

Privacy Policy

Last modified: August 31, 2023

Introduction

Wall Street Greetings (“WSG”, “us” or “we”) respects your privacy and is committed to protecting it through our compliance with this Privacy Policy (the “Policy”).

This Policy describes the types of information we may collect from you or that you may provide when you visit the websites www.wallstreetgreetings.com or www.horseshoegreetings.com (our “Website”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

While you can use many features of our website without being required to provide personally identifiable information, you may be requested to provide your personal information to gain access to some of our content or services, to contact us, to enter a contest, or to receive additional information from us. By visiting our website you accept and agree to the practices described in this Privacy Policy.

This page informs you of our policies regarding the collection, use and disclosure of personal data when you use our Service and the choices you have associated with that data.

If you do not agree with the practices explained in this Policy, you can choose not to use our Website.

This Policy is also available in PDF form [here](#). Individuals with disabilities who are unable to access our Policy online or via PDF usefully may contact us to obtain a copy of our Policy in another, more easily readable format. See the “Contact Us” section below for information on how to reach out to us.

Scope of Policy

This Policy applies to information we collect:

- On our Website where this Policy is posted.
- In email, text, and other electronic messages between you and this Website.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.
- When you use any interactive features of this Website.
- From posts you make to a social media page linked to this Website **but not to information that the owner of a social media platform may collect from you when you use the platform’s tools to communicate with us.**

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by WSG or any third party (including our affiliates and subsidiaries); or
- Any third party (including our affiliates and subsidiaries), including through any application or content that may link to or be accessible from or on the Website.
- We do not control the data privacy collection practices of third-party or affiliate websites.

This Policy is incorporated by reference into the Terms of Service to which you agreed upon entering the Website, registering with us, requesting a quote, or signing up for our services. Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. By accessing or using this Website, you agree to this Policy. If you do not agree with this Policy, your choice is not to use our Website. This Policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check this Policy periodically for updates.

Children's Privacy

Our Website is not intended for children under 16 years of age. No one under age 16 may provide any information to or on the Website. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on this Website or on or through any of its features, register on the Website, make any purchases through the Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at info@wallstreetgreetings.com.

California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. Please see *Your State Privacy Rights* for more information.

Information We Collect About You

We may collect, use, store and transfer several types of information from and about users of our Website.

Personal Data

- Identity Information includes first name, last name, username or similar identifier.
- Contact Information includes billing address, delivery address, email address and telephone numbers.
- Financial Information includes payment card details.

- Transaction Information includes details about payments from you and other details of products and services you have purchased from us.
- Technical Information includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this Website.
- Profile Information includes your username and password, purchases or orders made by you, your interests, and preferences.

Information by which you may be personally identified and any other identifier by which you may be contacted online or offline is considered "Personal Information."

Usage Data

We may also collect information on how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer'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.

Additionally, our marketing and communications Information includes your preferences in receiving marketing from us and our third parties and your communication preferences.

Location Data

We may use and store information about your location if you give us permission to do so ("Location Data"). We use this data to provide features of our Service, to improve and customize our Service.

You can enable or disable location services when you use our Service at any time by way of your device settings.

Disclosure of Data

We also collect, use and share Aggregated Information such as statistical or demographic information for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your usage information to calculate the percentage of users accessing a specific feature of the Website. However, if we combine or connect Aggregated Information with your personal information so that it can directly or indirectly identify you, we treat the combined data as personal information which will be used in accordance with this privacy policy.

We do not collect any Special Categories of Personal Information about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offenses.

How We Collect Information

We use different methods to collect data from and about you including through:

Direct Interactions. The information we collect on or through our Website may include information directly provided to us by you, including:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our services, or requesting a quote or further services. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your search queries on the Website.

Third parties or publicly available sources. We may receive information about you from third parties including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, data brokers or aggregators

Automated technologies or interactions. As you interact with our Website, we may automatically collect technical data about your equipment, browsing actions and patterns as specified above. We collect this information by using cookies and other similar technologies as described in the below section, *Cookies and Automatic Data Collection Technologies*.

Cookies and Automatic Data Collection Technologies

Our Website uses cookies (small files placed on your device) or other automatic data collection technologies to distinguish you from other Website users. This helps us deliver a better and more personalized service when you browse our Website. It also allows us to improve our Website by enabling us to:

- Estimate our audience size and usage patterns.
- Store your preferences so we may customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.

- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (“behavioral tracking”).

Certain internet browsers may offer you the option of providing notice to websites that you do not wish for your online activities to be tracked for preference-based advertising purposes (“DNT Notice”). Some browsers are, by default, set to provide a DNT Notice, whether that reflects your preference. Please note that with respect to our Website, we do not take any action based on browser based DNT Notices. If you do not wish to participate in preference-based advertising activities, you should follow the opt-out process described in *Choices About How We Use and Disclose Your Information* below.

You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, certain parts of our Website may become inaccessible and certain features may not work correctly. Unless you adjust your browser settings to refuse cookies, our system will issue them.

Certain features of our Website may use Flash cookies (local stored objects) instead of browser cookies to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies and browser cookies use different management tools and you must manage their settings separately. For information about managing your Flash cookie privacy and security settings, see *Choices About How We Use and Disclose Your Information*.

Our Website pages and e-mails may contain web beacons (small transparent embedded images or objects, also known as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count website page visitors or email readers, or to compile other similar statistics such as recording Website content popularity or verifying system and server integrity.

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties’ tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted

advertising from many providers, see *Choices About How We Use and Disclose Your Information*.

Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <https://policies.google.com/privacy?hl=en>

Behavioral Re-marketing

WSG use re-marketing services to advertise on third party websites to you after you visited our Service. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our Service.

Google Ads (AdWords)

Google Ads (AdWords) re-marketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>
Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <https://policies.google.com/privacy?hl=en>

Facebook

Facebook re-marketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>
To opt-out from Facebook's interest-based ads, follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>
Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings. For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

LinkedIn Website Retargeting (LinkedIn Corporation)

LinkedIn Website Retargeting is a remarketing and behavioral targeting service provided by LinkedIn Corporation that links the activity of this website with the advertising network LinkedIn.

For more information on the privacy practices of LinkedIn, please visit the LinkedIn Privacy Policy webpage: <https://www.linkedin.com/legal/privacy-policy>; You can opt out at: <https://www.linkedin.com/legal/cookie-policy>

Links to Other Sites

Our Service may contain links to other sites that are not operated by us. If you click a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Third Party Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), provide the Service on our behalf, perform Service-related services or assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Current Third Party Service Providers are as follows:

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Intuit QuickBooks: accounting software package

- Website: quickbooks.intuit.com
- Privacy Policy: <https://www.intuit.com/privacy/>

Webgility: ecommerce accounting and inventory automation

- Website: www.webgility.com

- Privacy Policy: <https://www.webgility.com/privacy-policy>
- Now In Store: Catalogue maker
- Website: www.nowinstore.com
 - Privacy Policy: <https://www.nowinstore.com/privacy-policy>
- Klaviyo: Marketing automation platform including emails and SMS marketing
- Website: www.klaviyo.com
 - Privacy Policy: <https://www.klaviyo.com/legal>
- Doogma: Product Customization, Personalization & Bundling
- Website: doogma.com
- BigCommerce: B2B solutions and website host
- Website: www.bigcommerce.com
 - Privacy Policy: www.bigcommerce.com/privacy
- SEOKart : Chat GPT SEO Optimizer
- Website: seokart.com
 - Privacy Policy: seokart.com/privacy-policy
- Avalara AvaTax: Cloud based sales tax software
- Website: www.avalara.com
 - Privacy Policy: www.avalara.com/us/en/legal/privacy-policy
- Epic Design Labs: Page Builder Widgets
- Website: epicdesignlabs.com
 - Privacy Policy: epicdesignlabs.com/privacy-policy
- MyIntegrator: Integration and automation plugins for eCommerce
- Website: www.mintegrator.com.au
 - Privacy Policy: <https://www.myintegrator.com.au/privacy-policy>
- Authorize.net: Online payment processor
- Website: www.authorize.net
 - Privacy Policy: usa.visa.com/legal/privacy-policy

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- Provide and maintain our Service
- Notify you about changes to our Service
- Allow you to participate in interactive features of our Service when you choose to do so
- Provide customer support
- Gather analysis or valuable information so that we can improve our Service
- Monitor the usage of our Service
- Detect, prevent and address technical issues
- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To provide you with notices about your account.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

- To notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.
- 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 inquired about unless you have opted not to receive such information

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please see the *Choices About How We Use and Disclose Your Information*.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Data

We also collect, use and share Aggregated Information such as statistical or demographic information for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your usage information to calculate the percentage of users accessing a specific feature of the Website. However, if we combine or connect Aggregated Information with your personal information so that it can directly or indirectly identify you, we treat the combined data as personal information which will be used in accordance with this privacy policy.

We may disclose personal information that we collect or you provide as described in this Policy:

- To our subsidiaries and affiliates.
- To business partners, contractors, service providers, and other third parties we use to support our business and who obligated to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all WSG's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by WSG about our Website users is among the assets transferred.
- To third parties to market their products or services to you if you have not opted out to these disclosures. For more information see *Choices About How We Use and Disclose Your Information*.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.

- With your consent.

Disclosure for Law Enforcement

Under certain circumstances, WSG may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Service and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of WSG, our customers, or others.
- Protect the personal safety of users of the Service or the public
- Protect against legal liability

We may share non-personal information without restriction.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Promotional Offers from the Company.** If you do not want us to use your contact information to promote our own products and services, or third parties' products or services, you can opt-out by emailing your request to info@wallstreetgreetings.com or selecting to opt out at the bottom of a promotional email.
- **Third-Party Advertising.** If you do not want us to share your personal data with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by sending us an email stating your request to info@wallstreetgreetings.com.
- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by sending us an email stating your request to info@wallstreetgreetings.com.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way you can opt-out of receiving personalized ads from advertisers and ad networks that are members of the Network Advertising Initiative ("NAI") or

who follow the DAA Self-Regulatory Principles for Online Behavioral Advertising using their respective opt-out tools. The NAI's opt-out tool can be found [here](#) and the DAA's opt out tool can be found [here](#).

Accessing and Correcting Your Information

You can review and change your personal information by logging into the Website and visiting your account profile page.

You may also send us an email at info@wallstreetgreetings.com to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. To learn more about California residents' privacy rights, visit <https://oag.ca.gov/privacy/ccpa>. California residents may also have additional personal information rights and choices. California "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at info@wallstreetgreetings.com.

Colorado, Connecticut, Virginia, and Utah each provide their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Data portability.
- Opt-out of personal data processing for targeted advertising and sales.

Colorado, Connecticut, and Virginia also provide their state residents with rights to:

- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose.
- Opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights please email info@wallstreetgreetings.com.

Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sale opt-out rights may submit a request to info@wallstreetgreetings.com. However, please know we do not currently sell data triggering that statute's opt-out requirements.

Your Data Protection Rights under the General Data Protection Regulation (GDPR)

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. WSG aims to take reasonable steps to allow you to correct, amend, delete or limit the use of your Personal Data.

If you wish to be informed about what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

The right to access, update or delete the information we have on you. Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.

The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.

The right to object. You have the right to object to our processing of your Personal Data.

The right of restriction. You have the right to request that we restrict the processing of your personal information.

The right to data portability. You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.

The right to withdraw consent. You also have the right to withdraw your consent at any time where WSG relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

Security of Data

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

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 our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our Policy on this page with a notice that the Policy has been updated. The date the Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this Policy to check for any changes.

Contact and Opt-Out Information

You may contact us as provided below if: (a) you have questions or comments about our Policy; (b) wish to make corrections to any personally identifiable information you have provided; (c) want to opt-out from receiving future commercial correspondence, including emails, from us or our affiliated companies; or (d) wish to withdraw your consent to sharing your personally identifiable information with others.

Contact Information:

info@wallstreetgreetings.com

859-873-0877

We will respond to your request and, if applicable and appropriate, make the requested change in our active databases as soon as reasonably practicable. Please note that we may not be able to fulfill certain requests while allowing you access to certain benefits and features of our Website.

Sole Statement

This Policy as posted on this Website is the sole statement of our Policy with respect to this Website, and no summary, modification, restatement or other version thereof, or other privacy statement or policy, in any form, is valid unless we post a new or revised policy to the Website.