

Privacy Notice
Aroma Best Friend Campaign

At NotCo, we respect your privacy and are committed to protecting your personal information.

About this campaign.

The *Aroma Best Friend* campaign is a creative initiative by NotCo to explore future possibilities of our technology. The product shown is a mockup created solely for this campaign and is not a real product available for sale. By joining the waitlist, you help us measure interest in this concept and assess potential future opportunities.

1. Information we collect

When you join the waitlist for the *Aroma Best Friend* campaign, we collect your name, your nationality, your pet's name, your pet's breed, and your email address.

2. How we use your information

We will use this information solely to measure interest in the campaign, to understand the potential interest across different nationalities, and to analyze preferences based on pet breeds. This will help us evaluate potential future opportunities.

We will use your email address only to measure interest in this campaign. If in the future this product or a similar initiative becomes available, we may contact you but only if you have given us your explicit consent to receive such updates. You can withdraw your consent or unsubscribe at any time by following the instructions in our messages or by contacting us at whynot@thenotcompany.com

3. Sharing information with third parties

We may use third-party service providers (such as hosting, form management, or email tools) to support this campaign. These providers can only process your personal data on our instructions, must keep it secure, and may not use it for their own purposes.

We will not share your data with any other company or organization, unless required by law (e.g., court order or regulatory obligation).

If your data is transferred internationally (for example, to servers in the United States), we will ensure that appropriate safeguards are in place,

such as Standard Contractual Clauses for transfers from the European Union.

4. Retention of your information

We will retain your information only for as long as necessary to evaluate the campaign results.

5. Security of your information

We implement appropriate technical and organizational measures to protect your information from loss, misuse, unauthorized access, disclosure, alteration, or destruction.

6. Your rights

Depending on your location, you may have certain rights under applicable privacy laws (such as the GDPR in the EU, the CCPA/CPRA in California, or the CDPR in Chile). These may include:

The right to access, correct, or delete your personal data.

The right to request a copy of your data.

The right to object to or restrict certain uses of your data.

The right to withdraw your consent at any time.

For California residents: the right to know what personal data we collect, request its deletion, and opt-out of the sale of personal data (Note: NotCo does not sell your data).

To exercise your rights or ask questions, please contact us at whynot@thenotcompany.com

7. Children's privacy

This campaign is not directed at minors. We do not knowingly collect personal information from children. If you believe we have done so, please contact us so we can delete it.

8. Updates to this Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be posted here with a new "last updated" date.