

Notice of Compliance to California Residents

California law requires that we provide you with a summary of your privacy rights under the California Online Privacy Protection Act (“California Act”) and the California Business and Professions Code. As required by the California Act, this privacy policy identifies the categories of personally identifiable information that we collect through our web site about individual consumers who use or visit our web site and the categories of third-party persons or entities with whom such personally identifiable information may be shared.

Depending on the visitor’s activity at our web site, certain “personally identifiable information” (as that term is defined in the California Act) may be collected, in addition to information set forth in other sections of this document. For purposes of the California Act, the term “personally identifiable information” means individually identifiable information about an individual consumer collected online by us from an individual and maintained by us in an accessible form, and may include any of the following:

Category	Examples	Collected
Identifiers	Name, signature, address, telephone email, account name, online identifier, IP address	Yes
Government ID number	Social security number, passport number, driver’s license or state identification card number	No
Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	No
Biometric data	Imagery of the iris, retina, fingerprint, face, hand, palm, vein patterns, and voice recordings, faceprint, voiceprint, keystroke patterns or rhythms, gait patterns or rhythms, and sleep, health, or exercise data	No
Internet activity	Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.	Yes
Geolocation data	Physical location or movements	No
Audio, visual, olfactory information	Audio, electronic, visual, thermal, olfactory, or similar information.	No
Employment information	Current or past job history or performance evaluations.	Yes
Education information	Personally identifiable education information that is not publicly available (e.g. grades, financial aid)	No
Inferences	Profile reflecting a person’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	No

See main Privacy Policy section entitled “Effective Date; Updates to Privacy Policy” for a description of the process by which the Company notifies consumers who use or visit our web site of material changes to the Company’s privacy policy. The effective date of this privacy policy is also included in Section 15 above.]

California Shine the Light Law (SB 27) Compliance Statement

Under California S.B. 27 (“Shine the Light” Law), California residents have the right under certain circumstances to receive, once a year, information about third parties with whom we have shared information about you or your family for their marketing purposes during the previous calendar year, and a description of the categories of personal information shared. To make such a request, please send an email to marketing@buckles-smith.com and please include the phrase “California Privacy Request” in the subject line, the domain name of the web site you are inquiring about, along with your name, address and email address. We will respond to you within thirty days of receiving such a request.