographic location. When you upload a photograph to the App, it is stored on your device and is also transmitted off your device to FYFE in order to enable FYFE to provide you the services you request.

To provide the App’s functionality, we may collect and use technical information, which helps us to operate the App.

How We Use Personal Information

We may use the information we collect for any lawful purposes. These purposes include, but are not limited to, the following:

- To provide products and services you request and to fulfill our obligations;
- To respond to your inquiries and requests, including to respond to contact requests;
- To communicate with you (including to provide product recommendations, surveys, updates, and other content);
- For our other business purposes, such as analytics, research, advertising and marketing, payment processing, and operational purposes;
- To respond to legitimate third party requests;
- To maintain, operate, customize, and improve the App and our other products and services;
- To comply with law enforcement and other regulatory or legal requests and maintain the security of the App, our services, rights and property; or
- As otherwise disclosed at the time of collection or use.

How We Share Personal Information

We may share your Personal Information in the following circumstances:

- At your direction and with your consent;
- Third party vendors who process data on behalf of FYFE;
- With our third party brand partners;

- To communicate with you (including to provide product recommendations, surveys, updates, and other content);
- To comply with law enforcement and other regulatory or legal requests and maintain the security of the App, our services, rights and property;
- As part of a sale, merger or acquisition, or other transfer of all or part of our assets including as part of a bankruptcy proceeding; or
- When we believe in good faith that a legal obligation requires disclosure.

Third Party Links and Tools

Our App may provide links to third-party websites or may use third-party services or plug-ins, including our virtual try-on feature currently entitled “Shade Arcade” which is provided by Perfect Corp. These websites, services or plug-ins may send their own cookies to users, collect data, or solicit information from you. We do not control the privacy practices of these websites, services or plug-ins, and they are not covered by this Privacy Policy. You should review the privacy notices of these websites, services or plug-ins to learn about their data practices. For further information about Perfect Corp.’s privacy practices, please visit <https://www.youcamapps.com/info/privacy.action>.

Analytics

We may also work with third parties that collect data about your use of the App for non-advertising purposes. Among these third parties, we may use Google to improve the performance of the App and for analytics purposes.

Your Choices

You may request to review, change, or update your Personal Information by emailing us at support@fyfebeauty.com.

If you have any objections to any usage of your Personal Information provided in this Privacy Policy, you may contact us by emailing us at support@fyfebeauty.com.

Contact Us

If you have questions, comments, or concerns about this Privacy Policy, please contact us at support@fyfebeauty.com.