Cookie Policy of jewelrybyjohan.com

To find more information on California consumers and their privacy rights, Users may read the privacy policy.

To find more information on Virginia consumers and their privacy rights, Users may read the privacy policy.

To find more information on Colorado consumers and their privacy rights, Users may read the privacy policy.

To find more information on Connecticut consumers and their privacy rights, Users may read the privacy policy.

To find more information on Utah consumers and their privacy rights, Users may read the privacy policy.

This document informs Users about the technologies that help jewelrybyjohan.com to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with jewelrybyjohan.com.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent, depending on the applicable law. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Jewelrybyjohan.com uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information — such as the presence of other Trackers — in the linked privacy policies of the respective third-party providers or by contacting the Owner.

Activities strictly necessary for the operation of jewelrybyjohan.com and delivery of the Service

Jewelrybyjohan.com uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Third-party Trackers

Platform services and hosting

These services have the purpose of hosting and running key components of jewelrybyjohan.com, therefore allowing the provision of jewelrybyjohan.com from within a unified platform. Such platforms provide a wide range of tools to the Owner – e.g. analytics, user registration, commenting, database management, e-commerce, payment processing – that imply the collection and handling of Personal Data.

Some of these services work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.

Shopify

Shopify is a platform provided by Shopify Inc. that allows the Owner to build, run and host an e-commerce website.

Personal Data processed: billing address, device information, email address, first name, last name, payment info, phone number, shipping address, Trackers and Usage Data.

Place of processing: Canada – Privacy Policy; Singapore – Privacy Policy; Ireland – Privacy Policy.

Storage duration:

- ab: 3 years
- _cmp_a: 1 day
- customer account shop sessions: 1 month
- _landing_page: 14 days

- _orig_referrer: 14 days
- _pay_session: duration of the session
- _s: 30 minutes
- _secure_account_session id: 1 month
- _secure_session_id: 1 day
- _shopify_country: duration of the session
- _shopify_d: duration of the session
- _shopify_evids: duration of the session
- shopify_fs: 1 year
- shopify ga: indefinite
- shopify m: duration of the session
- shopify s: 30 minutes
- shopify sa p: 30 minutes
- _shopify_sa_t: 30 minutes
- _shopify_tm: duration of the session
- _shopify_tw: duration of the session
- shopify y: 1 year
- storefront u: 1 minute
- tracking consent: duration of the session
- y: 1 year
- c: 2 years
- card update verification id: 20 minutes
- cart: 14 days
- cart currency: 14 days
- cart sig: 14 days
- cart ts: 14 days
- cart ver: 14 days
- · checkout: 28 days
- checkout_prefill: 5 minutes
- checkout_queue_checkout_token: 2 years
- checkout_queue_token: 2 years
- checkout_session_lookup: 21 days
- checkout session token: 21 days
- checkout session token*: 21 days
- checkout_token: 2 years
- checkout worker session: 3 days
- customer_account_locale: 1 year
- customer_account_new_login: 20 minutes
- customer_account_preview: 7 days
- customer_auth_provider: indefinite
- customer_auth_session_created_at: indefinite
- customer_payment_method: 1 hour
- customer_shop_pay_agreement: 20 minutes
- discount code: indefinite
- dynamic_checkout_shown_on_cart: 30 minutes
- hide shopify pay for checkout: indefinite
- identity-state: 1 day
- identity-state-*: 1 day
- identity_customer_account_number: 3 months
- keep alive: 14 days
- localization: 14 days
- login_with_shop_finalize: 5 minutes
- master device id: 2 years
- order: 21 days
- pay_update_intent_id: 20 minutes
- preview theme: indefinite
- previous_step: 2 years
- profile preview token: 5 minutes
- remember me: 2 years
- secure_customer_sig: 1 year
- shopify-editor-unconfirmed-settings: 16 hours
- shopify_pay: 2 years
- shopify_pay_redirect: 1 hour
- source_name: indefinite
- storefront_digest: 3 years
- tracked_start_checkout: 2 years

Unless otherwise specified, jewelrybyjohan.com processes any payments by credit card, bank transfer or other means via external payment service providers. In general and unless where otherwise stated, Users are requested to provide their payment details and personal information directly to such payment service providers. Jewelrybyjohan.com isn't involved in the collection and processing of such information: instead, it will only receive a notification by the relevant payment service provider as to whether payment has been successfully completed.

Google Pay

Google Pay is a payment service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, which allows users to make online payments using their Google credentials.

Personal Data processed: billing address, email address, first name, last name, phone number, shipping address and Trackers.

Place of processing: United States – <u>Privacy Policy</u>; Ireland – <u>Privacy Policy</u>.

Traffic optimization and distribution

This type of service allows jewelrybyjohan.com to distribute their content using servers located across different countries and to optimize their performance.

Which Personal Data are processed depends on the characteristics and the way these services are implemented. Their function is to filter communications between jewelrybyjohan.com and the User's browser.

Considering the widespread distribution of this system, it is difficult to determine the locations to which the contents that may contain Personal Information of the User are transferred.

Cloudflare (Cloudflare Inc.)

Cloudflare is a traffic optimization and distribution service provided by Cloudflare Inc.

The way Cloudflare is integrated means that it filters all the traffic through jewelrybyjohan.com, i.e., communication between jewelrybyjohan.com and the User's browser, while also allowing analytical data from jewelrybyjohan.com to be collected.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – Privacy Policy.

Tag Management

This type of service helps the Owner to manage the tags or scripts needed on jewelrybyjohan.com in a centralized fashion. This results in the Users' Data flowing through these services, potentially resulting in the retention of this Data.

Google Tag Manager

Google Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>; Ireland – <u>Privacy Policy</u>.

Other activities involving the use of Trackers

Functionality

Jewelrybyjohan.com uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

User database management

This type of service allows the Owner to build user profiles by starting from an email address, a personal name, or other information that the User provides to jewelrybyjohan.com, as well as to track User activities through analytics features. This Personal Data may also be matched with publicly available information about the User (such as social networks' profiles) and used to build private profiles that the Owner can display and use for improving jewelrybyjohan.com. Some of these services may also enable the sending of timed messages to the User, such as emails based on specific actions

some of these services may also enable the sending of timed messages to the User, such as emails based on specific actions performed on jewelrybyjohan.com.

HubSpot Lead Management (HubSpot, Inc.)

HubSpot Lead Management is a User database management service provided by HubSpot, Inc.

Personal Data processed: city, company name, country, date of birth, email address, first name, last name, phone number, physical address, purchase history, Trackers, username and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – Privacy Policy.

Storage duration:

hs gpc banner dismiss: 6 months

• hssc: 30 minutes

hssrc: duration of the session

_hstc: 2 monthshubspotutk: 2 monthsmessagesUtk: 2 months

HubSpot CRM (HubSpot, Inc.)

HubSpot CRM is a User database management service provided by HubSpot, Inc.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – Privacy Policy.

Storage duration:

• __hs_gpc_banner_dismiss: 6 months

hssc: 30 minutes

• __hssrc: duration of the session

hstc: 2 months
hubspotutk: 2 months
messagesUtk: 2 months

Experience

Jewelrybyjohan.com uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of jewelrybyjohan.com and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

Font Awesome (Fonticons, Inc.)

Font Awesome is a typeface visualization service provided by Fonticons, Inc. that allows jewelrybyjohan.com to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

Measurement

Jewelrybyjohan.com uses Trackers to measure traffic and analyze User behavior to improve the Service.

Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

Facebook Ads conversion tracking (Facebook pixel)

Facebook Ads conversion tracking (Facebook pixel) is an analytics service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Meta

advertising network with actions performed on jewelrybyjohan.com. The Facebook pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Audience Network.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>; Ireland – <u>Privacy Policy</u>.

Storage duration:

_fbp: 3 monthsfr: 3 months

Meta Events Manager (Meta Platforms Ireland Limited)

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on jewelrybyjohan.com.

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – <u>Privacy Policy</u>.

Storage duration:

• _fbp: 3 months

Google Analytics 4

Google Analytics 4 is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, ("Google"). Google utilizes the Data collected to track and examine the use of jewelrybyjohan.com, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting Google's official documentation.

Personal Data processed: browser information, city, device information, latitude (of city), longitude (of city), number of Users, session statistics, Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Storage duration:

_ga: 2 years_ga_*: 2 years

Analytics services managed directly by jewelrybyjohan.com

The services contained in this section allow the Owner to collect and manage analytics through the use of first-party Trackers.

Matomo (jewelrybyjohan.com)

Matomo is an analytics software used by jewelrybyjohan.com to analyze data directly without the help of third parties.

Personal Data processed: Trackers and Usage Data.

Storage duration:

- _pk_cvar*: 30 minutes
- _pk_id*: 2 years
- _pk_ref*: 7 months
- _pk_ses*: 30 minutes
- _pk_testcookie*: duration of the session

Content performance and features testing (A/B testing)

The services contained in this section allow the Owner to track and analyze the User response concerning web traffic or behavior regarding changes to the structure, text or any other component of jewelrybyjohan.com.

Visual Website Optimizer (Wingify)

Visual Website Optimizer is an A/B testing service provided by Wingify Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

Marketing

Jewelrybyjohan.com uses Trackers to deliver personalized marketing content based on User behavior and to operate, serve and track ads.

Some of the advertising services used by the Owner adhere to the <u>IAB Transparency and Consent Framework</u>, an initiative that facilitates responsible privacy practices across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customize their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on jewelrybyjohan.com.

Jewelrybyjohan.com participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. Jewelrybyjohan.com uses iubenda (identification number 123) as a Consent Management Platform.

Advertising

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on jewelrybyjohan.com, possibly based on User interests. This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below. Some of the services listed below may use Trackers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside jewelrybyjohan.com. For more information, please check the privacy policies of the relevant services.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

Pinterest Ads (Pinterest, Inc.)

Pinterest Ads is an advertising service provided by Pinterest, Inc. that allows the Owner to run advertising campaigns on the Pinterest advertising network.

Users may opt out of behavioral advertising features through their device settings, their Pinterest personalization settings.

Personal Data processed: Trackers and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Place of processing: United States – Privacy Policy – Opt out.

Storage duration:

• _pin_unauth: 1 year

• pinterest ct ua: duration of the session

Microsoft Advertising (Microsoft Corporation)

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

• MUID: 2 years

_uetmsclkid: 3 monthsuetmsclkid: indefinite

_uetsid: 1 day _uetsid: indefinite _uetvid: 2 years _uetvid: indefinite

Viralize (Viralize Srl)

Viralize is an advertising service provided by Viralize Srl.

Personal Data processed: Trackers and Usage Data.

Place of processing: Italy – <u>Privacy Policy</u> – <u>Opt Out</u>.

Storage duration:

sh_uid: 2 yearsu-dnt: 2 years

u-imp-daily: 2 yearsu-imp-global: 2 yearsu-imp-weekly: 2 years

u-profile: 2 yearsu-segment: 2 yearsvr uid: 2 years

VIADS ADVERTISING (VIADS ADVERTISING S.L.)

VIADS ADVERTISING is an advertising service provided by VIADS ADVERTISING S.L.

Personal Data processed: Trackers and Usage Data.

Place of processing: Spain – Privacy Policy.

Storage duration:

• sync6: 8 days

Amazon Mobile Ads

Amazon Mobile Ads is an advertising service provided by Amazon or by Amazon Europe , depending on how the Owner manages the Data processing.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>; Luxembourg – <u>Privacy Policy</u>.

Storage duration:

• *sessionMarker/marker: indefinite

ad-id: 10 monthsamzn-token: 7 daysvendor-id: 1 month

152 Media (152 Media LLC)

152 Media is an advertising service provided by 152 Media LLC.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>.

Storage duration:

a {id}: 3 monthse {id}: 3 monthsp {id}: 3 months

• vm_opt_out: 3 months

• vmuid: 3 months

VisitIQ (DrivenIQ Corporation)

VisitIQ is an advertising service provided by DrivenIQ Corporation.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration: indefinite

NextRoll (NextRoll, Inc.)

NextRoll is an advertising service provided by NextRoll, Inc. NextRoll, Inc. performs a hash of the User's email address in order to serve targeted advertising to other devices connected to them (i.e. cross-device tracking).

Personal Data processed: device information, purchase history, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data.

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Storage duration:

- adroll: 14 hours
- adroll bounce closed: 5 years
- __adroll_bounced3: 5 years
- adroll consent data: indefinite
- __adroll_consent_params: duration of the session
- __adroll_fpc: 2 years
- __adroll_load_stats: 1 month
- __adroll_shared: 2 years
- __adroll_tcf_banner_seen: indefinite

Commercial affiliation

This type of service allows jewelrybyjohan.com to display advertisements for third-party products or services. Ads can be displayed either as advertising links or as banners using various kinds of graphics.

Clicks on the icon or banner posted on the Application are tracked by the third-party services listed below, and are shared with jewelrybyjohan.com.

For details of which data are collected, please refer to the privacy policy of each service.

Amazon Omakase

Amazon Omakase is a banner commercial affiliation service provided by Amazon.com Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>; Luxembourg – <u>Privacy Policy</u>.

Remarketing and behavioral targeting

This type of service allows jewelrybyjohan.com and its partners to inform, optimize and serve advertising based on past use of jewelrybyjohan.com by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioral targeting activity.

Some services offer a remarketing option based on email address lists.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

Klaviyo segmentation and social advertising (Klaviyo Inc.)

Klaviyo segmentation and social advertising is a remarketing and behavioral targeting service provided by Klaviyo Inc.

Klaviyo segmentation and social advertising makes use of tracking technologies to monitor User behavior. This Data is then used to personalize the User's experience and to provide targeted advertising. Klaviyo segmentation and social advertising may also connect the collected Data with other networks, including advertising networks, and enable these parties to track and target the User. The Owner, unless otherwise specified in this document, has no direct relationship with the third parties that Klaviyo segmentation and social advertising may be including.

To take advantage of the service provided by Klaviyo, the Owner typically shares information about (purchasing) Users, such as for example contact details and shopping histories. Check the indication at "Personal Data processed" below for an explanation of the extent of the sharing.

Personal Data processed: device information, email address, purchase history, Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt out</u>.

Storage duration:

• kla id: 2 years

How to manage preferences and provide or withdraw consent

There are various ways to manage Tracker related preferences and to provide and withdraw consent, where relevant:

Users can manage preferences related to Trackers from directly within their own device settings, for example, by preventing the use or storage of Trackers.

Additionally, whenever the use of Trackers is based on consent, Users can provide or withdraw such consent by setting their preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences privacy widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers, including those used to remember the User's initial consent preferences.

Other Trackers in the browser's local memory may be cleared by deleting the browsing history.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

Locating Tracker Settings

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- Google Chrome
- Mozilla Firefox
- Apple Safari
- Microsoft Internet Explorer
- Microsoft Edge
- Brave
- Opera

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by YourOnlineChoices (EU and UK), the Network Advertising Initiative (US) and the Digital Advertising Alliance (US), DAAC (Canada), DDAI (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called <u>AppChoices</u> that helps Users to control interest-based advertising on mobile apps.

Consequences of denying the use of Trackers

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help jewelrybyjohan.com to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, if the User chooses to block the use of Trackers, the Owner may be unable to provide related features.

Owner and Data Controller

Jewelry By Johan, Inc 553 Hayward Avenue North Suite 200 Oakdale, MN 55128

Owner contact email: leanne@jewelrybyjohan.com

Since the use of third-party Trackers through jewelrybyjohan.com cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by jewelrybyjohan.com.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through jewelrybyjohan.com (or third-party services employed in jewelrybyjohan.com), which can include: the IP addresses or domain names of the computers utilized by the Users who use jewelrybyjohan.com, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using jewelrybyjohan.com who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of jewelrybyjohan.com. The Data Controller, unless otherwise specified, is the Owner of jewelrybyjohan.com.

jewelrybyjohan.com (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by jewelrybyjohan.com as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

This privacy statement has been prepared based on provisions of multiple legislations.

This privacy policy relates solely to jewelrybyjohan.com, if not stated otherwise within this document.

Latest update: February 19, 2024