



Privacy Policy

Effective February 3, 2021

1. About this Privacy Policy

We know how important it is for you to understand how we use Your Personal Information, as defined below. This Privacy Policy (the “Privacy Policy”) sets out how and why Eight Doors Corp (“EightDoors”, “We,” “Our,” or “Us”) collect, store, process and share Your Personal Information. The terms “You” and “Your” refer to any individual, organization or entity (as well as the company or other legal entity which You legally represent) that hereby accept this Privacy Policy. We strive to be transparent with You about what We do with Your Personal Information.

This Privacy Policy covers Your interaction with this Website and Our social media. It also covers the privacy practice of Eight Doors Corp. and its U.S. operating subsidiaries and affiliates (“EightDoors”), except as outlined below. It applies to Personal Information about Our current or prospective customers and visitors.

This Privacy Policy also describes the choices You can make about how We collect and use Your Personal Information. This Privacy Policy is incorporated into, and is subject to, the [Terms of Use](#). By using Our website, You accept and consent to the practices described in the Privacy Policy and Terms of Use. If You do not agree with this Privacy Policy, please do not use Our website. If You have any questions or concerns, please contact Us at door@eightdoors.com

2. Commitment to Privacy

We at EightDoors are committed to respecting Your online privacy and recognize the need for appropriate protection and management of the personally identifiable information (“Personal Information”) You share with Us. Personal Information includes any information that may be used to identify You, such as: first and last name, home or other physical address, telephone numbers, e-mail addresses, or other contact information that is provided to Us by You, or any other party. In general, You may visit Eight Doors' Web pages without disclosing to Us who You are and without revealing any Personal Information about yourself. You should be aware that if You choose to provide Us with your Personal Information, We may transfer such information, within Eight



Doors or to EightDoors' third-party service providers, across borders and from Your country or jurisdiction to other countries or jurisdictions around the world, subject to the limitations of this Privacy Policy. EightDoors strives to comply with all applicable laws around the globe that are designed to protect Your privacy. Although legal requirements may vary from country to country, EightDoors intends to adhere to the principles set forth in this Privacy Policy.

3. What Personal Information do We collect

Information You provide to Us

You may provide Personal Information to Us in Our website, as defined below:

- a. Personal and contact information, such as name, email address, mobile/landline telephone number, Your address, Your profession, and relationship with Our business, such as final customer, decorator, architect or the like;
- b. Information You post: if You comment or otherwise provide information in a public space on Our website, We collect a record of it and any Personal Information included in the comment. For example, this may include posting a review of a product;
- c. Information You provide through social media;
- d. Other information You give Us when You contact Our customer services team, when You engage with our social media platform (for example by tagging us in a post on Instagram), or when You otherwise interact with us.

We want to ensure that all the information We have about Our customers is correct and up to date. If You find that the Personal Information We have about You is inaccurate or needs updating (for instance, You may have changed Your name or address) please update Your profile. If, for any reason, You desire to review such information, please contact Us at doors@eightdoors.com and We will make reasonable efforts to promptly provide You with such information.

You share Personal Information with Us in various ways. For example, We receive Personal Information when You:

- a. Contact Our customer services team online;
- b. Make a return or exchange;
- c. Access Our website;



- d. Provide Us Your contact information so We can respond to Your questions or concerns submitted through the in-store “*Contact Us*” function;
- e. Interact with Us on social media (by mentioning/tagging us or by contacting us directly);
- f. Interact with Our website, such as when you visit our websites on a device, enable location-based features, or click on sponsored links or third-party advertisements on Our website or on other websites and online services;
- g. Interact with emails We send You;
- h. Request a catalog or subscribe to Our email list;

At this time, We do not track Our users’ Personal Information over time and across third-party websites. We therefore do not respond to browser Do Not Track signals.

Information collected through automated means

We may use automated technology such as cookies and other tracking software to collect Personal Information from Your computer system or mobile device. We may collect the following information:

- a. Internet Protocol (IP) address or other device identifier;
- b. Browser type and version;
- c. Browsing information, such as pages You view and the links You click, how You interact with the emails We send You, and whether You access Our website via a social media site;
- d. Time zone setting;
- e. Browser plug-in types and versions;
- f. Operating system and platform;
- g. Other portable device information;
- h. With Your permission, We may also collect Your precise location data. We may also collect the time spent visiting, usage patterns, and the domain name of the website from which you linked to Our websites. We use this information on an anonymous basis and do not use it to identify any particular user. We do not link this data to any other data that We hold about You.



4. How do We use Your Personal Information

We use Your Personal Information for business purposes: to make Our products and services available to You; to personalize Your shopping experience; to improve Our operations; to make a return or exchange of products, and for security and legal reasons.

Some examples of how We use Your Personal Information include:

- a. Communicating with You regarding purchases;
- b. Responding to Your questions and comments;
- c. Providing You with marketing material and news about EightDoors via email as well as to inform You of future offers, product developments, and new products We think may be of interest to You based on Your previous enquiries and orders;
- d. Analyzing shopping trends through account activity and purchase history to provide You a personalized browsing experience;
- e. Ensuring that Our websites are presented in the most effective and relevant manner for You and Your device;
- f. Conducting checks for fraud or other illegal activity;
- g. Protecting Our rights or property (or those of others);
- h. Fulfilling Our legal and compliance-related obligations (such as if We receive a legitimate request from a law enforcement agency).

If you no longer wish to receive Our marketing materials, You can unsubscribe by clicking the unsubscribe link in Our marketing emails.

5. With whom do We share Your Personal Information

We do not sell Personal Information to third parties. In order for Us to provide Our products and services to You, We share some of Your Personal Information with trusted third-party service providers, with other members affiliated companies, or with public authorities. For example:

- a. We use third party service providers to help Us provide the products and services to You, improve Your experience in Our website and provide You with marketing emails and other materials. Your Personal Information may be stored and processed by Our service



providers in the United States or other locations where the service providers or EightDoors have facilities;

- b. We may use pixels and cookies in Our work with customer database hosting providers, marketing agencies and advertising partners to place relevant content and advertisements for You on Our own website, as well as other websites, online media channels and apps;
- c. We may share data with affiliated companies to facilitate operations and business;
- d. We may share or disclose Your Personal Information with law enforcement agencies or public authorities in order to prevent or detect crime or fraudulent activities, as well as in order to fulfill any legal or regulatory obligations;
- e. We may share Your Personal Information to comply with court orders and to exercise and/or defend Our legal rights;
- f. We may share Your Personal Information in the event We sell or transfer all or a portion of Our business or assets;
- g. We may use Your Personal Information with Your consent or as otherwise permitted or required by law;

We also disclose non-private, deidentified, aggregate or otherwise non-personal information with third parties, including social media companies like Facebook and Twitter, and online advertising companies like Google, to deliver targeted advertising about other products and services for marketing purposes. You may opt-out of receiving marketing messages by using the opt-out mechanisms and links provided in each message.

6.Children's Privacy

This website is not designed nor structured to attract children. EightDoors does not knowingly collect or use any Personal Information from children younger than 13 on EightDoor's website. We do not knowingly allow children to communicate with Us, or use any of Our online services. If We are made aware that information is or has been submitted by or collected from a child under the age of thirteen, We will promptly delete this information.



7. Collection of Sensitive Information

We do not collect Sensitive Information such as medical, health, racial, ethnic, political, religious, philosophic, union membership, or sexual orientation information. If We are made aware that We have received such information, We will promptly proceed to its deletion at Our sole discretion.

8. What are Your rights with respect to Your Personal Information?

Depending on Your jurisdiction, You may have certain rights with respect to Your Personal Information. If You would like to speak to us about any of Your rights, please contact us (see section 11).

International Transfers

We may share information about You with our affiliates and service providers and transfer it to countries in the world where We or Our service providers do business in connection with the uses identified above. Any international transfers of Personal Information will be in accordance with this Privacy Policy and in compliance with applicable laws. By using Our website, You agree to the international transfer and processing of Your information.

Your California Privacy Rights

ACCESS TO SPECIFIC INFORMATION AND DATA PORTABILITY RIGHTS FOR CALIFORNIA RESIDENTS

You have the right, subject to certain exceptions defined in the California Consumer Protection Act (the “CCPA”) and other applicable laws and regulations, to request that companies disclose certain information to You about their collection and use of Your Personal Information over the past 12 months. This right of access includes information about:

- a. The categories of Personal Information We collected about You;
- b. The categories of sources for the Personal Information We collected about You;
- c. Our business or commercial purpose for collecting that Personal Information;
- d. The categories of third parties with whom We share that Personal Information;
- e. The categories of Personal Information that each recipient received;



- f. The specific pieces of Personal Information We collected about You.

DELETION REQUEST RIGHTS

You have the right, subject to certain exceptions defined in the CCPA and other applicable laws and regulations, to request that a company delete any of Your Personal Information that it has collected from You and retained, subject to certain exceptions. If We believe the deletion would violate any law or legal requirement or cause the information to be incorrect, We may not remove Your Personal Information.

EXERCISING ACCESS, DATA PORTABILITY, AND DELETION RIGHTS

To exercise the access, data portability, and deletion rights described above, California residents may submit a verifiable consumer request to Us at Our website.

The verifiable consumer request must:

- a. Provide sufficient information that allows Us to verify, to a reasonably high degree of certainty, that You are the person about whom We collected personal information. This may include requesting that You provide Us with at least two or more pieces of Personal Information to match against Personal Information about You that we may or may not maintain and which We have determined to be reliable for the purpose of verification; and
- b. Describe Your request with sufficient detail that allows Us to properly understand, evaluate, and respond to it.

We cannot respond to Your request or provide You with Personal Information if We cannot verify Your identity or authority to make the request and confirm the personal information relates to You. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request. You may only make a verifiable consumer request for access or data portability twice within a 12-month period.



DO NOT SELL RIGHTS

You have the right, subject to certain exceptions defined in the CCPA and other applicable laws and regulations, to request that companies stop selling Your Personal Information and refrain from doing so in the future. EightDoors does not sell personal information (as defined by the CCPA), nor does EightDoors intend to sell Personal Information in the future.

NON-DISCRIMINATION

You have the right not to receive discriminatory treatment for exercising any of Your CCPA rights. Unless permitted by the CCPA, We will not:

- a. Deny You services;
- b. Charge You different prices or rates for services, including through granting discounts or other benefits, or imposing penalties;
- c. Provide You a different level or quality of services;
- d. Suggest that You may receive a different price or rate for services or a different level or quality of services.

If you are a California resident, California Civil Code Section 1798.83 permits You to request a list of all third parties to which We, during the immediately preceding calendar year, have disclosed certain personally identifiable information for direct marketing purposes. EightDoors does not share Personal Information about its consumers with any third parties outside the EightDoors corporate family for their own marketing purposes. We are only required to respond to a customer request once during any calendar year. To make such a request You should send a message to EightDoors Corp. through Our website using the “*Tell us about you*” function. Please be aware that not all information sharing is covered by the California privacy rights requirements and only information sharing that is covered will be included in our response.

9. How do We keep Your information safe

We take the security of Your Personal Information very seriously. We have implemented various strategies, controls, policies and measures to keep Your Information secure and keep these measures under close review. We use encryption techniques and other safeguards such as firewalls. This means that Your Information is protected and only accessible by personnel who need it to carry out their job responsibilities or shared with third parties as described above.



10. How long do We retain Your information

In general, We will only retain Your Personal Information for as long as is necessary for the purposes described in this Privacy Policy. This means that the retention periods will vary according to the type of the information and the reason that We have the information.

11. Links to Third-Party Websites and Additional Terms

Our Website or social media contains links to third-party sites that are not governed by this Privacy Policy. If You click on a link to a third-party site, You will be taken to a site We do not control. We are not responsible for the privacy practices used by third-party sites. We suggest that You read the privacy policies of those sites carefully.

EightDoors' current Terms of Use are available [here](#). In addition, EightDoors may from time to time offer special programs, events, promotions or services that have additional terms or privacy policies. Those terms will be made available to You at or before the point where You will provide any Personal Information to Us.

12. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Please regularly check for updates. You can tell if the Privacy Policy has changed by checking the revision date that appears above. If We change this Privacy Policy in a material way, We will provide appropriate notice to You and/or will take reasonable steps to ensure that these changes are brought to Your attention by posting all changes prominently on Our website for a reasonable period of time. By using our website, You agree to accept the terms of this Privacy Policy as stated at the time you use them. EightDoors is not responsible for the privacy or security practices of Our customers, which may differ from those set out in this Privacy Policy.