

# LEFTCOASTWHOLESALE.COM

## PRIVACY POLICY



Effective September 1, 2020

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### Overview

This website is operated by RBD Online, doing business as Left Coast Wholesale. Throughout the site, the terms “we”, “us” and “our” as well as “Left Coast” refer to Left Coast Wholesale and “you” or “user” to refer to you or the person using the website.

The forgoing explains our privacy policy with respect to user information.

### CCPA Compliance

Starting on January 1, 2020, the California Consumer Privacy Act (“CCPA”) governs how businesses handle the personal information of California residents. We have updated our privacy policy to be in compliance with this latest guideline.

One of our core business values is that we treat your information with respect. We never sell or give away your data to third party vendors. Although our business does not fall under the requirements of the CCPA, we still feel it is right to inform you of how your personal data are used.

It is necessary for us to process your personal information to complete orders. We do not sell any of our user information, personal or otherwise, to third parties.

If you have any questions, comments, or concerns about how your data are handled in regard to CCPA regulations, please contact us at [contact@leftcoastwholesale.com](mailto:contact@leftcoastwholesale.com).

### GDPR Compliance

The General Data Protection Regulation (“GDPR”) compliance guidelines were updated on June 1, 2018. We have since updated our privacy policy as well to comply with the latest GDPR guideline.

### What is GDPR?

The General Data Protection Regulation (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information of individuals within the European Union (EU). If you want to read up on all of the legal details, you can find info [here](#). While it is specific

to individuals and businesses in the EU, we are applying compliance protocols and opt-in/opt-out documentation across our programs.

You may opt-out of all of our marketing and information distribution at any time.

### **What does this mean to you?**

Because GDPR is based on protecting your privacy and ensuring people are receiving things they actually want, there will be very little effect for you as it relates to our website. We've always treated your information with respect. You will see some extra legal language in our updated privacy policy.

## **Privacy Policy**

### **Information We Collect**

We may collect and process the following data about you:

#### **Information you provide to us**

You may give us information about you when you register with our website or by communicating with us through our website, by phone, by email, through social media, or otherwise. This includes information you provide when you create a customer account, use our services, provide us with feedback, place orders, when you report a problem with our website, or otherwise. The information you give us may include your name, company, address, email address, phone number, and credit or debit card details.

#### **Information we collect about you based on your use of our website**

To improve our overall user experience and protect against bad actors such as hackers, we do follow standard practices of logging certain activities for site analytics and improvement. When you visit our website or use our app we may automatically collect the following information:

##### **Technical Information**

Technical information including the Internet Protocol (IP) address used to connect your device to the Internet, your login information, browser type and version, time-zone setting, operating system, device information (such as the model and version of your device), platform, and;

Information about your visit, including products and events you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction

information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any data entered into the page during your visit; and

### **Location Data**

Location data including your precise location (longitude and latitude details with the time that the details are captured), which is provided by using information, such as your IP address or GPS sensors. We will only collect information about your location if you have provided consent for us to do so.

### **Billing Information**

When provided, billing information including contact information, credit and debit card information, and billing address. We use WooCommerce to do so, which is encrypted and stored via WooCommerce's servers.

### **Email Address**

We retain email addresses for marketing and customer contact purposes. If you signed up for one or more of our marketing newsletters, you will receive it according to its regular schedule. Marketing newsletters are always an opt-in. If at any time you wish to unsubscribe from our emails, it is quick and easy to do that via the "unsubscribe" link at the bottom of each message you receive, or by contacting us at [contact@leftcoastwholesale.com](mailto:contact@leftcoastwholesale.com). We will not sell or give a third party your email address.

### **Purchase History**

We log purchase history to provide excellent customer service, including facilitating future orders and verifying return material authorizations in the case of refund or return requests.

## **Consent**

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery, or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only. It is necessary that we collect personal data mentioned above to complete the order.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

All automatically collected personal information is treated with respect in accordance with best practices, and no effort is made to link the above personal information to a particular user with the possible exception of investigating fraudulent or other potentially malicious activities.

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use, or disclosure of your information, at anytime, by contacting us at [contact@leftcoastwholesale.com](mailto:contact@leftcoastwholesale.com) or mailing us at:

Left Coast Wholesale

1800 Lombardi Ln.

Santa Rosa, CA, US 95407

## Disclosure

In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law-enforcement requirements. We may disclose aggregated user statistics in order to describe our services to prospective partners, advertisers, affiliates and other third parties for lawful purposes. We will never disclose such data on an individual or identifiable basis to third parties except when we must comply with laws that require such disclosure to law-enforcement authorities or other government third-party officials such as subpoenas, or we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, or to investigate fraud.

## WooCommerce Platform

Our online store is built on the WordPress platform with the WooCommerce plugin. We license this software to allow us to sell our products and services to you.

Your data are collected and stored through WordPress's and WooCommerce's data storage, databases, and the general WordPress and WooCommerce applications. We store your data on a secure server behind a firewall.

You can read more about WordPress and WooCommerce security standards here:

<https://docs.woocommerce.com/document/woocommerce-security-faq/>

By default, WooCommerce retains:

- What products a customer ordered and when
- Name, company, e-mail address, and phone number provided by the customer
- Billing and shipping addresses entered by the customer
- A note about payment method used by the customer

## Third-party Services

We use third party analytics services (Google Analytics) to help analyze, at a high level, how users interact with our sites and other products. Anonymous information is gathered by the third party using cookies and other technologies, and may be transferred to them for the purpose of creating reports on user activity. For more, see [Google Analytics Privacy Details](#).

When we do use a third party, we ensure that their terms of use and privacy policies align with ours and that we set up the tools to protect user data. By using our sites, you consent to the processing of your data in the manner and for the purposes outlined above.

Certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies with respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers. In particular, remember that certain providers may be located in or have facilities that are located in a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act.

Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Use.

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites.

## Security

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered, or destroyed.

If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) with AES-256 encryption. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

## Cookies

To help us improve the performance and user experience of our sites, we will employ a standard mechanism called a “cookie” to store limited amounts of information on a site-user’s browser or device. Cookies are employed when necessary to facilitate a transaction (examples include signing up for a newsletter, purchasing a product, or completing a survey) to let us know when you visit our websites, how you interact with us, to enrich user experience (such as to keep a pop-up window from opening up repeatedly or improve functionality based on aggregate site-user behavior information), to customize your relationship with us, to allow a third party tool to function, or when otherwise reasonably necessary.

Cookies are widely used to “remember” you and your preferences, either for a single visit through a “session cookie” or for multiple repeat visits using a “persistent cookie.” They ensure a consistent and efficient experience for visitors and perform essential functions such as allowing users to register and remain logged in.

Cookies may be set by the site that you are visiting, known as “first-party cookies,” or by third parties, such as those who serve content or provide advertising or analytics services on the website, known as “third-party cookies.” Both websites and HTML emails may also contain other tracking technologies such as “web beacons,” or “pixels.” These are typically small transparent images that provide us with statistics for similar purposes as cookies. They are often used in conjunction with cookies, though they are not stored on your computer in the same way. If you disable cookies, the web beacons may still load, but their functionality will be restricted.

Here is a list of necessary cookies that we use.

COOKIE NAME	DURATION	PURPOSE
PHPSESSID	session	Determines site visitor uniqueness over time.
viewed_cookie_policy	one year	Saves whether the user has viewed the cookies disclaimer.
cookieLawinfo-checkbox	one year	Saves preferences with respect to GDPR cookie consent.
wordpress_logged_in	session	Allows users to not have to log in again when returning to the site.
wordpress_sec	session	Confirms accuracy and security of user login.
woocommerce_cart_hash	session	Helps WooCommerce determine when cart contents/data changes.
woocommerce_items_in_cart	session	Helps WooCommerce determine when cart contents/data changes.
wp_woocommerce_session_	2 days	Contains a unique code for each customer so that it knows where to find the cart data in the database for each customer.

woocommerce_recently_viewed	session	Powers the <a href="#">Recent Viewed Products</a> widget.
store_notice[notice id]	session	Allows users to dismiss the <a href="#">Store Notice</a> .

We also use certain non-necessary [cookies provided by Google Analytics](#). non-necessary cookies may not be particularly necessary for the website to function and are used specifically to collect usage data via analytics, ads, other embedded content.

These cookies will be stored in your browser only with your consent. You may opt-out of non-necessary cookies by accessing cookie settings. Note that blocking some types of cookies may impact your experience on our websites and the services we are able to offer.

No personal information is stored within necessary or non-necessary cookies.

## Age of Consent

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

## Changes to this Privacy Policy

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

## Questions and Contact Information

If you would like to: access, correct, amend, or delete any personal information we have about you, register a complaint, or simply want more information, contact us at [contact@leftcoastwholesale.com](mailto:contact@leftcoastwholesale.com) or by mail at:

ATTN: Legal

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