

Privacy and Cookie Policy

Gel Nail Box Ltd, a company organised under the laws of the United Kingdom, understand the importance of privacy of individuals (referred to herein as “users” and “you”). This Privacy and Cookie Policy applies to information collection and use, including while you are visiting and using our website (located at <https://www.gelnailbox.com>) and sub domain of store.gelnailbox.com (the “Site”), our mobile applications (the “Apps”), or our other services that reference this Privacy and Cookie Policy (the “Services”). Please note that, for the purposes of EU data protection laws, Gel Nail Box Ltd “data controllers” (that is, the companies responsible for, and which control the processing of, your personal information collected in accordance with this Privacy and Cookie Policy).

By using our website, apps and blogs as a customer, member or subscriber you are acknowledging that you have read, understood and agree to our privacy and cookie policy.

Information Collection

Gel Nail Box Ltd may collect two different types of information: Personally Identifiable Information (“PII”) and Non-Personally Identifiable Information (“Non-PII”).

PII is information that identifies you as an individual or from which you are identifiable. This may include:

information (such as your name, address, telephone number, email address, social media account information, including without limitation Facebook, Google+, and Instagram, birth date, taxpayer identification number and/or social security number, credit card information, billing address, IP address, images, purchase history, and shipping information) that you provide (i) by completing forms on the Site or the Apps, including any information you provide during the registration process to become a Gel Nail Box member or customer, or any information you provide to purchase products, or (ii) in connection with any Services, including if you register, upload, or submit any material via the Site or the Apps or enter into any competition or promotion we may sponsor;

in connection with an account sign-in facility, your log-in and password details;

the content of any communications you send to us, for example, to report a problem or to submit questions, concerns, or comments regarding the Site, the Apps, the Services, our products, or any related content, as well as your preferred method of communication; and

information from surveys that we may, from time to time, run on the Site, the Apps, or in connection with the Services, for research purposes, if you choose to respond to or participate in such surveys.

If you are a Gel Nail Box member, we may also collect your commission and bonus information. PII may also be collected from, among other places, information you provide directly to us, information regarding products or services that Gel Nail Box currently provides or has previously provided to you, or information Gel Nail Box receives from our affiliated entities, other Gel Nail Box members, or third parties relating to the establishment of our relationship or the provision of services to you. This information can be received in any manner, including via in-person discussions, telephone conversations, and electronic or other written communications.

If you are a customer or the host of an in-person or online Gel Nail Box party, your PII may be provided to us by the Gel Nail Box member who took your order or who attended a Gel Nail Box party that you hosted or attended.

The provision of PII by you is necessary in order for us to fulfil our legal and contractual obligations with you and for the purposes identified below where in our legitimate interests. You are under no obligation to provide any such information. However, if you should choose to withhold requested information, we may not be able to provide you with certain services.

Unless we specifically request or invite it, we ask that you not send or otherwise disclose to us any information that is considered a “special category of personal data” under EU data protection laws (such as information related to your health). Where we specifically request such information, we will seek your prior explicit consent to do so. You are under no obligation to provide any such information and do so on a strictly voluntary basis to help Gel Nail Box resolve any questions or complaints you have about our products. Gel Nail Box will not use such information for any other purpose and will only retain it as long as necessary to resolve your question or complaint.

Non-PII is aggregate information. This may include demographic information, user behaviour data from web interaction metrics tools, and any other information that does not reveal your identity. Non-PII may be connected to other information we collect from you.

Information Use

Gel Nail Box Ltd may use PII about you for the following purposes: (i) to establish or maintain our relationship with you; (ii) to contact you and respond to your requests and inquiries; (iii) to provide you with services you have requested; (iv) to keep you informed of products and services we think may be of interest to you; (v) to personalise your experience with us; (vi) to assist you while you use the Site, the Apps, or the Services; (vii) for business administration, including statistical analysis;

(viii) to improve the Site, the Apps, or the Services by helping us to understand who uses the Site, the Apps, and/or the Services and how they are used; (ix) for fraud prevention and detection; and (x) to comply with applicable laws, regulations, and codes of practice.

Disclosure of Information

Gel Nail Box Ltd may share PII about you with others, such as our affiliates, other Gel Nail Box members, government entities and regulatory bodies, those with whom you have requested us to share information, third parties in order for them to provide us with services (including, for example, companies that provide us with technical support and assistance with respect to the Site, the Apps, or the Services, financial institutions who process payment for orders placed by you, our suppliers and other third parties who facilitate delivery of the products and services you have ordered, and third parties who assist us with research to help us improve the Site, the Apps, the Services, and our product offerings).

If you inquire about our products, services, or the Gel Nail Box business opportunity, we may provide your contact details to a Gel Nail Box member in your local area to respond to your inquiry. Additionally, if you purchase Gel Nail Box products or set up a customer account with us, we may share your name, location, contact details, and purchase history with Gel Nail Box members to help them establish and maintain a relationship with you. If you are a Gel Nail Box member, your name, location, contact details, and performance may be shared with other Gel Nail Box members. Additionally, PII about you may be shared with customers.

Gel Nail Box requires third parties who perform services for us to agree to treat PII about you confidentially and securely and only for the purpose of performing services on our behalf. **NOTE THAT THIS STATEMENT DOES NOT ADDRESS THE PRIVACY PRACTICES OR POLICIES OF OUR INDEPENDENT GEL NAIL BOX MEMBER CONSULTANTS.** However, Gel Nail Box members agree, as specified in our Gel Nail Box consultant contract, to comply with all applicable privacy laws and regulations.

Notwithstanding any other provision of this Privacy and Cookie Policy to the contrary, we reserve the right to disclose and use your PII if we believe that we are required or permitted to do so: (a) to our professional advisors, including lawyers, accountants, tax advisors, and auditors; (b) to debt collection agencies and other parties that assist with debt-recovery functions; (c) by law; (d) in response to legal process (for example, in response to a court order or a subpoena); (e) in response to a law enforcement agency's request; (f) to enforce our other terms, conditions, or policies; (g) to protect our operations; (h) to protect the rights, privacy, safety, or property of Gel Nail Box, you, or others; and/or (i) to permit us to pursue available remedies or

limit the damages we may sustain. For example, we may, to the fullest extent the law allows, disclose PII about you to law enforcement agencies to assist them in identifying individuals who have been or may be engaged in unlawful activities. We may also transfer your PII to a third party that acquires all or part of our assets or shares, or that succeeds us in carrying on all or part of our business, whether by merger, acquisition, reorganisation, or otherwise.

Because Non-PII does not personally identify you, we reserve the right to use Non-PII, and to disclose Non-PII to third parties, for any purpose.

International Transfers of PII: Privacy Shield

Unless restricted by law, regulation, contract, or professional standards, Gel Nail Box may transfer PII about you outside of the United Kingdom to other countries for the purposes described in this Privacy and Cookie Policy.

Gel Nail Box shall remain liable under the Privacy Shield Frameworks if a third party agent uses or discloses PII received from Gel Nail Box in a manner inconsistent with the Privacy Shield Principles, unless Gel Nail Box proves that it is not responsible for the event giving rise to the damage. If Gel Nail Box has knowledge that a third party is using or disclosing PII in a manner contrary to this Privacy and Cookie Policy, we will take reasonable steps to stop such use or disclosure.

Under the Privacy Shield Frameworks, Gel Nail Box will offer an individual the opportunity to choose (opt-out) whether PII about them will be disclosed to a third party or used for a purpose incompatible with the purpose for which it was originally collected or subsequently authorised by them, unless such choice is not required by law.

With respect to PII received under the Privacy Shield Frameworks, Gel Nail Box is subject to the investigatory and enforcement authority of the UK. Under certain circumstances, we may be required to disclose PII in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

Information Security

Gel Nail Box maintains reasonable physical, administrative, and technical safeguards to protect PII from loss, misuse, or unauthorized access, disclosure, alteration, or destruction. Our personnel and the personnel of our affiliates are provided access to PII about you only if they have a need to know the information in

connection with a legitimate business purpose, such as (a) the provision of services to you or (b) to help identify other services that Gel Nail Box and its affiliates offer that may be of interest or use to you.

Retention Period

We retain your PII for as long as you remain a customer or a Gel Nail Box member and thereafter only for the period necessary to fulfil the purposes outlined in this Privacy and Cookie Policy, unless a longer retention period is required or allowed by law or to otherwise fulfil a legal obligation.

Cookies

A cookie is a small file placed on your computer by a website that uses the cookie to store information about your use of our Site. Gel Nail Box may use cookies to recognise you when you return to our Site in order to provide you with a better user experience. Our cookies will collect technical details about your visit to our Site, such as traffic data, location data, your IP address, the type of browser you use, browser plug-in types and versions, the websites or other resources that you access on the Site, page interaction information, and the length of visits to certain pages. Accordingly, our Privacy and Cookie Policy will apply to our treatment of the information we obtain via our cookies.

Types of Cookies Used on the Site

We may place our cookies on your device via the Site.

Our use of cookies ensures both the basic functioning of our Site and our Google Analytics statistics to help us improve engagement with our users.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below

Cookie Type and Purpose

Session Cookies- Keep data such as shopping cart

Login Status – These cookies track your login status on our Site.

Local – These cookies are used to track the locale and language used by our Site for your session. Shopping cart – These cookies are used to record your activity on our site, including items left in your shopping cart.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you

may be unable to access certain parts of the Gel Nail Box Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

Third-Party Cookies

You should also be aware that there are cookies which are found in other companies' internet tools which we are using to enhance the Site.

<https://tools.google.com/dlpage/gaoptout>

Provider and purpose

Google Analytics

Analytics – These cookies collect standard internet log information and visitor behaviour information in an anonymous form. The information collected by these cookies is transmitted to Google who then use it to evaluate visitors' use of the Site and to compile statistical reports on Site activity. These cookies remain on your device even after you have logged out of the session. To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

How to Manage and Disable Cookies

Users can set their browsers to accept or reject all, or certain, cookies. All recent versions of popular browsers give users a level of control over cookies. However, editing of our cookies preferences could prevent certain elements of our Site from functioning correctly. For more information on how to control cookies with your browser, please visit <http://www.aboutcookies.org/default.aspx?page=1>. You may also opt out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative optout page.

We also allow our affiliates and third-party vendors to use cookies on our Site; some of these parties may use cookies in ways that we do not. You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

Google® / Facebook® Privacy and Cookie Policy Update

Technologies like cookies, pixel tags, device or other identifiers, and local storage are used to deliver, secure, and understand products, services, and ads, on and off Facebook and other similar service providers. They also are used to gather information for remarketing to similar audiences on our Site. Because of this, third-party vendors, including Google, show our ads on sites across the Internet. This technology allows third-party vendors, including Google, to use cookies to serve ads based on someone's past visits to our Site. You may opt out of Google's use of

cookies by visiting Google's "Ads Settings." You may also opt out of a third-party vendor's use of cookies by visiting the "Network Advertising Initiative" opt-out page online.

External Links

The Site, the Apps, and the Services may, from time to time, contain links to external sites operated by third parties. We are not responsible for these third-party sites or the content of such third-party sites. Once you have left the Site, the Apps, or the Services, we cannot be responsible for the protection and privacy of any information which you provide. You should exercise caution and look at the privacy statement for any websites you visit.

Marketing

We may contact you periodically by e-mail, social media, or text to provide information regarding events, products, services, and content that may be of interest to you, unless you advise us that you do not wish to receive marketing or market research communications from us. If applicable law requires that we receive your explicit consent before we send you certain types of marketing communications, we will only send you those types of communications after receiving your explicit consent.

If you wish to stop receiving marketing or market research communications from us, or would like us to stop processing your PII in any other way, you can contact us as described below to let us know what types of communications you wish to stop receiving. You also have the right to request deletion of your data and to view the data we hold. We cannot destroy certain data as needed to keep by HMRC or governing bodies. Please contact us to request this.

Children Under the Age of 16

The Site, the Apps, and the Services are not intended for children under 16 years of age, and we do not knowingly collect PII from children under 16. If you are under 16, do not use or provide any information on the Site, the Apps, or the Services, or on or through any of their features, do not make any purchases through the Site, the Apps, or the Services, and do not use any of the interactive or public comment features of the Site, the Apps, or the Services. If we learn we have collected or received PII from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us as described below.

Changes to This Privacy and Cookie Policies

Gel Nail Box reserves the right to change this Privacy and Cookie Policy. Any changes to this Privacy and Cookie Policy will become effective upon posting of the revised Privacy and Cookie Policy on the Site or as required by law. If we make material changes to this Privacy and Cookie Policy, we will notify you by means of a prominent notice on the Site prior to the change becoming effective.