

Privacy Policy

This Privacy Policy was last updated on: Mar 31, 2022

Your privacy is important to Bond & Grace Co LLC. ("Bond & Grace", "we", "us", or "our"). This Privacy Policy ("Policy") explains how Bond & Grace collects, uses, discloses, and retains your information when you visit or use our website or retail stores (collectively and individually our "services"), including the use of personal information in connection with interest-based advertising.

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1. How Bond & Grace Collects Your Personal Information

Bond & Grace collects information about you in four ways:

1. We collect information that you provide us or when you create an account. For example:
 - When you purchase products or services from us (including at a Bond & Grace pop-up or through a Bond & Grace website), we collect information including your name, email

address, credit card and payment information, mailing and shipping address, phone number, marketing preferences and any other information you provide.

- When you send us an email, we collect the information you give us including your name, email address, contact details and any questions or feedback you give us.
 - When you subscribe to our gift list, or participate in our promotions, sweepstakes, contests, or surveys, we collect the information we need for your participation, such as your name, US mailing address, and email address.
2. Sometimes we'll ask you to provide us with information for contractual or legal reasons. We'll let you know when information is required, and the consequences of failing to provide it. You can choose not to provide certain requested information, however, you may not be able to purchase products or services or access or use certain features of Bond & Grace's websites, such as creating an account (when available), if we need the information to provide you with the service or we are legally required to collect it. For instance, we cannot complete a purchase without payment details, send you a product without an address, enter you into a contest without your contact information, provide you with Bond & Grace support without your email and name, or create an account without your name.
 3. We may also collect information about you from others who know you like your family or friends such as when they want to ship a product (including gift cards) to your address. For example, to send the package, we'd need them to tell us your name, email, mailing and shipping addresses. We may also collect information about you from family or friends if they send you a link to a product or article on the Bond & Grace website. If you provide us with information about your family or friends, please make sure that you let them know you're doing so and remind them to review our Policy which describes how we use their information.
 4. We retain your purchase history from both pop-ups and Bond & Grace's websites.
 5. We and our partners also record information about how you use and navigate our and others' sites, including through technologies like cookies. Among other things, this helps us analyze, improve, and secure our online services, as well as support our advertising and marketing efforts.

See our Cookie Policy to learn more.

2. How Bond & Grace Uses Your Information

We use your information to help us provide, operate, improve, understand, personalize, support and market our products and services, among other things. We use the information we obtain about you for the purposes described below.

Provide Services

Your information allows us to:

- contact and correspond with you about your transactions and your use of our products and services and to provide you with Bond & Grace services;
- facilitate transactions and process orders and payments for the products and services you've purchased;
- remind you of un-purchased items left in your online shopping cart;
- contact you regarding billing and payment discrepancies and to validate receipts;
- process and respond to your feedback and requests, and to otherwise administer our relationship with you; and
- personalize and improve your shopping experience such as by using your location information to display accurate date and time information.

Set up and Manage Your Account

We use your information to set up and manage your account, including to develop a confidential profile for you. We use that profile to provide services to you and to facilitate your transactions with us and your use of our websites and services.

Market Our Services and Run Promotions

We use your information to:

- market our products and services including by providing you with information regarding our announcements, promotions, upcoming events, new products, special features, and which we think you may be interested in based upon the information we hold about you; and
- administer and facilitate your participation in sweepstakes, contests, and promotions.

Improve Our Services

We use your information to analyze and learn about how our services are accessed and used by you and others to evaluate and improve them (including by developing new products and services and managing our communications). We usually do this based on anonymous, pseudonymized or aggregated information which does not focus on you individually. For example, if we learn that most users use mobile devices, we might wish to expand on that feature.

Advertise

We and our partners use your information to analyze your interactions with our services and third parties' online services so we can tailor our advertising to what we think will interest you and monitor and measure the effectiveness of our advertising. For example, we or our partners may serve you a particular advertisement based on what we think may interest you based on other information we hold about you and/or your purchases on our and others' sites.

Safety and Security

We use your information for safety and security purposes, including the sharing of your information for such purposes and we do so as it is necessary to pursue our, your and others' legitimate interests of ensuring the security and integrity of our services, including enhancing users' protection against spam and crime and security risks of all types.

Third Party Relationships

If you work for one of our vendors or partners, we may use your information to manage our relationship with your employer.

Enforcement

We may use your information for the purposes of enforcing our Terms of Use, and other legal terms and policies.

Protection and Legal Compliance

We may use and disclose your information in order to protect our and others' interests, rights and property, for example to protect our users from abuse. We may also use and share your information as we consider, in good faith, necessary to comply with applicable legal requirements, such as tax and other government regulations and industry standards, contracts and law enforcement requests. For example, we may disclose your information where we believe, in good faith, this is required by applicable law, including to comply with a subpoena, warrant or court or arbitral order or litigation disclosure obligations. We may also disclose your information if we reasonably believe disclosure is necessary or appropriate in connection with national security, law enforcement, or other issues of public importance. For example, we may disclose information to law enforcement authorities or other businesses and organizations in connection with the detection, prevention, and prosecution of activities that we reasonably believe to be unlawful or fraudulent (including activities at our retail stores or on our websites). Such disclosed information may include information of the individuals suspected of involvement in unlawful or fraudulent activities.

We may combine your personal information collected through various sources, including information collected at Bond & Grace's retail stores and through Bond & Grace's websites, and information obtained from other sources such as to enhance and personalize your shopping experience on our websites and to facilitate returns.

When you provide Bond & Grace with your personal information, you consent to Bond & Grace's collection, use, disclosure, and retention of your information in accordance with this Privacy Policy and as otherwise permitted by law.

If you are in the European Economic Area, we process your personal information for the above purposes on different legal grounds provided for under European data protection law, such as your consent or where it is necessary to perform our contract with you. We process your personal information for these purposes based upon the following legal grounds:

1. **Consent** - We'll use your personal information in the particular way you've consented to have us use it. When you consent, you can withdraw your consent at any time.
2. **Performance of a contract** - We'll use your personal information as needed to provide you with services and products requested by you, or to respond to your inquiries. In other words, so we can perform our contract with you or take steps at your request before entering into one. For example, we'll need your email address to create an account for you or your address and payment details to process and deliver your order.
3. **Legal obligation** - We'll use your personal information when we believe, in good faith, that we have a legal obligation to do so, for example to comply with applicable tax and other government regulations or to comply with a court order or binding law enforcement request.
4. **Legitimate interests** - We'll use your personal information when we have a legitimate interest to do so and believe, in good faith, that these interests are not overridden by the interests or fundamental rights and freedoms of individuals which require protection of personal data. In particular, we rely on our legitimate interests in the following cases:
 - To operate our business and provide you with tailored and personalized advertising and communications to develop, improve and promote our business
 - To analyze and improve the safety and security of our services - we do this as it is necessary to pursue our legitimate interests in ensuring Bond & Grace is secure, such as by implementing and enhancing security measures and protections and protecting against fraud, spam and abuse
 - To provide and improve the services, including any personalized services - we do this as it is necessary to pursue our legitimate interests of understanding how our services are being used, obtaining insights into usage patterns of our services and of developing ways to change our products and services so they are more interesting for you and other users and to provide an innovative and tailored offering to our users and customers on a sustained basis
 - To share your personal information with other Bond & Grace affiliate companies, to help us provide and improve the services
 - To anonymize and subsequently use anonymized information
 - To create and share aggregated reports which reveal trends and patterns which may be of interest to us. These reports do not identify or focus on you individually

5. **Protecting you and others** - We'll use your personal information to protect your and others' vital interests.
6. **Others' legitimate interests** - We'll use your information where necessary to the purposes of a third party's legitimate interests, such as our partners who have a legitimate interest in delivering tailored advertising to you and monitoring and measuring its effectiveness or our users who have a legitimate interest in having Bond & Grace function properly and securely and in it continuing to develop and innovate, whilst we and others also have a legitimate interest in preventing unlawful and fraudulent activities.

3. Cookies and Other Technologies

See our [Cookies Policy](#) to learn about how we use, and how to manage, cookies and similar technologies. By continuing to use Bond & Grace's websites, you are agreeing to Bond & Grace's and our partners' use of cookies and similar technologies.

4. Social Networking and Similar Situations

When you use certain aspects of Bond & Grace's websites or other services, or post information to other social networking sites, for example, there may be links to Bond & Grace's Facebook, Instagram, and TikTok pages or you may be able to "like" a product on your Facebook account or "pin" a product on your Pinterest account, the information that you post or share in connection with these third-party sites is visible to other persons and can be read, collected, used, and disclosed by other persons, including to send unsolicited messages. In such cases, you will be leaving Bond & Grace's website and going to the third party's website. Any information you provide or post to such third-party social-networking sites and other sites is governed by their own privacy policies, which you may read on the applicable site. You are solely responsible for the information that you choose to post or share in those situations. Bond & Grace has no control over, or responsibility or liability for, the use, disclosure, and retention of the information that you disclose in those situations, and the use, disclosure, and retention of the disclosed information is not subject to this Policy. Please be careful when disclosing your information in those situations.

5. Disclosure of Personal Information to Others

We share personal information with the following types of recipients.

1. **Affiliates** - Bond & Grace and its affiliates may share your information with each other and use it for the provision of our products and services in accordance with this Policy.
2. **Suppliers and Service Providers** - We may disclose your information to our suppliers and service providers that perform services on our behalf (such as to help us process payments, fulfill your orders, deliver products to you, provide Bond & Grace Concierge, deliver customer communications, manage our data, help us with marketing, undertake fraud detection and

address validation, and comply with tax laws). We require our suppliers and service providers to agree to use your information only for the purposes for which it is provided to them, and to protect the privacy of your information in a manner that is consistent with applicable privacy laws.

3. **Process Payments** - We transmit your personal information via an encrypted connection to our payment processors.
4. **Analytics and Advertising** - We use third-party analytics and/or ad-serving services on our websites. The providers of these services may independently collect, use, and disclose your IP address together with information (not including your name, address, email address, or telephone number) about your visits to this and other websites that they service in accordance with their own privacy policies (and not this Policy) so we can improve user experience on our websites and to provide you with tailored advertising and measure and monitor its effectiveness.
5. **Legal Compliance and Protecting Rights and Interests** - We may disclose your information where we believe, in good faith, this is required by applicable law. This can include complying with a subpoena, warrant or court or arbitral order or litigation disclosure obligations. We may also disclose your information if we reasonably believe disclosure is necessary or appropriate in connection with national security, law enforcement, or other issues of public importance. We may also disclose your information as otherwise required by law, or authorized by law in connection with a legal investigation, or if we reasonably believe the disclosure is necessary or appropriate to protect or enforce our or others' rights, interests and remedies or protect the business, operations or customers of Bond & Grace or other persons (including detecting and preventing fraud and preventing violation of our Terms of Use, and other legal policies). For example, we may disclose information to law enforcement authorities or other businesses and organizations in connection with the detection, prevention, and prosecution of activities that we reasonably believe to be unlawful or fraudulent (including activities at our retail stores or on our websites). Such disclosed information may include information about individuals suspected of involvement in unlawful or fraudulent activities.
6. **Mergers and Business Transfers** - We may disclose your information in connection with a proposed or actual business transaction, such as a corporate reorganization, merger or acquisition, or the sale of some or all of our business or assets (including in connection with a bankruptcy proceeding) We will require that the information recipient agree to protect the privacy of your information in a manner that is consistent with this Policy.

6. Retention of Personal Information

We retain your information for the period necessary to fulfill the purposes outlined in this Policy or where a longer retention period is required or permitted by applicable law. For instance, we may keep your

information to comply with our legal obligations, such as tax laws, to resolve disputes, to enforce our agreements or as otherwise permitted by law.

The precise periods for which we keep your personal information vary depending on the nature of the information and why we need it. Factors we consider in determining these periods include the minimum required retention period prescribed by law or recommended as best practice, the period during which a claim can be made with respect to an agreement or other matter, whether the personal information has been aggregated or pseudonymized, and other relevant criteria.

7. Location of Personal Information.

We will store and process your information in Canada, the United States, and other countries. The laws of other countries regarding the collection, use, disclosure, and retention of information may be different from the laws of Canada and the United States, and their laws may be different from the laws of your country. The disclosure of your information in accordance with this Policy may result in your information being transferred to and outside of Canada, the United States, or your country.

8. Security

We employ reasonable safeguards, including administrative, technical and physical measures - appropriate to the sensitivity of the information in its possession or under its control in order to protect that information from unauthorized access, collection, use, disclosure, disposal, or similar risks. While we use reasonable efforts to protect your information, no method of transmission over the internet, or method of electronic storage, is 100% secure, and therefore, we cannot guarantee absolute security of your information.

9. Accuracy of Personal Information

You can help us maintain the accuracy and completeness of your information (including your Bond & Grace website account information) by notifying us of any changes to your information. You may update your Bond & Grace website account information through our websites.

10. Your Rights

You may request access to your personal information and information about our collection, use, disclosure, and retention of that information by sending your request to one of the addresses noted below. Subject to applicable exceptions and limitations prescribed by law, you will be given reasonable access to your personal information, and will be entitled to challenge the accuracy and completeness of the information and to have it amended as appropriate.

Users from the European Economic Area also have specific rights under European legislation, subject to various exceptions and limitations under EU law. These rights are outlined below:

1. **Withdraw Consent:** If we rely on consent for the processing of your personal data, you can withdraw that consent prospectively at any time by contacting us at info@BondandGrace.com.
2. **Right of Access:** You have a general right to find out if we hold any personal data relating to you. You also have a general right to obtain a copy of any such personal data we hold on you.
3. **Right to Rectification:** You have the right to rectify any information we hold about you that is inaccurate.
4. **Right to Erasure:** You have the right, in certain cases, to have us erase any information we hold about you, provided there are valid grounds for doing so.
5. **Right to Restriction:** You have the right, in certain cases, to temporarily restrict the processing of your personal data, provided there are valid grounds for doing so.
6. **Right to Data Portability:** You have the right, in certain cases, to obtain a commonly used machine-readable copy of the electronic information you provided to us for transfer to you or another controller if required.
7. **Right to Object:** You have the right, in certain limited cases, to object to the processing of your personal data.
8. **Cookies and Similar Technologies:** You can manage cookies and similar technologies by following various steps set out in our Cookies Policy.
9. **Right to Lodge a Complaint:** If you are unhappy with how we've handled your personal data, you have the right to lodge a complaint with the European data protection supervisory authority.

11. Personal Information of Children

Bond & Grace does not knowingly collect personal information from children who are under 13 years of age. Please immediately contact Bond & Grace at one of the addresses noted below if you believe that Bond & Grace has unintentionally collected personal information from a child under 13 years of age. If we learn that it has inadvertently collected the personal information of a child under 13 years of age, we will use reasonable efforts to delete that information from our systems (except to the extent that retention of the personal information is required or permitted by applicable law).

12. Employment

If you apply for a job with us, we may use and disclose your personal information to administer and process your application for employment with Bond & Grace and related matters.

13. Other Websites/Online Services

Bond & Grace's website and online services may contain links to other websites or online services. Bond & Grace has no responsibility or liability for, or control over, those other websites or services or their collection, use, disclosure, and retention of your personal information. Please refer to the privacy policies and terms of use that apply to those other websites or online services.

14. Policy Changes

We'll update this Policy from time to time to reflect changes in technology, law, our business operations or any other reason we determine is necessary or appropriate. When we make changes, we'll update the "Last Updated" text at the top of the Policy and post it on our sites. If we make material changes to it or the ways we process personal information, we'll notify you (by, for example, prominently posting a notice of the changes on our sites before they take effect or directly sending you a notification).

We encourage you to check back periodically to review this Policy for any changes since your last visit. This will help ensure you better understand your relationship with us, including the ways we process your personal information.

15. Unsubscribing to Newsletters and Gift lists

You may unsubscribe from our electronic mail and similar messages by using the applicable self-service unsubscribe procedure. For example, by clicking an unsubscribe link in an email. You may unsubscribe from our direct mailer campaigns known as the Bond & Grace Gift List by contacting Bond & Grace Concierge at info@BondandGrace.com.

Although you may have unsubscribed from receiving our electronic newsletters and similar messages, if you continue to have an account with us or shop on our sites, from time to time, we may use your information to communicate with you regarding important matters, such as information about your purchases or updates to this Policy or the Terms of Use that govern our websites. The importance of this information means you may not opt out of receiving these types of communications.

16. International Users

We are a United States company and your information submitted by you through our websites is collected and maintained in the United States, regardless of the geographic location or country where the information originated. If you do not consent to your information being collected and maintained in the United States, then you should not enter such information through our websites.

This website may be accessed by users in countries outside of the USA. We make no representations or warranties that **BondandGrace.com** is appropriate or available for use in countries outside of the USA (such as laws relating to default cookie settings).

If you have any comments or questions about this Privacy Policy or your personal information, please contact us:

Bond & Grace Co LLC
PO Box 7001
Alexandria, VA 22307
Email: info@BondandGrace.com

CLAUSES FOR FUTURE USE

When you create or manage an account with Bond & Grace (including a user account for a Bond & Grace website), we collect your name, email address, password, shipping address, billing address, and interest preferences. If you create your account using Facebook, it may provide us with your account information, such as your name and email address (we don't store your Facebook passwords) in order to create your account. What Facebook shares with us is controlled by your Facebook privacy settings. Make sure you're comfortable with your Facebook privacy settings by reviewing and, if necessary, updating them on Facebook.