

Aaron Group Privacy Policy

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We're committed to protecting your personal information. That's why we've put together this policy. It explains in simple terms what kind of personal information we collect, how we use it and whether we disclose it to anyone else. And because we take privacy seriously, it's been designed with careful reference to global data protection laws.

1. Who collects your data

The data controller is:

Aaron Group
161 Washington St # 1150
Conshohocken
PA 19428

Email: gaaron@aaronpaper.com

Phone: +1 610-662-3266

2. What personal data's collected and how it's used

Aaron Group uses the information provided to manage its customer order and process deliveries. This information will be available to Aaron Group.

The types of personal data that may be processed include but are not limited to those types listed in the table below:

Personal Data Type
First name
Last Name
Company Name
Email
Phone Number
Card data / bank details

3. Use of your Personal Data

The Company may use Personal Data for the following purposes:

To provide and maintain our Service, including to monitor the usage of our service.

To contact You: To contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.

To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.

For other purposes: we may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our service, products, services, marketing and your experience.

4. Who Aaron Group shares your personal data with

The Company shares your personal data with trusted partners and service providers as necessary to fulfil orders, deliver projects, and provide services you request. This may include sharing your name, address, email, and other relevant contact details with shipping providers, payment processors, and project collaborators. We only share the minimum information required to complete these tasks and ensure our partners adhere to strict data protection standards. Your personal data is never sold or shared for unrelated marketing purposes without your explicit consent.

5. How long personal data is held for?

The company will retain your personal data only for as long as is necessary for the purposes set out in this privacy policy. We will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The company will also retain usage data for internal analysis purposes. Usage data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our service, or we are legally obligated to retain this data for longer time periods.

6. Use of automated decision-making or profiling

The information you provide is not used for:

- automated decision making (making a decision by automated means without any human involvement)

- profiling (automated processing of personal data to evaluate certain things about an individual)

7. Usage Data

Usage data is collected automatically when using the service.

Usage data may include information such as your device's internet protocol address (e.g. Ip address), browser type, browser version, the pages of our service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the service by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device unique id, the ip address of your mobile device, your mobile operating system, the type of mobile internet browser you use, unique device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you visit our service or when you access the service by or through a mobile device.

7.1 Tracking Technologies and Cookies

We use cookies and similar tracking technologies to track the activity on our service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze our service. The technologies we use may include:

- **Cookies or browser cookies.** A cookie is a small file placed on your device. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some parts of our service. Unless you have adjusted your browser setting so that it will refuse cookies, our service may use cookies.
- **Web beacons.** Certain sections of our service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

7.2 Cookies

We use cookies on our website. Cookies are small text files that are stored on your hard drive in accordance with the browser you are using and through which certain information is transmitted to the site that sets the cookie. Many of the cookies we use are deleted after the browser session ends (so-called session cookies). Other cookies remain on your end device and enable us to identify your browser on your next visit (permanent cookies).

What is a cookie?

Cookies are small pieces of data that are downloaded onto your device when you visit a website or application.

There are different types of cookies which carry out different functions as follows:

Types of cookies

First party cookies:

These are set by the website you're visiting, and only that website can read them.

Third-party cookies:

These are set by another organisation who is not the owner of the website you're visiting.

Some of our web pages may contain content from other sites like YouTube, which may set their own cookies. Sometimes, if you share a link, the service you share it on (for example, Facebook) may set a cookie on your browser. We have no control over third-party cookies – you can turn them off, but not through us.

Session Cookies:

These only last as long as your online session and disappear from your computer or device when you close your browser.

Persistent cookies:

These stay on your computer or device after your browser has been closed and last for a time specified in the cookie.

We use persistent cookies when we need to know who you are for more than one browsing session. For example, we use them to remember your preferences for the next time you visit.

Performance cookies:

These cookies let you use all the different parts of the website. Without them, services that you've asked for may not work properly.

Some examples of how we use these cookies are:

- When you sign into the website
- Remembering security settings that affect access to certain content
- Collecting information on which web pages visitors go to most often so we can improve our online services.

Functional cookies

These help us personalise your experience by remembering your preferences and settings.

Some examples of how we use these cookies are:

- Remembering if you visited the website before so that messages for new visitors are not displayed to you
- Remembering settings on the website like colour, font size and layout

Analytical and marketing cookies

These cookies gather information about how our site is used by you, and how many people are using our site at any one time, or which pages are popular to help us improve your experience.

How we use cookies

Like most websites, we use cookies for a variety of reasons, but specifically we use performance and functional cookies on the site for the following purposes:

- Help us understand how people are using our services, so we can make them better.
- Help us personalise your experience by remembering your preferences and settings.
- Deliver the services that you have chosen.
- Remember information about you, so you don't have to give it to us again.
- To find out if our emails have been read and if you find them useful.

These types of cookies can be set as first party or by a third party.

In the settings of the browser you use, you have the option of declining the acceptance of cookies or, for example, to restrict this declining to cookies from other parties, so-called third-party cookies. However, the browser settings you have made may mean that you may not be able to use all the functions of our website to their full capacity.

8. Google Analytics

On behalf of the controller of this website, Google will use this information to evaluate your use of the website, to compile reports on the website activities and to provide further services to the website controller in connection with website and internet use. The IP address transmitted by your browser within the framework of Google Analytics is not combined with other data from Google. Furthermore your IP address gets anonymized, so that an allocation to your person is not possible (IP-Masking). You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

9. CCPA Privacy

This privacy notice section for California residents supplements the information contained in our privacy policy and it applies solely to all visitors, users, and others who reside in the State of California.

9.1 Categories of Personal Information Collected

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular Consumer or Device. The following is a list of categories of personal information which we may collect or may have been collected from California residents within the last twelve (12) months.

Please note that the categories and examples provided in the list below are those defined in the CCPA. This does not mean that all examples of that category of personal information were in fact collected by us, but reflects our good faith belief to the best of our knowledge that some of that information from the applicable category may be and may have been collected. For example, certain categories of personal information would only be collected if you provided such personal information directly to us, the example are just that.

- **Category A: Identifiers.**

Examples: A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, driver's license number, passport number, or other similar identifiers.

- **Category B: Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).**

Examples: A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification 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. Some personal information included in this category may overlap with other categories.

- **Category D: Commercial information.**

Examples: Records and history of products or services purchased or considered.

- **Category F: Internet or other similar network activity.**

Examples: Interaction with our Service or advertisement.

Other categories of personal information under CCPA are not collected

9.2 Use of Personal Information for Business Purposes / Commercial Purposes

We may use or disclose personal information We collect for "business purposes" or "commercial purposes" (as defined under the CCPA), which may include the following examples:

- To operate our service and provide you with our service.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our service.
- To fulfil or meet the reason you provided the information. For example, if you share your contact information to ask a question about our service, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment and facilitate delivery.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.
- For internal administrative and auditing purposes.
- To detect security incidents and protect against malicious, deceptive, fraudulent or illegal activity, including, when necessary, to prosecute those responsible for such activities.

Please note that the examples provided above are illustrative and not intended to be exhaustive. For more details on how we use this information, please refer to the "Use of Your Personal Data" section.

9.3 Your Rights under the CCPA

The CCPA provides California residents with specific rights regarding their personal information. If you are a resident of California, you have the following rights:

- **The right to notice.** You have the right to be notified which categories of personal data are being collected and the purposes for which the personal data is being used.
- **The right to request.** Under CCPA, you have the right to request that we disclose information to you about our collection, use, sale, disclosure for business purposes and share of personal information. Once we receive and confirm your request, we will disclose to you:
 - The categories of personal information we collected about you
 - The categories of sources for the personal information we collected about you
 - Our business or commercial purpose for collecting or selling that personal information
 - The categories of third parties with whom we share that personal information

- The specific pieces of personal information we collected about you
- If we sold your personal information or disclosed your personal information for a business purpose, we will disclose to you:
 - The categories of personal information categories sold
 - The categories of personal information categories disclosed
- **The right to say no to the sale of personal data (opt-out).** You have the right to direct us to not sell your personal information. To submit an opt-out request please contact us.
- **The right to delete personal data.** You have the right to request the deletion of your personal data, subject to certain exceptions. Once we receive and confirm your request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies. We may deny your deletion request if retaining the information is necessary for us or our service providers to:
 - Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
 - Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
 - Debug products to identify and repair errors that impair existing intended functionality.
 - Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
 - Comply with the California electronic communications privacy act (cal. Penal code § 1546 et. Seq.).
 - Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
 - Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
 - Comply with a legal obligation.
 - Make other internal and lawful uses of that information that are compatible with the context in which you provided it.
- **The right not to be discriminated against.** You have the right not to be discriminated against for exercising any of your consumer's rights, including by:
 - Denying goods or services to you
 - Charging different prices or rates for goods or services, including the use of discounts or other benefits or imposing penalties
 - Providing a different level or quality of goods or services to you
 - Suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services

9.4 Exercising Your CCPA Data Protection Rights

In order to exercise any of Your rights under the CCPA, and if You are a California resident, you can contact us: gaaron@aaronpaper.com

9.5 International Data Transfers

The Company may share and transfer your personal data to countries outside the United States and Canada, including to regions where data protection laws may differ from those in your home country. This includes transfers to service providers, partners, and affiliates located in the European Economic Area (EEA), the United Kingdom, and other jurisdictions where we operate.

When transferring personal data internationally, we ensure appropriate safeguards are in place to protect your information in compliance with applicable laws, including the General Data Protection Regulation (GDPR) for individuals in the EEA and the UK. These safeguards may include:

- **Adequacy Decisions:** Where applicable, we transfer data to countries that have been deemed by regulatory authorities to provide an adequate level of data protection.
- **Other Lawful Mechanisms:** We may rely on other approved data transfer mechanisms as required by law.

By using our services, you acknowledge that your personal data may be transferred, stored, and processed outside of your country of residence.

10. Queries and Comments

If you have any queries regarding how this document works in practice, please contact the team on gaaron@aaronpaper.com