

Privacy Policy

Effective Date: February 24, 2026

Aimé Leon Dore (collectively, “**Aimé Leon Dore**” or “**us**” or “**we**” or “**our**”) respect your privacy and are committed to protecting the personal information we hold about you. If you have questions, comments, or concerns about this Privacy Notice or our processing of personal information, please see the bottom of this Privacy Policy for information about how to contact us.

This Privacy Policy describes our practices with respect to personal information that we collect and process about you. This includes information we collect through, or in association with, our website with located at www.aimeleondore.com and/or eu.aimeleondore.com (the “**Websites**”) or any mobile applications we may develop in the future (each, an “**App**”) and our products and services that we may offer from time to time via our Websites and/or related Apps, our related social media sites, or otherwise through your interactions with us (the Website, Apps, products, services, and social media pages, collectively, the “**Services**”).

Please review the following to understand how we process and safeguard personal information about you. By using any of our Services, whether by visiting our Websites or otherwise, and/or by voluntarily providing personal information to us, you acknowledge that you have read and understand the practices contained in this Privacy Policy. This Privacy Policy may be revised from time to time, so please ensure that you check this Privacy Policy periodically to remain fully informed.

1. Personal Information We Collect

We collect information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household (“personal information”). In addition, we may collect data that is not identifiable to you or otherwise associated with you, such as aggregated data, and is not personal information. To the extent this data is stored or associated with personal information, it will be treated as personal information; otherwise, the data is not subject to this notice.

a. Categories of Personal Information We Collect

The types of personal information we collect about you depends on your interactions with us and your use of the Services. We collect information from those who visit and interact with our Services. This information may include the following:

- i. Identifiers: full name, email address, mailing address, and phone number;
- ii. Commercial Information: order and payment information provided by you or by third party processors, such as Shopify; and
- iii. Geolocation Information: geolocation and demographic data;
- iv. Inferences: inferences drawn from other personal information you provide.

We will not collect additional categories of personal information other than those categories listed above. If we intend to collect additional categories of personal information, we will provide you with a new notice at or before the time of collection.

b. How We Use Your Personal Information

We use your personal information for the following purposes:

- i. To facilitate the requested services, such as fulfilling orders and requests made through the Websites and App.
- ii. We also use this information to market our products and services to you.
- iii. Auditing related to a current interaction with the consumer and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.
- iv. Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity.
- v. Debugging to identify and repair errors that impair existing intended functionality.

- vi. Short-term, transient use, including, but not limited to, the contextual customization of ads shown as part of the same interaction.
- vii. Undertaking internal research for technological development and demonstration.
- viii. Undertaking activities to verify or maintain the quality or safety of the services or devices owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the services or devices owned, manufactured, manufactured for, or controlled by us.
- ix. Complying with applicable laws, regulations, rules and requests of relevant law enforcement and/or other governmental agencies, or for other purposes, as permitted or required by law.
- x. As necessary or appropriate to protect the rights, property, and safety of our users, us, and other third parties.

We will not use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you with notice and obtaining your consent.

c. How We Obtain Your Personal Information

We collect your personal information from the following categories of sources:

- **Directly from you.** When you provide it to us directly whether online, by email, phone, or in-person.
- **Automatically or indirectly from you.** For example, through logging and analytics tools, cookies, and as a result of your use of and access to the Services (such as Criteo and Google Ads), or through your interactions with us on social media websites.
- **From our Service Providers.** For example, order processing and fulfillment services, commercial email providers, security consultants, payment card providers, and other Service Providers we engage.
- **From Third Parties.** For example, ad networks, (such as Google or Meta), to serve advertisements across the Internet. These advertisers use cookies, pixel tags, and other tracking technologies to collect information about your online activity and provide online behavioral advertising.

2. Sharing Your Information

We do not ever disclose, rent, sell or share your personal information for commercial or direct marketing purposes. We may share information with third parties in limited circumstances, such as:

- Service providers that we contract with to provide certain services related to the functionality and features of the Services.
- Our partners or prospective partners in order to provide us and/or our partners with information about the use of the Services and levels of engagement with the Services, to allow us to enter into new business relationships.
- Government agencies or regulations when permitted or required to do so by law; in response to a request from a law enforcement agency or authority or any regulatory authority; and/or to protect the integrity of the Services or our interests, rights, property, or safety, and/or that of our users and others.
- in the event we are transferred or sold to another entity as a result of a corporate sale, merger, consolidation, asset sale, or in the unlikely event of bankruptcy.

3. Retention of Information

We will retain personal information about you no longer than necessary to fulfill the purposes outlined in this Privacy Policy unless otherwise required and authorized by applicable law.

4. Links to Third Party Platforms

Our Services or communications may contain links to third party websites, over which we exercise no control, including the form of embedded content, sponsored content, or co-branded content. Except as set forth in this Privacy Policy, we do not share your personal information with those third parties and are not responsible for the privacy policies of any third party or their management of your Personal information. Because they may treat your Information differently than we do, we suggest you read the privacy policies on those third-party websites prior to submitting any personal information to such sites.

5. Your Rights

We strive to maintain the accuracy of any personal information collected from you and will try to respond promptly to update our records when you tell us the information in our records is not correct. However, we must rely upon you to ensure that the information you provide to us is complete, accurate, and up-to-date, and to inform us of any changes. Please review all of your information carefully before submitting it to us and notify us as soon as possible of any updates or corrections.

Depending on the laws that apply to you, you may obtain from us certain personal information in our records. If you wish to access, review, or make any changes to personal information you have provided to us through the Services, please contact us at the information provided at the end of this Privacy Policy. We reserve the right to deny access as permitted or required by applicable law.

6. California Residents

California's "Shine the Light" law permits our users who are California residents to request and obtain from us a list of what personal information (if any) we disclosed to third parties for their own direct marketing purposes in the previous calendar year and the names and addresses of those third parties. Requests may be made only once per year per person, must be sent to the email address below, and are free of charge. However, we do not disclose personal information protected under the "Shine the Light" law to third parties for their own direct marketing purposes.

NOTICE AT COLLECTION

In addition, the California Consumer Privacy Act of 2018 ("**CCPA**"), as amended by the California Privacy Rights Act of 2020 ("**CPRA**"), provides additional rights to California residents. The CCPA defines "personal information" as information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you as further described below.

In addition, we may collect data that is not identifiable to you or otherwise associated with you, such as aggregated data, and is not personal information. To the extent this data is stored or associated with personal information, it will be treated as personal information; otherwise, the data is not subject to this notice. In the preceding twelve (12) months, we have disclosed the following categories of personal information for a business purpose:

Category	Examples	Business Purpose
		To facilitate your purchases and to track your order information.
i. Identifiers.	A real name, email address, mailing address and phone number.	We process personal information for these purposes because it is necessary to perform a contract with you and for our legitimate interest in managing and operating our business.
ii. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	To facilitate your purchases and to track your order information. We process personal information for these purposes because it is necessary to perform a contract with you and for our legitimate

		interest in managing and operating our business.
iii. Geolocation data.	Physical location or movements.	To roughly estimate geolocations from where our users access the Services and to personalize content. We process this information because it is necessary for our legitimate interests in operating and improving our Services.
iv. Inferences drawn from other personal information.	Inferences drawn from other personal information, such as a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	To understand customer behavior or preferences. We process this information because it is necessary for our legitimate interests in operating and improving our Services.

We disclose the above information for a business purpose to the following categories of third parties:

- Our affiliates
- Service providers
- Other third parties identified in this Privacy Policy

We do not Sell or Share any personal information as defined by the CCPA.

7. Retention of Personal Information

We retain personal information to the extent we deem necessary to carry out the processing activities described above, including but not limited to compliance with applicable laws, regulations, rules and requests of relevant law enforcement and/or other governmental agencies, and to the extent we reasonably deem necessary to protect our and our partners' rights, property, or safety, and the rights, property, and safety of our users and other third parties.

8. How We Safeguard Your Personal Information

We use reasonable and appropriate physical, technical, and organizational safeguards designed to promote the security of our systems and protect the confidentiality, integrity, availability, and resilience of personal information. Those safeguards include (i) encryption through secure socket layer technology (SSL); (ii) taking steps to ensure personal information is backed up and remains available in the event of a security incident; and (iii) periodic testing, assessment, and evaluation of the effectiveness of our safeguards.

However, no method of safeguarding information is completely secure. While we use measures designed to protect personal information, we cannot guarantee that our safeguards will be effective or sufficient. In addition, you should be aware that Internet data transmission is not always secure, and we cannot warrant that information you transmit utilizing the Services is or will be secure.

9. Your California Privacy Rights

The CCPA provides California residents with the below rights. For more information about how to exercise your CCPA rights, see the section "SUBMITTING A VERIFIED CONSUMER REQUEST" below.

- A. **Right to Know**: You have the right to request that we disclose certain information to you about the personal information we collected, used, disclosed, sold and shared about you in the past 12 months. This includes a request to know any or all of the following:
- The categories of personal information collected about you;
 - The categories of sources from which we collected your personal information;
 - The categories of personal information that we have shared, sold, or disclosed about you for a business purpose.
 - The categories of third parties to whom your personal information was shared, sold, or disclosed for a business purpose.
 - Our business or commercial purpose for sharing, collecting, or selling your personal information; and
 - The specific pieces of personal information we have collected about you.
- B. **Right to Data Portability**: You have the right to request a copy of personal information we have collected and maintained about you in the past 12 months.
- C. **Right to Correct**: You have the right to request that we correct the personal information we maintain about you if that information is inaccurate.
- D. **Right to Delete**: You have the right to request that we delete certain personal information we have collected from you.
- E. **Right to Opt-Out/In**: You have the right to opt-out of the sale or sharing of your personal information. You also have the right to opt-in to the sale of personal information. However, we do not sell or share your personal information.
- F. **Right to Non-Discrimination**: You have the right not to receive discriminatory treatment by us for the exercise of your CCPA privacy rights.
- G. **Right to Opt-Out of Automated Decision Making**: You have the right to opt out of automated decision making, including profiling, against any information that we have collected about you.
- H. **Right to Limit Use and Disclosure of Sensitive Personal Information**: You have the right to opt-out of the disclosure of sensitive personal information to a third party, if we use that information for any purpose other than the designated purpose defined in the CCPA.

Some of our products and services, however, may require your personal information. If you choose not to provide your personal information that is necessary to provide any aspect of our products or services, you may not be able to use those products or services.

Submitting Verified Consumer Requests

To exercise your rights, you must provide us with sufficient information to allow us to verify your identity and describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it. Once we receive the information you provide to us, we will review it and determine if more information is necessary to verify your identity as required by law, and we may request additional information in order to do so.

If you would like further information regarding your legal rights under California law or would like to exercise any of them, please contact us by:

- Calling us at 888-530-1067
- Emailing us at privacy@ameleondore.com

Only you, or a person authorized by you to act on your behalf, may make a verifiable consumer request related to your personal information.

You may only make a verifiable consumer request for Right to Know or Data Portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- We will need to verify your identity with at least three (3) pieces of information, such as name, address, email address, in detail that allows us to properly understand, evaluate, and respond to it.

We may deny your request if we are unable to verify your identity or have reason to believe that the request is fraudulent.

If any authorized agent submits a consumer request on your behalf, in order to confirm that person or entity's authority to act on your behalf and verify the authorized agent's identity, we require an email be sent to privacy@aimeleondore.com, along with all of the below items:

- To verify your authorization to request on behalf of a California resident, provide one or more of the following: (1) California Secretary of State authorization, (2) written permission from the California resident, or (3) power of attorney.
- Sufficient information to verify the authorized agent's identity, depending on the nature of the request.
- To verify the identity of the California resident for whom the request is being made, provide two or more (three or more when requesting a copy of the resident's personal Information) of the following:
 - o Valid Government Issued ID (not expired);
 - o Utility Bill;
 - o Bank Statement;
 - o Email Address; or
 - o Last 4 of the SSN.

Response Timing and Format

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time, we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Other Important Information

- Collection of Personal Information from Children.** Children under 16 years of age are not permitted to use the Services, and we do not knowingly collect information from children under the age of 16. By using the Services, you represent that you are 18 years of age or older or are 16 years of age or older and have valid parental consent to do so.
- Do Not Track.** We use analytics systems and providers and participate in ad networks that process personal information about your online activities over time and across third-party websites or online services, and these systems and providers may provide some of this information to us. We do not currently process or comply with any web browser's "do not track" signal or similar mechanisms.

Note, however, that you may find information about how to opt out of Google Analytics, DoubleClick online behavioral advertising, and/or block or reject certain tracking technologies in our [Cookie Notice](#).

- c. **International Use.** Your personal information will be stored and processed in the United States. If you are using the Services from outside the United States, by your use of the Services you acknowledge that we will transfer your data to, and store your personal information in, the United States, which may have different data protection rules than in your country, and personal information may become accessible as permitted by law in the United States, including to law enforcement and/or national security authorities in the United States

Your Other U.S. State Privacy Rights

If you are located in Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah and Virginia, you have certain rights regarding your personal information. The section describes how we collect, use, and share your personal information under the Colorado Privacy Act ("CPA"), the Connecticut Act Concerning Personal Data Privacy and Online Monitoring ("PD POM"), the Delaware Personal Data Privacy Act (the "DPDPA"), the Indiana Consumer Data Protection Act (the "ICDPA"), the Iowa Consumer Data Protection Act (the "Iowa CDPA"), the Kentucky Consumer Data Protection Act (the "KCDPA"), the Maryland Online Data Privacy Act (the "MODPA"), the Minnesota Consumer Data Privacy Act (the "MCDPA"), the Montana Consumer Data Privacy Act ("MNCDPA"), the Nebraska Consumer Data Privacy Act (the "NCDPA"), New Hampshire SB 255 (the "NH Act"), New Jersey SB 332 (the "NJ Act"), the Oregon Consumer Privacy Act ("OCA"), the Rhode Island Data Transparency and Privacy Protection Act (the "RDTPPA"), the Tennessee Information Protection Act (the "TIPA"), the Texas Data Privacy and Security Act ("TDPA"), the Utah Consumer Privacy Act ("UCA"), and the Virginia Consumer Data Protection Act ("VCDPA"), and your rights with respect to that personal information.

As a resident of one of the foregoing states, you have some or all of the rights listed below. However, these rights are not absolute, and we may decline your request as permitted by law. You can ask to appeal any denial of your request in the same manner through which you may submit a request.

- A. **Right to Access and Portability.** You have the right to access your personal information and/or receive a copy of the Personal information that we have collected about you.
- B. **Right to Correct.** You have the right to correct inaccurate personal information that we have collected about you.
- C. **Right to Delete.** You have the right to delete the personal information we have obtained about you or that you have provided to us with certain exceptions.
- D. **Right to Opt-out of Tracking for Targeted Advertising Purposes.** You have the right to opt-out of certain tracking activities for targeted advertising purposes.
- E. **Right to Opt-out of Profiling.** If we process your personal information for profiling purposes as defined by the foregoing State privacy laws (other than the ICDPA), you can opt-out of such processing.
- F. **Right to Opt-Out of Sales.** You have the right to opt out of the sale of your personal information to third parties.
- G. **Right to Opt-In for Sensitive Data Processing.** To the extent we process any of your sensitive personal information (as defined under applicable State law), you have the right to opt-in before we can process any such data.
- H. **Right Against Automated Decision-making.** You have the right to opt-out of certain automated decision-making about you.
- I. **Right to Non-discrimination.** You have the right to be free from discrimination as prohibited by the foregoing state laws.

Your Nevada Rights

Nevada law permits our users who are Nevada consumers to request that their personal information not be sold (as defined under applicable Nevada law), even if their personal information is not currently being sold. Requests may be sent through the contact methods listed below.

Rights for Persons Covered by GDPR

If you are “data subject” for whom the processing of personal information is subject to REGULATION (EU) 2016/679 (GDPR) or the U.K. General Data Protection Regulation (“UK GDPR”) (“Covered Person”), the rights described in sections (A) through (G) apply to you.

- A. Right of Access, Rectification, Erasure and Restriction of Processing.** You may obtain access to your personal information stored by us by contacting us. If we process or use your personal information, we shall endeavor to ensure, by implementing suitable measures, that your personal information is accurate and up to date for the purposes for which they were collected. If your personal information is inaccurate or incomplete, you may obtain the rectification of such personal information by contacting us. You may obtain the erasure or restriction of processing of your personal information in situations where no legitimate business purpose exists, or the further storage is unnecessary under statutory storage obligations.
- B. Right to Data Portability.** You may receive the personal information about you that you have provided to us, in a structured, commonly used and machine-readable format or transmit this information to another controller. To exercise this right, contact us.
- C. Right to Object.** You may object, on grounds relating to your particular situation, to the processing of your personal information. To exercise this right, you must contact us as provided herein. To the extent your personal information is processed for reasons other than direct marketing, you understand and agree that we have compelling legitimate reasons for information processing, such as providing access to our Services. You may use ad-blocking software to limit information capture and usage. You may also contact us with questions about this policy or to make a removal request. Making a request does not guarantee that the request will be honored.
- D. Right to Withdraw Your Consent.** If you have given your consent to the collection or processing of your personal information, you may withdraw your consent without affecting the lawfulness of processing based on consent before its withdrawal by contacting us in writing.
- E. Right to Lodge a Complaint.** Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority in the Member State of your residence, place of work or place of alleged infringement if you consider the processing of your personal information is infringing on GDPR or UK GDPR.

We currently store your personal information in the United States, but your personal information may be transferred, stored, or processed in a location outside of the United States.

- F.** If you make a request under sections (A) – (E) above, requests can be emailed directly to privacy@aimeleondore.com. Please try to provide us with as much detail as possible as to what you are seeking. The GDPR and UK GDPR allow us one (1) calendar month to respond to requests from the date we receive your request.
- G.** The legal basis for processing your personal information is:
 - a. You have given us consent by agreeing to abide by our Privacy Policy and Terms of Service and continuing to access the Services; and
 - b. Processing is necessary in order for us to comply with legal obligations.

Your Choices

You have choices about certain information we collect about you, how we communicate with you, and how we process certain personal information. When you are asked to provide information, you may decline to do so; but if you choose not to provide information that is necessary to provide some of our Services, you may not be able to use those Services. In addition, it is possible to change your browser settings to block the automatic collection of certain information.

- a. **Communications Opt-Out.** You may opt out of receiving marketing or other communications from us at any time through a given communications channel (such as email or telephone) by following the opt-out link or other unsubscribe instructions provided in any email message received, by contacting us as provided at the end of this Privacy Notice, or by informing our customer service representatives of your desire to opt out. If you wish to opt out by sending us an email to the address provided below, please include "Opt-Out" in the email's subject line and include your name and the email address you used to sign up for communications in the body of the email. Note that if you do business with us in the future, you may not, subject to applicable law, opt out of certain automated notifications, such as order or subscription confirmations, based on business transactions (e.g., e-commerce).
- b. **Location Information.** If you want to limit or prevent our ability to receive location information from you, you can deny or remove the permission for certain Services to access location information or deactivate location services on your device. Please refer to your device manufacturer or operating system instructions for instructions on how to do this.
- c. **Cookies, Web Tracking, and Advertising.**
Cookies are small bits of electronic information that a website or application sends to your browser and are stored on your hard drive. We use cookies to identify users, track your behavior on the Websites and App, keep the Services secure, and improve the Services' performance. Some cookies are necessary in order to use the Services, and these cannot be disabled. Other cookies are not required to browse our Services and may be disabled or deleted, but this may prevent you from properly using the Services. Most browsers allow you to adjust your cookie settings, which can be done through your browser's settings. Third-party services, such as Shopify, may employ cookies on the Services in order to better perform their services. Shopify's Cookie Policy can be found [here](#). We may receive cookie information from third-party websites like Shopify. We have no control over third-party cookies, and therefore, disclaim any and all liability related to third-party cookies. TGDPO manage your cookie preferences related to our Services, click [here](#).

10. Changes and Updates to Privacy Policy

This Privacy Policy supplements and is incorporated into our [Terms of Service](#) which, together with this Privacy Policy, govern your use of the Services. This Privacy Policy may be revised periodically, and this will be reflected by the date above. Please revisit this page to stay aware of any changes. Your continued use of the Services constitutes your agreement to this Privacy Policy and any future revisions.

This Privacy Policy does not apply to information from or about you collected by any third-party services, applications, or advertisements associated with, or websites linked from, the Services. The collection or receipt of your information by such third parties is subject to their own privacy policies, statements, and practices, and under no circumstances are we responsible or liable for any third party's compliance therewith.

11. Additional Information and Assistance

If you have any questions or concerns about this Privacy Policy, please contact us by mail or email using the following information:

Aimé Leon Dore Inc.
224 Mulberry St
New York, NY 10012
Attn: Legal-Privacy
Toll-free number: (888) 530-1067
privacy@aimeleondore.com

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