

# Privacy Policy

**Effective Date: December 21, 2022**

This website, internet service, or mobile application ("Site") is owned and operated by Beauty Systems Group LLC. This Privacy Policy ("Policy") applies to the Site and describes how Beauty Systems Group LLC and its affiliates (collectively, "BSG", "we", "our", "us") gather information about you, how we use that information, and what steps we take to protect that information.

By using this Site, you consent to the terms of this Policy as well as the Site [Terms of Use](#). BSG may change this Policy from time to time. Please check back periodically for up-to-date information about our privacy practices.

California residents: [click here](#) to read Your California Privacy Rights and Canadian residents: [click here](#) to read our Canadian Privacy Policy; the terms of which, in addition to those contained in this Policy, will govern the collection, use, disclosure and storage of personal information through this Site for those respective residents.

[Click here](#) to download this Policy in pdf form.

## Information Collection and Use

We may collect, store, and use the following types of information and personal information:

- **Information You Give Us:** Transaction and account creation information such as name, shipping and billing address, email, password, phone number, payment information, birthday, and information about others, such as a gift recipient; survey responses; promotion or sweepstakes entries; product reviews; information provided to participate in our Cosmo Prof Member Card program; interactions with BSG's social media accounts; sign up to receive emails, text messages, and/or postal mailings; and content of communications with our customer service team, stores, or direct sales consultants via email and online chat, which is recorded.
- **Automatic Information:** Your use of the Site; your interaction with features on the Site; your internet protocol (IP) address; your location; your device operating system and browser type; your referring website's address; information on your interaction with a website or application including mouse movements, clicks, user inputs, scrolling, access times, visit duration, pages viewed, and page reloading; your clickstream through the Site. Also, see our section titled Cookies below.
- **In Store and Offline Technologies:** We may record calls into our offices, customer service team, and stores; your image, recording, voice, or movements from our devices in our stores or offices, such as Closed Circuit Television systems, devices where an operator interacts verbally and may take pictures, when activated in an emergency, or devices that monitor store traffic patterns.
- **From our Third-Party Partners:** If you apply for and/or use a Cosmo Prof or Sally branded credit card, we may receive relevant information from the credit card issuer; if you gave us permission to store your payment information, your credit card issuer may provide us with updated payment information (including credit card number and expiration date) in connection with the credit card issuer's account updater service; if you place an order through a third party platform, such platform will communicate your order and identifying information.

- **Social Media:** If you interact with us on social media or use features, such as plugins, widgets, or other tools made available by social media platforms or networks (including Instagram, Facebook, Twitter, Google, YouTube, and Pinterest) in connection with our website or app, we may collect information you share with us, or that the social media platforms share with us. For more information about the privacy practices of those social media platforms, please review the privacy policies and settings of the social media platforms and networks that you use.
- **Information from Other Sources:** Updated address information, trip information, or delivery status from delivery services; information submitted through affiliate marketing channels, such as a discount site; online data aggregators; data analytic providers; business contact information from public records; and information from third parties to improve our marketing or prevent fraud.

This Site is directed to adults, and BSG does not knowingly collect personal information online from children under the age of 16.

We may collect information that we don't consider "personal information" (subject to the law(s) that apply to you, as a data subject), publicly available information or lawfully obtained truthful information that is a matter of public concern; de-identified or aggregated information; or information covered by other specific privacy laws. We share and use this information as disclosed in this Policy.

### **Information Disclosure and Purpose**

We may disclose information about you to our service providers or other processors to perform services on our behalf.

- We use a variety of service providers to help us perform routine business functions. Those include, but are not limited to: printers; delivery services and couriers; administration of our loyalty program, surveys, and contests/sweepstakes; software and technology providers; staff augmentation; and data processing and analytics companies.
- Manufacturers of products you purchase, to facilitate the loyalty program you opted into; prevent diversion; and administer product recalls.
- Companies with whom we have marketing agreements.
- Companies who help us improve the efficiency and quality of our Site, business operations, products, and services; debug, identify, and repair errors that impair the intended functionality of our Site.

For your protection we require, or these companies are otherwise obligated, to keep all personal information confidential.

If you submit a product review or survey response, the content in such review or response, along with your name and/or username, may be shared publicly on our website, social media, or in other promotional materials. You should not include personal information in these reviews or responses.

We may also disclose some or all of the information that we collect (described in the Information Collection and Use) as permitted by law. For example, we may share information:

- With regulatory authorities and law enforcement officials.
- With financial institutions and payment processors to process payments and refunds, or if you request it, to facilitate applying for and using a third party payment option.
- With our affiliates to provide shared business services.
- When we believe in good faith that the disclosure is required to prevent harm or injury, or a perceived physical threat to any individual (such as product recalls, claims, or other liability).

- Delivery service providers (e.g. USPS or UPS) to send you mail or deliver your order.
- For physical security, cybersecurity, incident response, and risk reduction purposes.
- To respond to a subpoena.
- To provide you with services.
- As part of a merger, acquisition, or sale of business involving BSG.
- Other parties and purposes communicated to you at the time of collection.
- De-identified or aggregated and anonymized demographic and statistical information with our partners to perform a variety of functions.

## **Protection of Information**

We have appropriate physical, electronic, and procedural security safeguards to protect and secure the information we collect. However, no website, mobile app or the systems they depend on are completely secure. You are also responsible for taking steps to protect your personal information against unauthorized disclosure or misuse.

- We work to protect the security of your personal information during transmission by using encryption protocols and software.
- We follow the Payment Card Industry Data Security Standard (PCI DSS) when handling credit card data.
- We maintain physical, electronic, and procedural safeguards in connection with the collection, storage, and disclosure of personal information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.

## **Cookies**

Our Site uses cookies, web server logs, tags, SDKs, tracking pixels, local storage, JavaScript, APIs, session replay/screen capture (i.e., how you use and navigate the Site, but not your keystroke data), and other similar technologies from time to time.

- Cookies are small data files a website can send to your browser, which may then be stored on your device, sometimes with a code unique to your device. They may be served by the entity that operates the website you are visiting (“first-party cookies”) or by other companies (“third-party cookies”). Cookies enable us and our vendors to recognize your computer; store your preferences, settings, and other data; understand the web pages you have visited on our Site and elsewhere; enhance your user experience by delivering and measuring the effectiveness of content and advertising tailored to your interests; perform searches and analytics; and assist with security and administrative functions.
- A web server log is a file where online activity is stored. It may be used for similar purposes.
- An SDK is a set of tools and/or code that we embed in our applications and software to perform certain functions, such as allowing us or third parties to collect information about how users interact with our Site.
- Tags or tracking pixels (sometimes also referred to as web beacons or clear GIFs) are small code (sometimes containing, generating, or detecting a unique identifier) embedded in websites, online ads, and email, that can be used for purposes such as generating web server logs or reading or writing cookies for the purposes described above.
- We may also use certain third-party web and mobile app analytics services – including but not limited to Google Analytics and Facebook Custom Audiences – to help us understand and analyze how visitors use the Site and serve ads on our behalf across the Internet and in different channels.

You can control or limit how we and our partners use cookies and similar technologies, including for advertising.

- Scroll down to the footer and click Cookie Settings to adjust the cookie settings on your device and browser, or you may enable the Global Privacy Control signal that may be available in certain browsers and extensions. This action is limited to the device and web browser you are using because the methods detailed above correspond to your device or browser ID. If you use another device or browser, you need to take this action on each device and browser.
- While most browsers and devices accept cookies by default, the settings usually allow you to clear or decline cookies. If you disable cookies, some of the features of our Site may not function properly. For example, if you do not allow cookies at all, you might not be able to view some of our Site or use certain features like adding products to your shopping cart.
- We may use the services of third parties to collect and use information about your visits to and interactions with our website through cookies to personalize advertisements for goods and services. To learn more, or to opt-out of receiving online display advertisements tailored to your interests by our third party partners, visit the [Network Advertising Initiative](#) and the [Digital Advertising Alliance](#) website.
- To prevent your data from being used by Google Analytics, you can install [Google's opt-out browser add-on](#).
- To opt out of ads on Facebook, Pinterest, Bing, Yahoo or Google that are targeted to your interests, use your [Facebook](#), [Pinterest](#), [Bing](#), [Yahoo](#) or [Google Ads](#) settings.

## Marketing Opting Out

If you would like to stop receiving promotions, updates, and special offers, please [click here](#). Include a statement requesting that you wish to cancel your Comso Prof Member Card or that you would like to opt out of e-mail promotions. Please allow sufficient time for your request to be processed. It may take up to 10 days to process an email opt-out request, and 8 weeks for other requests.

Even if you opt out of receiving marketing communications from us, we may still contact you for transactional purposes. For example, we may contact you to fulfill your order, provide customer service, or communicate product recalls.

### Text Messages

To stop receiving BSG text messages, see instructions [here](#).

### Push Notifications

You may stop push notifications from BSG's mobile application by adjusting the permissions on your mobile device.

### Geolocation

Most browsers and mobile devices allow users to enable or disable geolocation using pop-ups or controls located in the settings menu. If you have permitted BSG to access your geolocation data, you may disable the access by adjusting the permissions in your browser or device.

### Uninstall the BSG Mobile Application

You can stop all further collection of information by BSG's mobile application by uninstalling it. Use the standard uninstall process available as part of your mobile device or via the mobile application marketplace or network.

Note: If you uninstall the mobile application, the BSG unique identifier associated with your device will continue to be stored. If you re-install the application on the same device, BSG will be able to re-associate this identifier to your previous transactions and activities.

### **Maintenance of Accurate Information**

We have established commercially reasonable procedures designed to ensure that your personal information is as accurate and complete as possible. If you believe that our records contain inaccurate or incomplete information about you, please update said records by logging into your account [here](#) or contact us [here](#).

### **California and Virginia – Your Privacy Choices**

If you reside in California or Virginia, [click here](#) for further details on your privacy choices.

### **Third Party Sites**

Our Site may include links to websites or applications that are owned or operated by third parties. Please note that this Privacy Policy does not cover the practices of those websites. We encourage you to review the privacy practices of those third parties.

### **Do Not Track**

Certain states require us to indicate whether we honor your browser's "Do Not Track" settings concerning targeted advertising. BSG adheres to the standards set out in this Policy and does not monitor or respond to Do Not Track browser requests.

### **Nevada**

Nevada law allows consumers to "opt out" of the sale of certain personal information, called "covered information." BSG does not sell covered information as defined in the law.

### **Contact Us**

If you have questions about this Privacy Policy, or to contact us as referenced above, BSG can be reached as follows:

Beauty Systems Group LLC  
Attn.: Web Privacy  
3001 Colorado Blvd.  
Denton, TX 76210  
**1-940-898-7500**

**1-800-777-5706**