

## **Lethe Tattoo NYC Privacy Policy**

### **In General:**

Lethe Tattoo NYC values its users and respects their privacy. This Privacy Policy governs the collection and use of data in connection with our Services (as defined in our Terms of Service) or otherwise. Terms capitalized but not defined in this Privacy Policy shall have the meaning ascribed to them in our Terms of Service.

This Privacy Policy outlines the nature, purpose, use, and sharing of Personal Information. "Personal Information" or "Personal Data" means information that can be used to identify, contact, or locate you, or to identify you in context. This includes your name, physical address, email address, telephone number, payment card information, account username, and other identifying information. It also includes other information associated with your Personal Information, such as your location, IP address, preferences, or interests.

Importantly, we may collect Personal Information directly from you when you visit our Platform or access and use our Services.

This Privacy Policy does not govern privacy practices associated with websites or online services other than ours or our commonly-owned affiliates, or practices of third parties that we do not own or control, such as our partners, third-party service providers featured on the Services. We are not responsible for the content or privacy practices of third-party websites or integrated products to which the Services may link. Please review the privacy policies of such sites before using the associated sites.

Please read this Privacy Notice carefully to have a clear understanding of how we collect, use, handle, and protect your Personal Information in connection with your use of the Services. IF YOU HAVE OBJECTIONS TO THE PRIVACY POLICY, YOU SHOULD IMMEDIATELY DISCONTINUE USE OF THE APPLICABLE SERVICES AND FOLLOW THE PROCEDURE DESCRIBED IN THE SECTION ENTITLED "YOUR PRIVACY RIGHTS."

### **Changes in Privacy Policy:**

Any Personal Information that we collect and maintain will be subject to this Privacy Policy, as amended from time to time. We may change the Privacy Policy at our sole discretion. If we make material changes to the Privacy Policy, we will notify you on the Platform or through the Services and publish an updated Privacy Policy. If such changes

impact how we use your Personal Information, you can adjust your preferences as described in the "Your Privacy Rights" section.

### **Collection of Information:**

We collect information from you in several ways when you use our Services: information you choose to give us, information obtained through your use of our Services, and information obtained from third parties.

**Information You Choose to Give:** We collect the Personal Information you provide when using the Services, such as your name, email address, physical address, telephone number, and other relevant details.

**Information Obtained through Use:** We automatically collect non-personal information, including device, browser type, operating system, click patterns, and your computer's IP address when you use the Services.

**Information from Third Parties:** We may supplement or correct the Personal Information you submit to us with information from third-party sources to reduce errors, authenticate users, prevent fraud, and enhance user experiences.

**General Information:** We may collect aggregate information about Service usage, such as page visits, average time spent on the Services, and other similar factors.

### **Location-Based Services:**

Some Services may offer Location-based Services to tailor your experience based on your location. To use these services, you must enable certain features on your mobile device. By enabling Location-based Services, you agree to relevant data collection and use for providing Services and targeted content.

### **How Your Information is Used:**

We collect and use your personal and non-personal information for internal purposes, including enabling access to the Services, routine business operations, marketing, enhancing Services, and complying with legal obligations. We may process your information based on consent, legitimate interests, or other legal grounds.

### **Tracking, Use of Cookies, Web Beacons, and Similar Devices:**

We use "cookies," "web beacons," and similar devices to enhance Services and provide convenient, relevant experiences. You can manage cookie preferences in your browser

settings. We may track behavior on our Services for user support, analytics, research, and fraud prevention purposes.

### **Protecting Your Information:**

We implement security measures, including SSL, encryption, and authentication tools, to protect your information. We do not retain Personal Information longer than necessary and dispose of it securely. We follow international data protection measures, including those in EU GDPR implementing regulations.

### **Data Processing:**

If you submit third-party Personal Data within the Services, we act as a Data Processor. We implement security measures, limit access, process data as instructed, and comply with your data protection instructions.

### **Disclosure to Third Parties:**

We do not share your Personal Information with third parties without express consent, except in limited circumstances, such as routine business operations, legal requirements, or engaging service providers. We ensure contractual obligations protect your information.

### **International Transfers:**

If you use Services outside the United States, information may be transferred internationally. Users outside the United States are advised not to disclose Personal Information to us.

### **Your Privacy Rights:**

You have rights under data protection laws, including access, rectification, deletion, withdrawal of consent, objection, data portability, and non-discrimination. EU residents may file complaints with data protection authorities. Contact us for assistance or to exercise your rights.

### **Your Choices:**

You may opt-out of internal marketing and communication preferences. Failure to provide mandatory information may limit access to our products and services. Manage browser cookie settings for the best experience.

**Governing Law:**

This Privacy Policy is governed by the laws of the state of New York and, where applicable, the laws of countries where our servers are located.

For any inquiries or to exercise privacy rights, please contact us as described in the "How to Contact Us" section below.

**How to Contact Us:**

For questions, privacy-related matters, or to exercise privacy rights, contact us at [Lethetattoonyc@gmail.com](mailto:Lethetattoonyc@gmail.com) We will respond as soon as possible.