

# PRIVACY POLICY

June 2022

This Privacy Policy explains how Nationwide Studios, Inc. d/b/a Legacy Studios and d/b/a Teddy Bear Portraits and d/b/a American Yearbook (“*Nationwide*”, “*we*”, or “*us*”) collects, uses, and discloses information about its Customers, Studios, and Students (“*Users*”) or “*You*”), as defined below. This Privacy Policy applies when you use our websites, mobile applications and other online products and services that link to this Privacy Policy, contact our customer service team, engage with us on social media, or otherwise interact with us (collectively, our “*Services*”).

On occasion, we receive a request by a school customer to abide by provisions of a privacy policy that it has adopted. We are willing to consider such requests.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy and, in some cases, we may provide you with additional notice (such as adding a statement to our website). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

If you are a California resident, please see the “[Your California Privacy Right](#)” section.

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## DEFINITION

A customer (“*Customer*”) in an individual placing an order for our Services with or through one of our partnering photographers, photography studios, or printing labs (collectively, the “*Studio*”) and who may be providing information about a student or photography subject (individually, a “*Student*,” and collectively, “*Students*”).

## COLLECTION OF INFORMATION

### Information You Provide to Us

We collect information you provide directly to us. For example, you share information directly with you when you create an account, fill out a form, submit or post content through our Services, make a purchase, communicate with us via third-party platforms, participate in a contest or promotion, request customer support, or otherwise communicate with us.

The types of personal information we may collect include:

- Your name
- Your email address
- Your postal address
- Your phone number
- Your credit card or other payment information
- Information relating to a Student or Students associated with the Services, including their image, name, school name, grade, student identification number, homeroom, teacher, and jersey number
- Any other information you choose to provide.

### **Information We Collect Automatically When You Interact with Us**

When you access or use our Services or otherwise transact business with us, we automatically collect certain information, including:

- **Transactional Information:** When you make a purchase or return, we collect information about the transaction, such as product details, purchase price, and the date and location of the transaction.
- **Device and Usage Information:** We collect information about how you access our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifies, browser type, and app version. We also collect information about your activity on our Services, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Services.

**Information We Collect by Cookies and Similar Tracing Technologies:** We (and our service providers) use tracing technologies, such as cookies and web beacons, to collect information about you. Cookies are small data files stored on your hard drive or in device memory that help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. Web beacons (also known as “pixel tags” or “clear GIFs”) are electronic images that we use on our Services and in our emails to help deliver cookies, count visits, and understand usage and campaign effectiveness. For more information about cookies and how to disable them, see the [\*\*Your Choices\*\*](#) section below.

### **Information We Collect from Other Sources**

We obtain information from third-party sources. For example, we may collect information about you from identity verification services, credit bureaus, advertising networks, data analytics providers, mailing list providers, financial services providers, operating systems and platforms, and customer management providers.

## USE OF INFORMATION

We use the information we collect to provide our Services to you, including to facilitate and fulfill photography orders with Customers and the Studio.

We also use the information we collect to:

- Provide, maintain, and improve our products and services;
- Process transactions and send you related information, including confirmations, receipts, invoices, customer experience surveys, and order updates;
- Personalize and improve your experience on our Services; Send you technical notices, security alerts, and support and administrative messages;
- Respond to your comments and questions and provide customer service;
- Communicate with you about products, services, and events offered by Nationwide and others and provide new and information that we think will interest you (see the **Your Choices** section below for information about how to opt out of these communications at any time);
- Monitor and analyze trends, usage, and activities in connection with our Services;
- Detect, investigate, and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect the rights and property of Nationwide and others;
- Debug to identify and repair errors in our Services;
- Comply with our legal and financial obligations; and
- Carry out any other purpose described to you at the time the information was collected.

## SHARING OF INFORMATION

We share personal information in the following circumstances or as otherwise described in this policy:

- We share personal information with vendors, service providers, and consultants that need access to personal information in order to perform services for us, such as companies that assist us with web hosting, photography processing, shipping and delivery, payment processing, fraud prevention, customer service, and data analytics.
- We share personal information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- We may share personal information in connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- Personal information is shared between and among Nationwide and our current and future parents, affiliates, and subsidiaries and other companies under common control and ownership.
- We share personal information with your consent or at your direction.

We may also share aggregated or de-identified information that cannot reasonably be used to identify you.

## **ANALYTICS**

We allow others to provide analytics services on our behalf across the web and in mobile apps. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information may be used by Nationwide and others to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity.

Our website does not respond to “do not track” signals.

## **YOUR CHOICES**

### **Account Information**

You may update and correct certain account information at any time by logging into your account or emailing us at [\\_\\_customer@legacystudios.com](mailto:__customer@legacystudios.com). If you wish to delete your account, please email us at [\\_\\_customer@legacystudios.com](mailto:__customer@legacystudios.com) and we will delete your information within 30 days and send you a written confirmation when your account has been deleted. Please note that we may retain certain information as required by law or for our legitimate business purposes. We may ask for proof of identification in order to complete the request and validate its legitimacy.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually request your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Service.

### **Mobile Push Notifications**

With your consent, we may send push notifications to your mobile device.

A mobile user might opt-in by:

- Entering a phone number online.
- Sending a Mobile Originating (MO) message containing an advertising keyword.
- Filling out a paper form that includes their phone number, or
- Signing up at a point-of-sale location.

You can deactivate these messages at any time by changing the notification settings on your mobile device. You may also opt out by replying “STOP” by text to the communicating number.

## Communications Preferences

You may opt out of receiving text messages or promotional emails from Nationwide following the instructions in those communications or by sending us an email at [customer@legacystudios.com](mailto:customer@legacystudios.com). If you opt out, we may still send you non-promotional emails, such as those about your account or our ongoing business relations.

## CHILDREN

The services are not intended for children, an Nationwide does not knowingly collect information from children under the age of 18.

Children aged 18 or younger should not submit any personal information without the permission of their parents or guardians. By using the Services, you are representing that you are at least 18.

## YOUR CALIFORNIA PRIVACY RIGHTS

### *California Consumer Privacy Act*

In the preceding 12 months, we have collected the categories of personal information listed in the Collection of Information section above. We collect personal information for the business purposes to the following categories of recipients:

<i>Category of Personal Information</i>	<i>Categories of Recipients</i>
Identifiers such as a real name, alias, postal address, phone number, unique personal identifier, online identifier, internet protocol address, email address, account name, bank account number, credit card or debit card number, or other similar identifiers; commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Data analytics providers, internet service providers, operating systems and platforms, financial services providers, and customer management providers.
“Personal Information” as defined in Cal. Civ. Code 1798.80, including any information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, his or her name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification	Data analytics providers, internet service providers, operating systems and platforms, financial services providers, and customer management providers.

card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.	
Commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	Data analytics providers, internet service providers, operating systems and platforms, and financial services providers.
Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a customer’s interaction with an internet website, application or advertisement.	Data analytics providers, internet service providers, and operating systems and platforms.
Education information, defined as personally identifiable information that is not publicly available as defined in the Family Educational Rights and Privacy Act (20 U.S.C. Sec. 1232g; 34 C.F.R. Part 99).	Operating systems and platforms.
Inferences drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Data analytics providers.

Nationwide does not share any personal information with third parties unless: (i) authorized by you in writing; (ii) the third parties are service providers authorized by Nationwide to perform services for you in Nationwide’s behalf and for the purposes described in this Privacy Policy, (iii) it is reasonably necessary to comply with a legal process, such as a court order, subpoena or search warrant, government investigation or other legal requirements, including to meet national security or law enforcement requirements; or (iv) necessary for the prevention or detection of crime (subject in each case to applicable law) or to establish or defend a legal claim, or as otherwise disclosed above in **Sharing of Information**.

Subject to certain limitations, you have the right to (1) request to know more about the categories and specific pieces of personal information we collect use, and disclose, (2) correct inaccuracies in your personal information, (3) request deletion of your personal information, (4) obtain your personal information in portable format, (5) opt out of any “sales” of your personal information that may be occurring, and (6) not be discriminated against for exercising these rights. You may make these requests by calling \_\_716-512-6336\_ or emailing us at \_customer@legacystudios.com . We will verify your request by asking you to provide information related to your recent interactions with us, such as your name, school, order number,

order date, billing address or email address. We will not discriminate against you if you exercise your rights under the CCPA.

If we receive your request from an authorized agent, we may ask for evidence that you have provided such agent with a power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf. If you are an authorized agent seeking to make a request, please **contact us**.

If you have any questions about this Privacy Policy, please contact us at [customercare@legacystudios.com](mailto:customercare@legacystudios.com). You may also communicate with us at our mailing address:

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