

PRIVACY POLICY

This Privacy Policy describes the information practices of Hope Of Joe Enterprise (referred to herein as “choices”, “we”, “us”, or “our”) when you use our websites (“Sites”), create an account, purchase our products and services, and communicate or otherwise interact with us. It covers the information that we collect about you, how we use and share this information, and your choices regarding our collection and use.

BY ACCESSING OUR SITES, PURCHASING OUR PRODUCTS AND SERVICES, AND COMMUNICATING OR OTHERWISE INTERACTING WITH US, YOU ARE ACCEPTING AND CONSENTING TO THE INFORMATION PRACTICES DESCRIBED IN THIS PRIVACY POLICY.

Information Covered By This Privacy Policy

This Privacy Policy applies to information collected about you by Hope Of Joe and its third-party service providers. As used herein, “Personal Information” means information that personally identifies you, such as your name, email address, phone number or credit card number, and “Non-Personal Information” means information that relates to you but does not directly identify you. “Information” is collectively used herein to refer to both Personal Information and Non-Personal Information. This Privacy Policy does not apply to any third parties or any websites that might be linked to our Sites, products, or services.

Information We Collect Hope Of Joe and its third-party service providers collect information about you from a variety of sources, including Personal Information you provide directly to us when you create an account, purchase any our products or services, or communicate with us, and Non-Personal Information we automatically collect about you when you visit our Sites or utilize our products and services online. We may combine any of the Information collected about you for any of the purposes described in this Privacy Policy.

Information You Provide Us. If you create an account, purchase our products or services, or communicate with us, you will be asked to provide certain Personal Information such as name, address, email, phone number, date of birth, and credit card information. If you provide Personal Information to us, you are telling us that this information is both true and accurate, and that you are authorized to provide it to us. We use your Personal Information to provide our Sites, products, and services to you.

Information Collected Automatically. We automatically collect certain types of information using various tracking technologies (“Tracking Tools”) when you interact or communication with us online. We, along with our third-party service providers, use Tracking Tools for a variety of purposes, including enhancing your online experience and our product and service offerings. We treat Information automatically collected as Non-Personal Information. Please see below for more information regarding the Tracking Tools that we may use.

Cookies: We and our third-party service providers may use cookies, which are small files that are stored on your computer and allow websites to remember information about you. We may use cookies to monitor how our Sites, products, and services are used, for marketing purposes, and to help personalize and improve our Sites, products, and services.

Log File Information: Log file information is automatically reported by your browser or mobile device each time you access our Site. This Information may include your IP address, device and software characteristics (such as type and operating system), browser type,

Internet service provider, URLs, referring/exit pages, click data, and pages viewed.

Web Beacons: We and our third-party service providers may employ web beacons (also known as clear gifs, pixels, or action tags) on our Sites and social media pages which are used to track your online usage patterns. In addition, we may also use web beacons in emails we send to you to learn if messages have been opened, acted on, or forwarded. This information facilitates more accurate reporting and improvement of our Sites, products, and services.

Location Data: When you access our Sites via a mobile device, we and our third-party service providers may access, collect, monitor, and/or remotely store information regarding your mobile device, as well as real-time “location data,” which may include GPS coordinates.

Online Analytics: We use third-party analytics tools, including Google Analytics and Facebook Custom Audiences, to help us measure traffic and usage trends for our Sites. These tools collect Information sent by your browser or mobile device, including the pages you visit and other Information, which assists us in improving our Sites, products, and services. For more information regarding how Google collects, uses, and shares your information please visit <http://www.google.com/policies/privacy/partners/>.

Information We May Receive From Third Parties. We may receive information about you from third parties. For example, if you access our Sites through a third-party connection or log-in (e.g., through Facebook), such third party may pass certain information about your use of its service to us. We may also receive Information from our business partners, service providers, and other users.

How We Use Your Information

We use your Information, including Personal Information, for a variety of business purposes, including:

- providing our Sites, products, services to you;
- processing orders and payments;
- creating and managing your account with us;
- communicating with you;
- improving and customizing our products, services, promotions, communications, and advertisements;
- responding to your inquiries, comments, or postings;
- customer service and technical support;
- for internal operations;
- developing new products and services;
- for marketing purposes;
- to prevent fraud or potentially illegal activities;
- to enforce our Terms of Use;
- to comply with applicable laws, regulations, and legal process; and/or

- to protect the security and integrity of our business, products, services, customers, and third-party business partners and service providers.

How We Share Your Information

Hope Of Joe shares and discloses your Personal Information under the following circumstances:

- with third parties that provide a variety of services on our behalf, including the development, maintenance, and support of our Sites, processing credit card payments, marketing research and analysis, and the distribution of email and mobile message;
- with third party business partners in connection with our Sites and for marketing purposes;
- to comply with law, a court order, or other legal process, or in connection with a legal investigation or a request for cooperation by a government entity;
- to enforce our Terms of Use and any other applicable terms, conditions, and agreements;
- to protect the legal rights and interests of Hope Of Joe, its business partners and third-party service providers, and our and their respective officers, employees, consultants, agents, and customers;
- for risk management purposes;
- in connection with a corporate transaction such as a merger or acquisition;
- in aggregated or other non-personally identifiable form; and/or
- in accordance with your consent.

We do not give freely or sell your Personal Information to third parties for their marketing purposes

User Comments/Posts

Any Information that you post (1) to our Sites, such as a product review, testimonial, or comment, (2) to social media platforms such as Facebook, or (3) using a “share this” feature will be seen, collected, and used by anyone who has access thereto, including, without limitation, your user/screen name. You are responsible for all actions resulting from any Information, including Personal Information, which you post via our Sites or social media platforms. Please remember that any Information you share or otherwise post becomes public information, is not subject to this Privacy Policy, and Hope Of Joe is not responsible for the results of such postings.

Your Choices

You can review, change, delete or update Personal Information you have provided to us by clicking to manage your subscription at the bottom of our emails. If you have any questions about reviewing or modifying your account information, please contact us as provide below in the Contact Us section.

If you wish, you can also opt-out of receiving promotional emails or texts from us by clicking on the “unsubscribe link” provided in such communications or contacting us as provided below. Because we plan our communications in advance, it may take several weeks

for your request to become effective. If you continue to receive our communications after expressing an opt-out preference, please let us know so that we can investigate the situation. We will, however, continue to send product/service-based communications if you have purchased any of our products or services.

Tracking Tools. You may be able to opt-out of the automatic collection of some Information by referring to your web browser's or mobile device's options or settings menu. However, doing so may disable many of the portions, features, or functionality of our Sites, products, and services. For example, most web browsers automatically accept cookies, but you have the choice to set your browser to accept or reject cookies. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences or visit <http://www.allaboutcookies.org> for more information.

Google Analytics. Google provides users choice on how their data is collected by Google Analytics by developing an Opt-out Browser Add-on which can be located at: <http://tools.google.com/dlpage/gaoptout?hl=en>. By installing this Add-on, no information is being sent to Google Analytics.

Location Data. You may opt-out from allowing us to have access to your location data by adjusting the permissions in your mobile device, though some features of our Sites may not function properly if use or availability of location data is impaired or disabled. Following termination or deactivation of your account, Hope Of Joe may retain your Personal Information for backup, archival, or audit purposes.

California's Do Not Track Notice

At this time, there is no worldwide uniform or consistent industry standard or definition for responding to, processing, or communicating Do Not Track signals. Thus, like many other websites, our Sites are currently unable to respond to Do Not Track Signals. To find out more about "Do Not Track", please visit <http://www.allaboutdnt.com>.

Hope Of Joe does not allow third parties to collect Personal Information about your online activities when you use our Sites for such third-party use. We do use third party web analytics services and tools, such as Google Analytics and Facebook Custom Audiences, to help us obtain and analyze information about your browsing or usage habits but this information does not include Personal Information other than your IP address.

E-mail Security

"Phishing" is a scam designed to steal your Personal Information. If you receive an e-mail that looks like it is from us asking you for your Personal Information which you suspect may be a scam, please notify us as provided in the Contact Us section included at the end of this Privacy Policy.

Users From Outside of the United States

Our Sites, products, and services are provided from within the United States and are subject to the applicable state and federal laws of the United States. If you use our Sites, products or services, you consent to the use and disclosure of your information in accordance with this Privacy Policy and subject to such laws. The data protection and other laws of the

United States might not be as comprehensive as those in your country.

Children's Privacy

We do not knowingly solicit or collect Personal Information online from children under the age of 16 without parental or guardian consent. Please contact us as provided below in the Contact Us section if you believe we may have collected such information without parental or guardian consent.

Information Security

We seek to keep your Personal Information secure and implement reasonable technical, administrative, and physical safeguards to help us protect such information from unauthorized access, use, and disclosure. However, no method of electronically transmitting or storing data is ever completely secure, and therefore, we cannot guarantee that your Personal Information will never be accessed, used, or disclosed in a manner that is inconsistent with this Privacy Policy.

You are responsible for maintaining the confidentiality of your user password and account login information. We encourage you to set a secure password that is difficult for others to guess, and change your password on a regular basis to help ensure your account remains secure.

In the event that any Personal Information under our control is compromised as a result of a breach of security, Hope Of Joe will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other action in accordance with any applicable laws and regulations.

Links, Third-Party Websites, and Social Media Platforms

Our Sites, products, services, and communications may contain links to other websites and social media platforms such as Facebook, Instagram or Twitter ("Linked Sites"). We are not responsible for the privacy practices, policies, or content of any Linked Sites, even if you link to them from our Sites. This Privacy Policy does not apply to any Linked Sites. We have no control over the collection or use of information, including Personal Information, on any Linked Site. We encourage you to read and understand the privacy practices of any Linked Sites that you visit.

Changes To This Privacy Policy

We may update this Privacy Policy from time to time effective upon posting the revised Privacy Policy, along with the date on which it was most recently updated, on our Sites. Please check our Privacy Policy periodically to see if it has been updated. If a change to this Privacy Policy materially affects the use or disclosure of your Personal Information, we will notify you by placing a more prominent notice on our home page. We encourage you to periodically review this page for the latest information on our privacy practices. Your use of our Sites, products, and services after such a change will indicate your acceptance of our updated privacy practices.

Contact Us

If you have questions about our Privacy Policy or our privacy practices, you can contact us at customercare@HopeOfJoe.com .