

lillyreyesstudio.com PRIVACY POLICY

Last Updated: July 2025

This Privacy Policy ("Policy") describes how lillyreyesstudio.com ("we" or "our" or "us") collects, stores, shares, and uses information, and your choices about privacy when you use our website, products, and services (collectively, "Services"). Your privacy is important to us, and we ask that you read this Policy carefully to be informed about our practices.

By accessing or using our Services in any way, you agree that your information may be collected, stored, shared, and used as described in this Policy.

By using our Services, you consent to the collection, use and sharing of your Personal Information as outlined in this Policy. You may withdraw consent at any time in writing, however such withdrawal does not negate our right to process your data prior to your withdrawal.

WHEN THIS PRIVACY POLICY APPLIES

This Policy applies to all of our Services, regardless of how you use them. This Policy applies to how we collect, store, share, and use information. This Policy does not apply to any entity that we do not own or control, or to any person that we do not employ or manage. If, at any time during the course of using our Services, you are directed to a third-party site, you understand and agree that the policies of the third-party site govern.

For the avoidance of doubt, any third-party with whom we share Personal Information is expected to provide the same or equal protection of Personal Information as stated in this Policy.

TYPES OF INFORMATION WE PROCESS

Information You Provide: We may collect the information that you provide (such as name, email address, home address, phone number) or otherwise make available to us when you access or use our Services, including when you:

- fill in any forms on our Services
- access or use our Services, such as when you search for or view artwork or other items.
- communicate with us.

Information Collected Automatically: We may automatically collect certain information about how you access or use our Services, and by using our Services you consent to the collection of that information. Examples include but are not limited to: internet browser, operating system, device and application identifiers, IP address and geo-location information, access times and dates, referring and exit pages and URLs, clickstream data, search terms, pages viewed, time spent on pages.

Information from Cookies, Web Beacons and Similar Technologies: We may collect information through the use of cookies, web beacons and similar technologies. These technologies help us to operate, improve and customize our Services, Content, for example, by helping us to better understand how Users access and engage with our Services, and Content. We may also use third-party service providers (such as analytics or ad providers) that may use cookies, web beacons and similar technologies to help operate their services.

Your browser may have settings that allow you to decline cookies, but please note that some of our Services may not be available if you do so, as some of our Services require cookies to operate. For more information about cookies, web beacons, similar technologies, and how they are used, please see our Cookie Policy below.

HOW WE USE THE INFORMATION WE COLLECT AND THE REASONS FOR DOING SO

The information we collect helps us to operate, improve, protect, and customize our Services, as well as develop new Services. The information we collect also helps us provide customer support and make our Services more efficient for you and other Users.

For the sake of transparency, it is our responsibility to outline for you the legitimate business purposes for the collection of information and the reasons why we do so, in order for you to make an informed decision regarding the use of our Services.

In addition to the other uses of information described in this Policy, we may use all of the information that we obtain from or about you for the following purposes and reasons:

- to provide our Services to you, including new Services we develop later (reason: legitimate business purpose and performance of a contract);
- to provide you with customer support (reason: legitimate business purpose);
- to facilitate your communications with us;
- to operate, improve, and customize our Services, Content, to develop new Services, and to understand how you use and interact with our Services and Content;
- to promote and maintain a trusted, safer, and more reliable environment on our Services, for example, to help detect, prevent or otherwise address fraud, security or technical issues, conduct investigations or risk assessments.
- to contact you (by email, telephone, or as otherwise authorized by you)
- to facilitate your participation in contests, sweepstakes or other promotional events sponsored or conducted by us or by others in conjunction with us (reason: performance of a contract);
- to comply with our legal obligations, resolve disputes, or enforce our Terms and Conditions; and
- to perform other functions as described when the information is collected or requested, or for other purposes with your prior consent (reason: legitimate business purpose).

other means. It is your responsibility to ensure that you have the right to share any information about others that you may share with us or with others through our Services.

WITH WHOM DO WE SHARE PERSONAL INFORMATION?

Personal Information. Under this Policy, "Personal Information" means information that by itself can be used to identify or contact a specific person (for example, a person's name, email address, postal address or phone number). We will only share your Personal Information with others in the ways described in this Policy, or otherwise with your prior consent. In addition to the other sharing of Personal Information described in this Policy, we may share your Personal Information with others in the following contexts.

- **Service Providers:** We may contract with third-party service providers that help us provide our Services, or that perform services for us related to our Services, and they may process your Personal Information as necessary to perform those functions for us. For the avoidance of doubt, we do not sell your Personal Information to our Service Providers.
- **Legal Purposes:** We may access, preserve, and disclose your Personal Information and/or other information if we believe that such access, preservation or disclosure is reasonably necessary to: (i) comply with any law, regulation, legal process or governmental request (such as search warrants, subpoenas or court orders), which may include responding to legal requests from jurisdictions outside the United States; (ii) enforce our Terms and Conditions or our other policies or agreements with Users, or investigate potential violations; (iii) detect, prevent or otherwise address fraud, security or technical issues; (iv) protect or enforce the rights or property of lillyreyesstudio.com you, or any other person or entity; or (v) prevent physical harm to any person, including situations involving possible violence or self-harm.

OTHER WEBSITES AND SERVICES

Our Services may include links to other websites or services that we do not own or control, and other websites or services that we do not own or control may include links to our Services.

When you visit or use other websites or services, they may collect information from you, including through the use of cookies, web beacons or similar technologies. We encourage you to read the privacy policies of other websites and services that you visit or use to be informed of their practices.

STATUTORY REQUESTS

Some jurisdictions have laws that give people the right to access or correct their Personal Information which a company has about them. We will honor any statutory right you may have to access or correct your Personal Information that we have in our records, and you can email such requests to tocontact@lillyreyesstudio.com. Once we receive your request, we will let you know if an administrative fee will apply to fulfill your request, as permitted by applicable law. However, please note that even if you have a legal right to request access to information or to correct information, as permitted by applicable law, we may reject requests that are unreasonably repetitive, would require disproportionate technical effort (for example, developing a new system or materially changing an existing practice), would jeopardize the privacy of others, or would be extremely impractical to fulfill (for example, requests to access information located on backup systems).

PRIVACY INFORMATION FOR CALIFORNIA RESIDENTS ONLY

If you are a California resident, California law requires us to provide you with some additional information regarding how we collect, use, and share your "Personal Information" (in this section, all terms as defined in the California Consumer Privacy Act ("CCPA")).

Categories of Personal Information we collect. Throughout this Policy, we discuss in detail the specific pieces of Personal Information we collect from and about users. Under the CCPA, we are also required to provide you with the "categories" of Personal Information we collect. The categories, and some examples of what we may collect, are:

- **Identifiers**; we may collect, e.g., name, Internet Protocol (IP) address, email address, Contact number or other similar identifiers
- **Other Information**, e.g., any other information you choose to directly provide to us in connection with your use of the Services

How we use your Personal Information. We use and share the categories of Personal Information we collect about you consistent with the various business purposes we discuss throughout this Policy, as described in the “How we Use the Information we Collect and the Reasons for Doing So” and “With Whom do we Share Personal Information?” sections above.

CCPA rights disclosure. If you are a California resident, the CCPA allows you or an authorized agent on your behalf to make certain requests about your Personal Information. Specifically, the CCPA allows you or your agent to request:

- **Right to know.** Information about the categories of Personal Information we collect or disclose about you; the categories of sources of such information; the business or commercial purpose for collecting your Personal Information; and the categories of third parties with whom we share/disclose Personal Information. Such information is also set forth in this Policy.
- **Right to access.** Provide access to and/or a copy of certain information we hold about you and that we have collected about you during the past twelve (12) months.
- **Right to request deletion.** Delete certain information we have about you.

Please note that certain information may be exempt from such requests under California law. For example, we need certain information in order to provide the Services to you. We also will take reasonable steps to verify your identity before responding to a request. You are also permitted to designate an authorized agent to subject certain requests on your behalf. To verify that your agent has been authorized to make a request on your behalf, we may require them to provide us with a signed written authorization or a copy of a power of attorney.

Right to non-discrimination. The CCPA further provides you with the right to not be discriminated against (as provided for in applicable law) for exercising your rights.

Right to opt-out of the sale of Personal Information. If you are a California resident, the CCPA allows you to opt-out of the sale of your Personal Information. For the avoidance of doubt we do not sell any personal information.

Shine the Light. The California “Shine the Light” law gives residents of California the right under certain circumstances to request information from us regarding the manner in which we share certain categories of Personal Information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. We do not share your Personal Information with third parties.

DISPUTE RESOLUTION

As detailed in this Policy, any disputes involving you and us that relate to privacy or the use of your information, and that arise out of or are related to this Policy or our Services, will be subject to our Terms and Conditions, including any provisions regarding the limitation of damages and liability, choice of law, and dispute resolution.

If you do not receive timely acknowledgement of your complaint, or if your complaint is not satisfactorily addressed, please note that you have the right to register a complaint with the data protection regulator in your country.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to change this Policy, including our Cookie Policy, without prior notice, at any time at our sole discretion. For example, and without limitation, we may change this Policy to reflect changes to the law or changes to our Services. All changes to this Policy will be effective when posted on our Services, or at such later date as may be specified in the updated Policy.

COOKIE POLICY

Cookies, Web Beacons, and Similar Technologies: We may use cookies, web beacons and similar technologies to collect information about how you or others access or engage with our Services and Content displayed on or off our Services, and to operate, develop, improve, and customize our Services and Content. Most browsers automatically accept cookies, but your browser may have settings that enable you to decline or delete cookies on your device. Please note that if you decline cookies, you may not be able to use some of the interactive features of our Services, as some of our Services may require cookies to operate.

What these Technologies Are: “Cookies” are small data files placed on your computer or other device which record information. For example, a cookie could enable our Services to recognize your browser, while another cookie could store your account preferences and other information to help make our Services more customized.

Third-Party Analytics, Service: We may use third-party analytics and services providers who help us to better understand how our Services and Content are accessed and used, including for web analytics, audience measurement, personalization purposes. In turn, this information helps us to develop and improve our Services and Content. Our third-party analytics and service providers include Google Analytics. These providers may use cookies, web beacons and similar technologies to collect information about how Users access or engage with our Services, Content, emails, and ads on or off our Services.

Opting-Out: Third-party providers may offer you a way to opt-out of receiving cookies from them by visiting their own websites. For example, you may opt-out of receiving ad-related cookies from Google through its [Ad Settings](#). If you opt-out of receiving cookies from one of these providers, it may place a cookie on your device to remember your preference. Accordingly, if you delete cookies, install a new browser, or start using a new device, you may need to repeat the opt-out process.

Changes to this Cookie Policy: As this Cookie Policy is part of our Privacy Policy, we may update it at any time as described in our Privacy Policy. Please review this Cookie Policy regularly to be informed of any updates.

CONTACTING US

If you have questions or comments about our Privacy Policy or our privacy practices, would like to know what Personal Information we hold about you, or would like to update, delete, or request access to such Personal Information, you may contact us by email sent to contact@lillyreyesstudio.com.