

Privacy Policy

Effective Date: June 3, 2024

This website, internet service, or mobile application ("Site") is owned and operated by Beauty Systems Group LLC. This Privacy Policy ("Policy") applies to the Site and describes how Beauty Systems Group LLC and its affiliates (collectively, "BSG", "we", "our", "us") gather information about you, how we use that information, and what steps we take to protect that information.

By using this Site, you consent to the terms of this Policy as well as the Site [Terms of Use](#). BSG may change this Policy from time to time. Please check back periodically for up-to-date information about our privacy practices.

California residents: [click here](#) to read Your California Privacy Rights and Canadian residents: [click here](#) to read our Canadian Privacy Policy; the terms of which, in addition to those contained in this Policy, will govern the collection, use, disclosure and storage of personal information through this Site for those respective residents.

[Click here](#) to download this Policy in pdf form.

Information Collection and Use

We collect information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household ("personal information"). In particular, we have collected the following categories of personal information from consumers:

Identifiers; Communication

Contact information, such as your name, signature, alias, shipping and billing address, email, and telephone number; account creation information, such as username and password; unique identifiers, such as a government-issued ID number; financial information, such as a credit or debit card number; online identifiers, such as an IP address and a social media channel ID; content of your communications with us; contest or sweepstakes entries.

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| Source | <p>From you or your device(s) when you provide it to us or interact with us online (such as through our Site, via chat, video call, or email, or our social media) or offline (such as through a retail location or over the phone).</p> <p>From someone that contacts us on your behalf or who purchases something and provides your information for shipping, such as a gift sent to you.</p> <p>From third parties such as carriers (e.g. updated address); if you place an order through a third party platform, from such platform; information submitted through affiliate marketing channels, such as a discount site; online data aggregators; social networks; data analytic providers; if you gave us permission to store your payment information, your credit card issuer may provide us with updated payment information (including credit card number and expiration date) in connection with the credit</p> |
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| | <p>card issuer's account updater service; if you apply for and/or use a Cosmo Prof or Sally branded credit card, we may receive relevant information from the credit card issuer; and other third parties who help us improve our marketing or prevent fraud.</p> |
| <p>Purpose of Collection or Use</p> | <p>Identify and communicate with you.</p> <p>Create and administer accounts.</p> <p>Complete transactions initiated by you such as purchases or returns, and to provide customer service after such transactions or when you contact us.</p> <p>Demonstrate your agreement to or acceptance of documents or terms presented to you (e.g. the Professional Purchase Agreement).</p> <p>Process your payment, facilitate applying for or using a third party payment option, or evaluate your application for credit.</p> <p>Administer loyalty or discount programs you opt into.</p> <p>Manage and improve our business operations.</p> <p>Provide relevant marketing to you.</p> <p>Physical security, cybersecurity, incident response, and risk reduction purposes.</p> <p>Legal, recordkeeping, and compliance purposes (e.g. collect and remit appropriate sales tax; exercise or defend legal claims; reporting due to regulators/government entities).</p> <p>Other purposes communicated to you at the time of collection.</p> |
| <p>Disclosed to third parties (not service providers/processors) for a business purpose.</p> | <p>Manufacturers of products you purchase, to facilitate the loyalty program you opted into; prevent diversion; and administer product recalls.</p> <p>Financial institutions and payment processors to process payments and refunds, or if you request it, to facilitate applying for and using a third party payment option.</p> <p>Our affiliates to provide shared business services (e.g. customer service, loss prevention, information security, IT support, accounting, tax).</p> <p>Delivery service providers (e.g. USPS or UPS) to send you mail or deliver your order; product manufacturers that drop ship your order.</p> <p>Other third parties (such as law enforcement) as required by law, or as necessary to exercise our legal rights.</p> |

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| | If you interact with us on behalf of a company that employs you, or where you are a franchisee, we may disclose information to such company or franchisor. |
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We may “sell” or “share” (as those terms are defined by certain state privacy laws) your identifiers (excluding signature, government-issued ID number, and financial information, such as a credit or debit card information) to marketing service companies to facilitate advertising our brand through cross contextual or targeted advertising.

Note, your live communications with our offices, stores, and direct sales consultants may be recorded. This includes video and telephone calls and chat.

Characteristics

Race or ethnicity*; sex, gender, or gender identity; language preference; age or age range.

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| Source | <p>From you when you choose to provide it, to indicate marketing preferences, participate in a survey, or otherwise when you provide it to us or interact with us online (such as through our Site, via chat, video call, or email, or our social media) or offline (such as through a retail location or over the phone).</p> <p>From third parties such as marketing companies.</p> |
| Purpose of Collection or Use | <p>Identify and communicate with you (e.g. address you by your preferred pronouns, or communicate in your preferred language, if you request it).</p> <p>Provide relevant marketing to you.</p> <p>Improve our goods and services.</p> <p>Other purposes communicated to you at the time of collection.</p> |
| Disclosed to third parties (not service providers) for a business purpose. | <p>Our affiliates to provide shared business services (e.g. marketing, product development).</p> <p>Other third parties (such as law enforcement) as required by law, or as necessary to exercise our legal rights.</p> |

*We do not knowingly collect or use race or ethnicity information for known residents of CA, VA, CO, CT, OR, and TX in a manner that is “personal information” or “personal data” as defined by such states.

Commercial Information

Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

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| Source | From you or your device(s) when you provide it to us or interact with us online (such as through our Site, via chat, video call, or email, or our social media) or offline (such as through a retail location or over the phone). |
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| | <p>We create some of this as the original source of the information, when you purchase goods from us.</p> <p>If you place an order through a third party platform, from such platform.</p> |
| Purpose of Collection or Use | <p>Complete transactions initiated by you such as purchases or returns, and to provide customer service after such transactions or when you contact us.</p> <p>Process your payment or facilitate your use of a third party payment option.</p> <p>Administer loyalty or discount programs you opt into.</p> <p>Improve our goods or services and train our employees.</p> <p>Manage and improve our business operations.</p> <p>Provide relevant marketing to you.</p> <p>Physical security, cybersecurity, incident response, and risk reduction purposes.</p> <p>Legal, recordkeeping, and compliance purposes (e.g. collect and remit appropriate sales tax; exercise or defend legal claims; reporting due to regulators/government entities).</p> <p>Other purposes communicated to you at the time of collection.</p> |
| Disclosed to third parties (not service providers) for a business purpose. | <p>Manufacturers of products you purchase, to facilitate the loyalty program you opted into; prevent diversion; and administer product recalls.</p> <p>Financial institutions and payment processors to process payments and refunds. If you've chosen a third party payment option, to such third party, so such third party can administer your account.</p> <p>Our affiliates to provide shared business services (e.g. customer service, marketing, accounting).</p> <p>Other third parties (such as law enforcement) as required by law, or as necessary to exercise our legal rights.</p> <p>If you interact with us on behalf of a company that employs you, or where you are a franchisee, we may disclose information to such company or franchisor.</p> |

Internet or other Electronic Network Activity

Browsing history; search history; information on your interaction with a website or application including mouse movements, clicks, user inputs, scrolling, access times, visit duration, pages viewed, and page reloading; your clickstream through the Site; your interaction with an

advertisement; whether you open or click on emails we send you; referring website; device operating system and browser type. Also, see our section titled Cookies below.

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| Source | <p>From you or your device(s) when you provide it to us or interact with us online (such as through our Site, via chat, video call, or email, or our social media).</p> <p>From third parties such as information submitted through affiliate marketing channels, such as a discount site; online data aggregators; social networks; data analytic providers; and other third parties who help us improve our marketing or prevent fraud.</p> |
| Purpose of Collection or Use | <p>Make our website more intuitive.</p> <p>Improving the efficiency and quality of our Site, products, and services; debugging, identifying, and repairing errors that impair the intended functionality of our Site.</p> <p>Provide relevant marketing to you.</p> <p>Physical security, cybersecurity, incident response, and risk reduction purposes.</p> <p>Other purposes communicated to you at the time of collection.</p> |
| Disclosed to third parties (not service providers) for a business purpose. | <p>Our affiliates to provide shared business services (e.g. marketing, information security, IT support, loss prevention).</p> <p>Other third parties (such as law enforcement) as required by law, or as necessary to exercise our legal rights.</p> |

Geolocation Data

Approximate physical location, precise physical location.

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| Source | From you or your device(s) when you provide it to us or interact with us online. |
| Purpose of Collection or Use | <p>Help you locate a store, when you request it.</p> <p>Serve a country or state specific cookie banner or provide other geographic-specific consent on our Site.</p> |
| Disclosed to third parties (not service providers) for a business purpose. | No |

Sensory Data

Audio, electronic, visual, or similar information.

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| Source | <p>From you or your device(s) when you provide it to us or interact with us online (such as through our Site, via chat, video call, or email, or our social media) or offline (such as through a retail location or over the phone).</p> <p>From our devices in our stores or offices, such as Closed Circuit Television systems, devices where an operator interacts verbally and may take pictures, when activated in an emergency, or devices that monitor store traffic patterns.</p> |
| Purpose of Collection or Use | <p>Identify and communicate with you.</p> <p>To provide a service you requested.</p> <p>Complete transactions initiated by you such as purchases or returns, and to provide customer service after such transactions or when you contact us.</p> <p>Improve our goods or services and train our employees.</p> <p>Manage and improve our business operations.</p> <p>Physical security, cybersecurity, incident response, and risk reduction purposes.</p> <p>Legal, recordkeeping, and compliance purposes (e.g. exercise or defend legal claims).</p> <p>Other purposes communicated to you at the time of collection.</p> |
| Disclosed to third parties (not service providers) for a business purpose. | <p>Our affiliates to provide shared business services (e.g. customer service, loss prevention, information security, IT support).</p> <p>Other third parties (such as law enforcement) as required by law, or as necessary to exercise our legal rights.</p> |

Inferences

Profile reflecting a consumer’s preferences, characteristics, predispositions, values, behavior, and attitudes.

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| Source | <p>From you or your device(s) when you provide it to us or interact with us online (such as through our Site, via chat, video call, or email, or our social media) or offline (such as through a retail location or over the phone).</p> <p>From third parties such as information submitted through affiliate marketing channels, such as a discount site; online data aggregators; social networks; data analytic providers; and other third parties who help us improve our marketing or prevent fraud.</p> |
| Purpose of Collection or Use | <p>Improve our goods or services.</p> |

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| | <p>Manage and improve our business operations.</p> <p>Provide relevant marketing to you.</p> |
| Disclosed to third parties (not service providers) for a business purpose. | <p>Our affiliates to provide shared business services (e.g. marketing, IT support, product development).</p> <p>Other third parties (such as law enforcement) as required by law, or as necessary to exercise our legal rights.</p> |

Professional or Employment-Related Information and Education Information

Name of school, employer, or business owned; professional license number; school dates of attendance or graduation date; nature of work performed (e.g. nail technician, barber).

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| Source | From you when you provide it to us online (such as through our Site, via chat, video call, or email, or our social media) or offline (such as through a retail location or over the phone). |
| Purpose of Collection or Use | <p>Verify that you're a licensed professional, student, or business owner authorized to purchase our products.</p> <p>Facilitate continuing education credit, if you attend our eligible education programs.</p> <p>Understand the type of business you're associated with to provide relevant marketing to you (e.g. a nail technician may prefer to see more deals and communications on nail products, as opposed to supplies for facials).</p> <p>Communicate with you through your business contact information, if you request it.</p> |
| Disclosed to third parties (not service providers) for a business purpose. | <p>Manufacturers of products you purchase, to facilitate the loyalty program you opted into; prevent diversion; and administer product recalls.</p> <p>Licensing bodies if we report continuing education credit on your behalf.</p> <p>Our affiliates to provide shared business services (e.g. customer service, marketing, IT support, product development).</p> <p>Other third parties (such as law enforcement) as required by law, or as necessary to exercise our legal rights.</p> |

This Site is directed to adults, and BSG does not knowingly collect personal information online of consumers under the age of 16.

We may collect information that is not considered "personal information" (subject to the law(s) that apply to you, as a data subject), publicly available information or lawfully obtained truthful information that is a matter of public concern; de-identified or aggregated information; or information

covered by other specific privacy laws. We collect, disclose, and use this information in accordance with applicable law.

Information Disclosure and Purpose

We may disclose information about you to our service providers or other processors to perform services on our behalf.

- We use a variety of service providers to help us perform routine business functions. Those include, but are not limited to: printers; delivery services and couriers; administration of our loyalty program, surveys, and contests/sweepstakes; software and technology providers; staff augmentation; product manufacturers that drop ship orders; and data processing and analytics companies.
- Companies with whom we have marketing agreements.
- Companies who help us improve the efficiency and quality of our Site, business operations, products, and services; debug, identify, and repair errors that impair the intended functionality of our Site.

For your protection we require, or these companies are otherwise obligated, to keep all personal information confidential.

If you submit a product review or survey response, the content in such review or response, along with your name and/or username, may be shared publicly on our website, social media, or in other promotional materials. You should not include personal information in these reviews or responses.

We may also disclose some or all of the information that we collect (described in the Information Collection and Use) as permitted by law. For example, we may share information:

- With regulatory authorities and law enforcement officials.
- When we believe in good faith that the disclosure is required to prevent harm or injury, or a perceived physical threat to any individual (such as product recalls, claims, or other liability).
- To respond to a subpoena or other valid legal inquiry.
- As part of a merger, acquisition, or sale of business involving BSG.
- To investigate a breach of an agreement or contravention of law; to detect, suppress or prevent fraud; and where otherwise necessary for the establishment, exercise or defense of legal claims.
- Other parties and purposes communicated to you at the time of collection.

Protection of Information

We have appropriate physical, electronic, and procedural security safeguards to protect and secure the information we collect. However, no website, mobile app or the systems they depend on are completely secure. You are also responsible for taking steps to protect your personal information against unauthorized disclosure or misuse.

- We work to protect the security of your personal information during transmission by using encryption protocols and software.
- We follow the Payment Card Industry Data Security Standard (PCI DSS) when handling credit card data.
- We maintain physical, electronic, and procedural safeguards in connection with the collection, storage, and disclosure of personal information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.

Cookies; Interest Based Advertising; Social Media

Our Site uses cookies, web server logs, tags, SDKs, tracking pixels, local storage, JavaScript, APIs, session replay/screen capture (i.e., how you use and navigate the Site, but not your keystroke data), social widgets, and other similar technologies from time to time.

- Cookies are small data files a website can send to your browser, which may then be stored on your device, sometimes with a code unique to your device. They may be served by the entity that operates the website you are visiting (“first-party cookies”) or by other companies (“third-party cookies”). Cookies enable us and our vendors to recognize your computer; store your preferences, settings, and other data; understand the web pages you have visited on our Site and elsewhere; enhance your user experience by delivering and measuring the effectiveness of content and advertising tailored to your interests; perform searches and analytics; and assist with security and administrative functions.
- A web server log is a file where online activity is stored. It may be used for similar purposes.
- An SDK is a set of tools and/or code that we embed in our applications and software to perform certain functions, such as allowing us or third parties to collect information about how users interact with our Site.
- Tags or tracking pixels (sometimes also referred to as web beacons or clear GIFs) are small code (sometimes containing, generating, or detecting a unique identifier) embedded in websites, online ads, and email, that can be used for purposes such as generating web server logs or reading or writing cookies for the purposes described above.
- Social widgets are buttons or icons provided by third-party social media providers that allow you to interact with those social media services when you view a web page or mobile app screen. Widgets may collect browsing data, which may be received by the third party that provided the widget, and are controlled by such third parties.
- We may also use certain third-party web and mobile app analytics services – including but not limited to Google Analytics and Facebook Custom Audiences – to help us understand and analyze how visitors use the Site and serve ads on our behalf across the Internet and in different channels.

You can control or limit how we and our partners use cookies and similar technologies, including for advertising.

- Scroll down to the footer and click Cookie Settings to adjust the cookie settings on your device and browser, or you may enable the Global Privacy Control signal that may be available in certain browsers and extensions. This action is limited to the device and web browser you are using because the methods detailed above correspond to your device or browser ID. If you use another device or browser, you need to take this action on each device and browser.
- While most browsers and devices accept cookies by default, the settings usually allow you to clear or decline cookies. If you disable cookies, some of the features of our Site may not function properly. For example, if you do not allow cookies at all, you might not be able to view some of our Site or use certain features like adding products to your shopping cart.
- We may use the services of third parties to collect and use information about your visits to and interactions with our website through cookies to personalize advertisements for goods and services. To learn more, or to opt-out of receiving online display advertisements tailored to your interests by our third party partners, visit the [Network Advertising Initiative](#) and the [Digital Advertising Alliance](#) website.
- For Google Analytics, you can [opt-out](#) through Google Ads Settings, Ad Settings for mobile apps, or any other available means (for example, the NAI's opt-out listed above). You can also install [Google's opt-out browser add-on](#).

- For audience targeting, we may share hashed identifiers that represent an email address or name, along with other information you provide to us such as approximate location, birthday and/or phone number, with partners such as Google or Facebook so they can provide us audiences interested in specific types of products and services. Google or Facebook will only provide this information, and can only identify you, based on their separate policies and agreements with you.
-
- To opt out of ads on TikTok, Instagram, Facebook, Pinterest, or Google that are targeted to your interests, use your [TikTok](#), [Instagram](#), [Facebook](#), [Pinterest](#), or [Google Ads](#) settings.
- For more information about the privacy practices of social media platforms you use, please review their privacy policies and settings on your social media accounts.

Marketing Opting Out

If you would like to stop receiving promotions, updates, and special offers, please [click here](#). Include a statement requesting that you wish to cancel your Cosmo Prof Member Card or that you would like to opt out of e-mail promotions. Please allow sufficient time for your request to be processed. It may take up to 10 days to process an email opt-out request, and 8 weeks for other requests.

Even if you opt out of receiving marketing communications from us, we may still contact you for transactional purposes. For example, we may contact you to fulfill your order, provide customer service, or communicate product recalls.

Text Messages

To stop receiving BSG text messages, see instructions [here](#).

Push Notifications

You may stop push notifications from BSG's mobile application by adjusting the permissions on your mobile device.

Geolocation

Most browsers and mobile devices allow users to enable or disable geolocation using pop-ups or controls located in the settings menu. If you have permitted BSG to access your geolocation data, you may disable the access by adjusting the permissions in your browser or device.

Uninstall the BSG Mobile Application

You can stop all further collection of information by BSG's mobile application by uninstalling it. Use the standard uninstall process available as part of your mobile device or via the mobile application marketplace or network.

Note: If you uninstall the mobile application, the BSG unique identifier associated with your device will continue to be stored. If you re-install the application on the same device, BSG will be able to re-associate this identifier to your previous transactions and activities.

Maintenance of Accurate Information

We have established commercially reasonable procedures designed to ensure that your personal information is as accurate and complete as possible. If you believe that our records contain inaccurate or incomplete information about you, please update said records by logging into your account [here](#) or contact us [here](#).

California, Virginia, Colorado, Connecticut, Utah, Texas, and Oregon – Your Privacy Choices

If you reside in California, Virginia, Colorado, Connecticut, Utah, Texas, or Oregon [click here](#) for further details on your privacy choices.

Third Party Sites

Our Site may include links to websites or applications that are owned or operated by third parties. Please note that this Privacy Policy does not cover the practices of those websites. We encourage you to review the privacy practices of those third parties.

Do Not Track

Certain states require us to indicate whether we honor your browser's "Do Not Track" settings concerning targeted advertising. BSG adheres to the standards set out in this Policy and does not monitor or respond to Do Not Track browser requests.

Nevada

Nevada law allows consumers to "opt out" of the sale of certain personal information, called "covered information." BSG does not sell covered information as defined in the law.

Contact Us

If you have questions about this Privacy Policy, or to contact us as referenced above, BSG can be reached as follows:

Beauty Systems Group LLC
Attn.: Web Privacy
3001 Colorado Blvd.
Denton, TX 76210
1-800-777-5706