

FASHION AID® PRIVACY POLICY

Fashion Aid® is committed to protecting your privacy. In order to become a User and/or Advisor and/or make use of the Services (as defined in the Terms and Conditions") it is necessary to provide certain types of information. This Privacy Policy (hereinafter the "Policy") provides information about our practices and procedures which specifically relate to:

1. Information collected from Users and/or Advisors
2. Information that we collect for the primary purpose of fulfilling our Services to you.

The Policy applies to all Users and/or Advisors of our apps, websites, features and other services anywhere in the world. We may also collect personal data from those who initiate applications to become Advisors, even if they do not complete them, as well as other information related to our features and mapping technology.

If you have additional questions or would like more information on topics, you may contact us at support@thefashionaid.com. By using the Services, you are accepting the practices described in this document. The Policy may also be updated from time to time without notice. We recommend that you check back periodically.

Data Collection and Use

Fashion Aid® does not collect any personal information about you unless you choose to provide it to us voluntarily. Personal information is defined as information that personally identifies you or allows us to communicate with you. Such information may include but is not limited to (full name, age, gender, weight, height, phone number, email address, and educational information).

In order to provide you with a good Service **Fashion Aid®** collects information about you, this information is collected from the Advisor and/or User's registration on the application. The User and/or Advisor acknowledge and agree that while, using the application, they are providing demographic information, multimedia content, location, opinions and/or comments among others. The User and/or Advisor acknowledge and accept that they are providing special protection data at the time of registration and/or when using the application. This type of information is subject to special protections under the laws of your country.

Fashion Aid® collects information about purchases or transactions, this includes payment information; services provided or requested, such as your credit or debit card number and other card information; other account and authentication information; billing, shipping and contact details.

Data from Other Sources:

- User comments, such as ratings, reviews, or acknowledgements.
- Users or others who provide data in connection with complaints or disputes.
- Publicly available sources.
- Marketing service providers.

Use of Personal Information:

Fashion Aid® will not sell, license, transmit or disclose your personal information outside of **Fashion Aid®** or its Advisors without notice to you, unless (1) you expressly authorize us to do so, (2) it is necessary to enable our Advisors, representatives or agents to provide Services to us or for us, (3) it is necessary to provide our products or Services to you, (4) it is disclosed to entities that perform marketing services on our behalf or to other entities with whom we have joint marketing or other arrangements, (5) is necessary or we deem appropriate in connection with the sale of all or substantially all of **Fashion Aid®**'s assets or business, sale of **Fashion Aid®** stock or equity interests, or the merger of **Fashion Aid®** into another entity or any consolidation, stock exchange, combination, reorganization, or similar transaction in which Fashion Aid® is not the surviving company, (6) when necessary to protect and defend the rights or property of **Fashion Aid®**, (7) when necessary to act in urgent circumstances to protect the personal safety of Fashion Aid® customers, or (8) or as otherwise permitted or required by law.

Fashion Aid® may use the information collected to provide, customize, maintain and improve our products and services (Create and update user accounts, Verify the identity, background and compliance requirements of Advisor partners, offers, and/or to process or facilitate payments for our services) and personal data to maintain the security and integrity of our services and Users. (Device use, location, profile and usage data, among others, to prevent, detect and combat fraud or unsecured activities, to use User ratings and feedback to promote compliance with Advisors).

Fashion Aid® may use the data we collect (such as recordings of customer support calls with User notice and consent) to provide assistance (Investigating and addressing User concerns, Monitoring and improving our customer support responses and processes). On the other hand, **Fashion Aid®** may also use the data collected to market our services to Users. This includes sending communications to users about services, features, promotions, sweepstakes, studies, surveys, news and updates.

Access to your Personal Information

Fashion Aid® will provide you with the means to ensure that your personal information is correct and updated. If you are a Advisor and/or User of our application, you may submit updated information at any time. All users can subscribe or unsubscribe or unsubscribe to notifications and/or email updates from **Fashion Aid®**.

You are required to enter your password for security purposes before updating your email address, username, password and/or your security question and answer. If you change your email address, we will send an email to your old and new email address.

Cookies and Third-Party Technology

Fashion Aid® and its affiliates use cookies and other identifying technologies in apps, websites, emails and online advertisements for the purposes described in this notice. Cookies are small text files that websites, apps, online media and advertisements store on your browser or device.

Fashion Aid® uses cookies and similar technologies for the purposes listed below:

- Authenticating Users
- Remembering User preferences and settings.
- Determining content popularity.
- Providing and measuring the effectiveness of advertising campaigns.
- Analyzing site traffic and trends to understand online behaviors and interests of people interacting with our services.

Security of your Personal Information

We protect our databases with various physical, technical, and procedural measures and restrict access to your information to unauthorized persons. We also notify all **Fashion Aid®** employees of their responsibility to protect customer data and provide them with appropriate guidelines for adhering to our company's business ethics and privacy policies. Within **Fashion Aid®**, data is stored on password-controlled servers with limited access. Find more details on the technological and security specifications below.

Fashion Aid® Legal Obligations

Fashion Aid® may share data with law enforcement in events of crimes or threats to public safety, or at the request of third parties in connection with legal proceedings. Additionally, **Fashion Aid®** may share information with public health authorities when required or permitted by law.

Maintenance and Deletion of Data

Fashion Aid® retains User and/or Advisor data for as long as necessary to fulfill the purposes described above. Users and/or Advisors may request deletion of their accounts at any time. **Fashion Aid®** may retain User data after receiving a request to delete an account due to legal or regulatory requirements or for the reasons set forth in this policy. Users and/or Advisors may request deletion of their account at any time by emailing support@thefashionaid.com. Upon receipt of the request, **Fashion Aid®** will delete the User's and/or Advisor's account and data, unless it is retained due to legal or regulatory requirements, for security or fraud prevention purposes, or for a problem related to the User's account and/or, such as outstanding credits or an unresolved claim or dispute. As for Users and Advisors, their data is typically deleted within 90 days of the request, except where retention is necessary for the abovementioned reasons.

Fashion Aid® Privacy Notice

Fashion Aid® and/or any of its affiliates or subsidiaries, informs you that the information you provide when you use our Site or Web Portal, mobile applications, purchase products and services online and through other communications, represents an important element for our operation and the provision of the service or purchase of the requested product, so it will be handled as confidential, and we will protect it through internal processes always seeking greater protection and safeguarding. **Fashion Aid®**, is responsible for the processing of personal data that are collected in accordance with this Privacy Notice, indicating as address for these purposes located in 5080 Spectrum Dr - STE 1000E - Addison, TX 75001-6444 (hereinafter the "Responsible party").

Form and Means of Contact

In terms of the U.S. Privacy Shield Framework and the U.S. Department of Commerce (hereinafter the "Act"), we designate a Chief Information Officer (area or department that handles information) who, pursuant to the aforementioned Act, is who in addition to addressing the requests that you as our customer or User submit to us, will monitor the treatment of your personal data, so any type of request, either: comments, questions, updates, cancellations and/or revocations that refer to your personal data, must be addressed to the designated responsible area via written letter in the Spanish language and addressed to the previously designated Responsible Party, and sent to the email address: support@thefashionaid.com, or via postal mail to the address: 5080 Spectrum Dr - STE 1000E - Addison, TX 75001-6444 all of the above in terms of this Privacy Notice.

Data Safeguarding

The personal information you provide to us is stored in controlled databases with limited access. By virtue of the above, from the moment you give us your consent, **Fashion Aid®** may keep in its records, both physical and electronic, all information that has been provided by you through any of the means made available by **Fashion Aid®** in order to collect your personal data.

We inform you that the safeguarding of information on the Internet cannot be guaranteed 100%; however, once received, every effort will be made to safeguard it by implementing technical, administrative, and physical measures for the protection and security of information.

Mechanisms for the Exercise of GDPR Principles

To learn about the procedures, requirements, and deadlines necessary for the exercise of the GDPR Principles (lawfulness, fairness, transparency, purpose limitation, accuracy, completeness and confidentiality) you can contact our personal data department via email support@thefashionaid.com. For the exercise of the GDPR Principles you can request the corresponding forms directly from our personal data department. In these forms you will find the steps to follow to exercise your rights. All responses and/or documentation will be delivered in electronic or physical format. You will receive a response regarding your request within a maximum period of twenty days, counted from the date on which the request for access, rectification, cancellation, or opposition was received, the determination adopted, so that, if it is appropriate, it becomes effective within fifteen days from the date on which the response is communicated. In the case of requests for access to personal data, the delivery shall be made upon proof of the identity of the applicant or legal representative, as appropriate. All documentation shall be delivered in electronic or physical format.

Right to Revoke your Consent to Data Processing

You have the right to revoke the consent you have given us for the processing of your personal data at any time. Because of this, it is necessary that you submit your request to the Responsible Party through the Chief Information Officer as described in this same notice.

Modifications to this Privacy Notice

We reserve the right to modify or update this Privacy Notice at any time. We inform you that any change or modification to its content will be communicated in a timely manner via our website, via email to the most recent address in our archives, through the various technological tools used by the Responsible Party or personally through our staff.

I know and fully understand the content, purpose, and scope of this Privacy Notice. I hereby give my full express consent for **Fashion Aid®**, to carry out the data processing, including but not limited to, if applicable, the disclosure of my Personal Data under the terms of this Privacy Notice.

Last update: 9/01/2022.