



## Privacy Policy

Effective Date: 09/09/2024

### 1. Introduction

Welcome to That Yellow Icon. We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our services.

### 2. Information We Collect

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, place an order, and in connection with other activities, services, features, or resources we make available. Users may be asked for, as appropriate, name, email address, mailing address, phone number. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us.

### 3. How We Use Your Information

We use the information we collect in various ways, including to:

- Provide, operate, and maintain our website
- Improve, personalize, and expand our website
- Understand and analyze how you use our website
- Develop new products, services, features, and functionality
- Communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information, relating to the website, and for marketing and promotional purposes send you emails.

### 4. How We Share Your Information

We may share the information we collect in various ways, including the following:

- With service providers: We may share your information with service providers who perform services for us and help us operate our business.
- With business partners: We may share your information with our business partners to offer you certain products, services, or promotions.
- For legal reasons: We may share information about you if we are required to do so by law or if we believe it is necessary to prevent fraud or other illegal activity.

#### 5. Third-Party Services

Our website may contain links to third-party websites or services that are not owned or controlled by That Yellow Icon. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third party websites or services. We strongly advise you too read the privacy policy of every site you visit.

#### 6. Security of Your Information

We take reasonable precautions to protect your information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction.

#### 7. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy Policy periodically for any changes.

#### 8. Contact Us

If you have any questions about this Privacy Policy, please contact us at [yellow@thatyellowicon.com](mailto:yellow@thatyellowicon.com)