

Privacy Policy

Last updated: March 13th, 2023

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from earthside.io (the "Site").

Data: collectively all information that you submit to Earthside via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Act 1998, the GDPR and any other relevant local legislation.

Earthside, the brand and domain are owned and operated by 'Earthside GmbH, a company incorporated in Switzerland.

References to EU Cookie Law where applicable include the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011.

The Controller of Your Personal Information

For the purposes of data protection laws and this privacy notice, whichever part of Earthside is processing your personal information is the controller of your personal information for that processing of your personal information. This will usually be the part of Earthside that you interact with or have a relationship with. Being a controller of your personal information means that we are responsible for deciding how we hold and use your personal information.

Our main trading entity is Earthside. Earthside will be the 'controller' of your data regardless of where you are based and regardless of which of our websites you interact with, any queries you have regarding your personal information will be dealt with by Earthside. We can be contacted directly by emailing help@earthside.io.

Personal Information We Collect

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as Website Browsing/tracking or Device Information. We collect it using the following technologies:

"Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. A cookie lets us know whether you've visited the website before as well as your navigation experience during your visit. Cookies may be used to facilitate your access to the Site, enhance and personalize your online experience, and recognize your computer or your device. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

"Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

"Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Your browser may give you the ability to control cookies or other tracking tools. These "do not track" features are not all uniform and we do not currently respond to those signals. The Help portion of the toolbar on most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to delete existing cookies. If you

decide to disable cookies, it is possible that some of our website's features won't function properly. For more information on deleting or controlling cookies, visit www.aboutcookies.org. These links will also explain how to manage cookies for the most common browsers:

- Google Chrome - <https://support.google.com/accounts/answer/61416?hl=en>
- Firefox - <https://support.mozilla.org/en-US/kb/block-websites-storing-cookies-site-data-firefox>
- Safari - <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- Internet Explorer - <https://support.microsoft.com/en-us/topic/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d#ie%3Die-11>
- Microsoft Edge - <https://support.microsoft.com/en-us/windows/microsoft-edge-browsing-data-and-privacy-bb8174ba-9d73-dcf2-9b4a-c582b4e640dd>

In addition to the browser-based controls, you can manage third-party cookies by visiting www.aboutads.info/choices/.

Location-based information.

If you access the Site from a mobile device, the Site may try to access your location to tailor your experience based on your location. If that happens, we may collect information about the location of your device such as GPS coordinates, but only if the GPS, Wi-Fi, and Bluetooth features of your mobile device are enabled. This location-based information is collected through GPS, Wi-Fi, or Bluetooth sensors, and may be shared with a third party who may access such information to provide location-based information to us. If you disable any location-based services on your device, you may not be able to use certain features of the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information, email address, and phone number. We refer to this information as "Order Information."

Information from Third parties

We may also collect information about you from other sources such as public and third-party databases and other third parties, including our business and trade partners, to supplement information about you. For example, we may purchase information about your interests and hobbies from sites where you have given your consent for such data to be collected and shared, to help us tailor our marketing content and communications to you.

When we talk about "Personal Information" in this Privacy Policy, we are talking all the types of information discussed in this section.

How Do We Use Your Personal Information?

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and

- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Sharing Your Personal Information

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Shopify to power our online store. We also use Google Analytics to help us understand how our customers use the Site—you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

In the event of a corporate restructuring, we may transfer personal information about you in the event of a liquidation, reorganization, merger, sale of the company, consolidation, change of control, asset or stock acquisition/disposition, or other corporate combination. Should such an event occur, we will use reasonable efforts to ensure the transferee uses your personal information in a manner consistent with this Privacy Statement.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

Do Not Track

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

EU Regulations - Control over Your Information

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us by emailing help@earthside.io

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

US regulations – Control over Your Information

You may update or change information related to your account by updating your profile, accessible via the home page once you are logged in, or by sending us an e-mail at help@earthside.io.

You may always opt out of receiving future commercial e-mail messages from us or request that your personal information be removed from the Site by e-mailing us at the address above. Please be aware that if you opt out of receiving commercial e-mail from us, it may take up to ten (10) business days for us to process your opt-out request, and you may receive commercial e-mail from us during that period.

Even if you opt out of receiving promotional and marketing material, we may still correspond with you about your existing or past business relationships with us (e.g., any purchase of our

products or use of our services, or responses to your requests for information either through the website or other means). We may also access and view your information in the course of maintaining and improving our website and our services.

You can exercise any of your rights by making a request to us at the contact information provided in the Contact Us section. For California residents, please consult the California Privacy Rights <https://iapp.org/resources/article/the-california-privacy-rights-act-of-2020/> for your rights and additional considerations.

Data Retention

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

To request a removal of your data please contact help@earthside.io.

How Do We Protect Your Information?

We recognize the importance of maintaining the security of your personal information. We have implemented technical, administrative, and physical security measures designed to protect your personal information from unauthorized access, disclosure, use, and modification. Unfortunately, guaranteed security does not exist on the Internet or offline. We therefore cannot guarantee that your personal information will be free from unauthorized access by third parties.

Children's Personal Information

Our Site is designed for users 13 and over and thus is not directed to children. We do not knowingly collect or solicit personal information from children under the age of 13 (or other relevant age, as applicable pursuant to relevant law) through the Site. If we become aware that we have collected personal information from a child under such age, we will promptly delete the information from our records. If you believe that a child under such age may have provided us with personal information, please contact us as specified in the Contact Us section of this Privacy Statement.

Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. When changes are made, they will be posted on the Site, indicating when it was last updated. If there are material changes to our Privacy Statement, we will post a prominent notice on our Site and/or provide other notice as required by law.

Contact Us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at help@earthside.io.