

# *Privacy Policy*

## **PRIVACY POLICY**

Updated as of January 17, 2024

This Privacy Policy sets out how Pulse (“we,” “us,” or “our”) uses and protects any information that you, the user, provide when you visit the website, [www.pulse-uniforms.com](http://www.pulse-uniforms.com) (“Website”). Except as otherwise provided herein, this Privacy Policy applies to all services offered by us on this Website. Except as otherwise provided herein, this Privacy Policy applies only to information collected through our website and not to information collected offline.

This Privacy Policy does not cover the information practices of third parties, including other companies that may advertise on this Website. In addition, the Website may contain links to third party websites. Please note that once you click on such a link, you will have left our website and should be aware that we do not have any control over third party websites. Use of third-party websites, and collection of information by those parties, are governed by their privacy policies. We encourage you to exercise caution and review their privacy policies before using their websites. Nonetheless, we seek to protect the integrity of our website and welcome any feedback about these third-party websites.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not use our website. By accessing or using this Website, you agree to this Privacy Policy. We may revise and update our Privacy Policy from time to time, and all updates will be posted on this page. Unless otherwise required by law, your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the Privacy Policy periodically for updates.

Please also visit our Terms and Conditions establishing the use, disclaimers and limitations of liability governing the use of our Website here: .

## **Protecting Children's Privacy**

We take special precautions to protect the privacy of children using our Website. We do not knowingly collect, use, or disclose information from children under the age of 16. If we discover we have collected information from an underage child, we will promptly delete that information.

## **Information We Collect**

We collect the following categories of personal information: Identifiers such as a real name, alias, birth date, address, telephone number, unique personal identifier, online identifier, Internet Protocol address, email address, account name, driver's license or state identification card number, and other similar identifiers ("Identifiers"); payment information; characteristics of protected classifications under Maryland or federal law; commercial information; Internet or other electronic network activity information; geolocation data; audio, electronic, visual or similar information; professional or employment-related information; and inferences drawn from any of the above-identified information to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities and aptitudes.

## How We Use Your Information

Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company without your consent, other than as specified in this Privacy Policy.

We will use your Personal Information for our legitimate interests, meaning our interests in conducting our business, fulfilling orders and processing transactions, and managing and providing services to you, which include the following:

- Providing, maintaining and improving our business;
- Fulfilling orders and processing transactions;
- Managing and providing services to you;
- Responding to your questions, concerns, and other requests for assistance;
- Customizing your browsing and shopping experience on the Website. We use information about your browsing and shopping activities to bring you a custom shopping experience, by offering products and advertisements tailored to your interests (please see our Cookies section below);
- Keeping you informed of administrative changes to our Website, including changes to our terms and conditions and other policies, and other information regarding the Website;
- Analyzing Website statistics, such as usage and experiences impacting your browsing experience. We use this information to patch bugs and resolve other issues to present you with the best possible browsing experience. We also use cookies and other technologies to analyze how our customers interact with the Website, which helps us improve its functionality;
- Conducting market research, which informs our marketing strategy and enables us to present you with a browsing experience tailored to your interests. For example, we create user profiles to enable personalized direct marketing communications;
- Maintaining basic records, so that we may respond to and honor your requests to delete your data and prohibit future unwanted processing;
- Preventing fraud, criminal activity, and misuses of our Website. We also use this information to block prohibited resellers from accessing our website and to safeguard the security of this Website, as well as our infrastructural security;
- Complying with legal obligations and process, and to safeguard our rights, privacy, safety, and property, as well as your rights, privacy, safety, and property, and that of our affiliates and third parties;
- Administering special offers, including contests, promotions, surveys, and other interactive Website experiences;

- Enabling us to publish your reviews, photos, videos and other content;
- Applications for employment and employment-related purposes;
- Communicating with you, including through email. We may use the email address which you provide for order processing to send you information and updates about your orders, as well as occasional news, updates, and information about our company and related products and services. If at any time you would like to unsubscribe from receiving future emails, please refer to the detailed unsubscribe instructions at the bottom of each email;
- Notifying you about special offers and products or services available from us, our affiliates or our partners that may be of interest to you.

## **How Long We Keep Your Personal Information**

We will keep your Personal Information for as long as reasonably necessary for the purposes described in this Privacy Policy, while we have a legitimate business need to do so, or as required by law (e.g. for tax, legal, accounting or other purposes), whichever is longer.

To determine the appropriate retention period for your Personal Information, we will consider the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure of your Personal Information, the purposes for which we use your Personal Information and whether we can achieve those purposes through other means, and the applicable legal requirements. When we no longer need to retain your Personal Information, it will be deleted or be anonymized so that you can no longer be identified from it.

## **How We Protect and Store Your Information**

We are committed to making sure your privacy is protected when you use our website and when we collect information from you. We take the security of your information seriously and implement a variety of security measures to maintain safety of all Personal Information you provide. We also make sure that third parties we use to process your Personal Information also use appropriate security measures to protect your data.

When we collect sensitive information like your credit card information, that information is encrypted and securely transmitted. For example, we use a secure server for transmitting sensitive information. All supplied sensitive/credit card information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our payment gateway providers database only to be accessible by those authorized with special access rights to such systems and are required to keep the information confidential. You can verify that this sensitive information is being transmitted securely by looking for “https” at the beginning of the address of the webpage.

After a transaction is completed, your sensitive information will not be stored on our servers.

The safety and security of your information also depends on you. We urge you to be careful about entering information on public computers or on public networks.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted to or stored on our website.

## **Do Not Track (DNT) Signals**

We only have access to or collect information that you provide us through your use of the Website. We do not track users over time and across third party websites. Accordingly, this Website does not respond to Do Not Track (DNT) signals.

## **Cookies**

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser. Cookies enable websites or service providers' systems to recognize your browser and capture and remember certain information. For example, you may use our cookies to stay logged in when you exit a browser window. You may read more about cookies at <https://www.allaboutcookies.org/>.

We use cookies and other technologies for different purposes. First, we use these technologies to operate and run our site ("Strictly Necessary Cookies"). Second, we use cookies to understand how users arrive to and use our site ("Analytics Cookies"). Third, we use cookies to make our site more user-friendly and give you greater options for using our website ("Functional Cookies"). Finally, we use cookies to facilitate our direct marketing ("Marketing Cookies").

Some cookies (Strictly Necessary Cookies) are so essential to the functioning of our website that you cannot opt out of them. However, you can choose to accept, decline, or withdraw consent to other cookies. Be aware that disabling cookies may prevent you from using certain features or services on our website.

Strictly Necessary Cookies: Carry out essential services of our website, including tracking sign-ups and processing payments. Because our website cannot function without use of these cookies, you may not opt out of them.

Wix – More information <https://support.wix.com/en/article/cookies-and-your-wix-site>

Analytics Cookies: Provide information about how visitors arrive at and use our site. You may opt out of these cookies by visiting the opt out links provided, or by modifying your browser settings as explained below.

- Google Analytics – More information [here](#); opt out [here](#).

Functional Cookies: Give visitors a better browsing experience, such as the opportunity to leave product reviews. You may opt out of these cookies by modifying your browser settings as explained below.

- com – More information [here](#).
- com – More information [here](#).

Marketing Cookies: Facilitate targeted and affiliate marketing. You may opt out of these cookies by visiting the opt out links provided, or by modifying your browser settings as explained below.

- Instagram – More information [here](#).
- Facebook – More information [here](#); opt out [here](#).
- Microsoft Bing – More information [here](#); opt out [here](#).
- com – More information [here](#); opt out [here](#).
- com – More information [here](#); you may opt out on that page.

**Browser Opt-Out:** Most browsers have a “help” button or section on the toolbar. If you click on this button or section, you will find information about turning on and off cookies and how to receive notifications when a new cookie is received.

- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Apple Safari](#)

Additionally, many advertising services allow you to opt out of targeted advertising. You may find more information in the resources available at the Network Advertising Initiative, <http://www.networkadvertising.org>.

**Mobile devices:** Note that these resources may not work to turn off cookies on mobile devices. Every mobile device is different. Here are some resources for turning off cookies for popular mobile browsers:

- [Mozilla Firefox \(Android\)](#)
- [Google Chrome](#)
- [Apple Safari](#)

## **Disclosures to Third Parties**

We share user information with third party service providers that provide services such as processing information, fulfilling purchase orders, analyzing web traffic, and operating and providing other services on our website. We will share your information with these third-party service providers as reasonably necessary for them to provide these services and for their direct marketing purposes. We may also disclose your information as required under applicable law.



## How We Secure Your Information

Other than as described herein, we do not sell, trade, or otherwise transfer to third parties your personally identifiable information. We may share your Personal Information with affiliates, as well as with trusted third parties who assist us in operating our Website, conducting our business and servicing you, including providers of hosting, cloud services and other information technology services providers for the management or hosting of the Website; payment processors; order and subscription management and fulfillment services; e-commerce platforms; rating and reviews platforms; email communication and customer support services; SMS/text messaging communications; and web analytics, marketing and digital advertising services, so long as those parties agree not to use the information for their direct marketing purpose, to keep this information confidential and use appropriate security measures to protect your data. We may also disclose your information as required under applicable law, to enforce our website policies, or to protect our or others' rights, property, or safety. However, nonperson ally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses. In the event of a merger, acquisition, reorganization, bankruptcy, receivership, or sale or transfer of all or a portion of our assets, your Personal Information may be transferred to a successor or affiliate or other entity surviving out of the event.

## Wix

Our online store is hosted on Wix, Inc., which provides us with the online e-commerce platform that allows us to sell our products and services to you. We encourage you to review Wix's Terms of Service, available at <https://www.wix.com/about/terms-of-use> and Privacy Policy, available at <https://www.wix.com/about/privacy> . We use Wix mobile App to manage text messaging. You may review its privacy policy at <https://www.wix.com/about/privacy> . If you opt in to receive mobile text messages from us, you will receive messages at the phone number you provide at the time you opt in. You do not have to make any purchase to opt in to receive text messages. For help, reply with the text HELP to the initial SMS message received or contact us at [contact@pulse-uniforms.com](mailto:contact@pulse-uniforms.com). If you would like to stop receiving text messages, text

STOP to the initial SMS message received or contact us at [contact@pulse-uniforms.com](mailto:contact@pulse-uniforms.com). Message and data rates may apply.

### **Maryland Minors Who Are Registered Users**

If you are under the age of 18, reside in Maryland and are a registered user of the Website, you have the right to request that we remove content or information you posted on the Website. Please send an email to [contact@pulse-uniforms.com](mailto:contact@pulse-uniforms.com) with “Maryland Minors Content Removal” in the subject line of your message. Please note that our removal of content or information you posted may not ensure complete or comprehensive removal of the content or information.

### **Nevada Online Privacy Law**

If you are a Nevada resident, you have the right to submit a request directing us not to make any sale of personally identifiable information we have collected or will collect about you. We do not sell your personal information. To request confirmation that we do not sell your personal information, please send an email to [contact@pulse-uniforms.com](mailto:contact@pulse-uniforms.com) with “Nevada Privacy Information” in the subject line of your message.

### **Changes to Our Privacy Policy**

Unless otherwise required by law, it is our policy to post any changes we make to our Privacy Policy on this page with a notice that the Privacy Policy has been updated on

our website home page. If we make material changes to how we treat the information collected from our users, we will notify you through a notice on our website home page. The date the Privacy Policy was last revised is identified at the top of the page. We may also notify you of any material changes by sending an email to you. You are responsible for periodically visiting our Website and this Privacy Policy to check for any changes.

## **Contact Us**

If you have any questions or concerns regarding this Privacy Policy or data processing, if you would like to change or access the Personal Information we have collected from you, or if you would like to make a complaint, you may contact us using the information below. You may also be able to refer a complaint to your local data protection regulator if you are not satisfied with the way we handled your complaint.

Email: [contact@pulse-uniforms.com](mailto:contact@pulse-uniforms.com)