

# DouLand Postpartum & Infant Care LLC

## Privacy Policy

DouLand Postpartum & Infant Care LLC (“Company,” “we,” “us,” or “our”) is committed to protecting your privacy and the personal information you provide when using our website or services. This Privacy Policy explains what information we collect, how we use it, and your rights regarding your data. By using our website or services, you agree to the terms outlined here.

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### 1. Authorized Users

Our website and services are intended for individuals **18 years or older**. We do not knowingly collect personal information from anyone under 18. If information about someone under 18 is provided, it must come from a **parent or legal guardian**.

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### 2. Information We Collect

#### 2.1 Personal Information

We collect information you provide voluntarily, including:

- Contact details (name, email, phone, address)
- Demographics (gender, date of birth, zip code)
- Your child’s first name, birthdate, and anecdotal information about sleep, eating habits, growth, milestones, or behavior concerns
- Payment and transaction information (processed through a third-party processor)
- Other information you provide in forms, surveys, emails, chats, or phone calls

**Sensitive information** (e.g., health or financial data) requires careful consideration before submission. By providing it, you consent to its use as described in this policy.

## 2.2 Anonymous Information

We automatically collect anonymized data, including:

- Pages viewed, date and time, browser type
  - IP address (temporarily used for domain and geographic information)
  - Usage data collected via cookies and similar technologies
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## 3. How We Collect Information

We collect data through:

- Online forms, email, and chat interactions
- Telephone calls with our consultants
- Website usage via cookies and tracking technologies

**Cookies** help improve your experience by remembering preferences and analyzing site usage. Cookies do **not** contain personally identifiable information. You may disable cookies, but some site features may not function properly.

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## 4. Use of Information

We use your information to:

- Provide and improve our services and website
- Process orders and manage accounts

- Communicate offers, services, and news (only if you've opted in)
  - Prevent fraud and maintain security
  - Conduct analytics and research to enhance user experience
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## 5. Sharing and Disclosure

We do not sell, trade, or share your personal information except as necessary:

- To fulfill your requests (e.g., through service providers, mailing services, or payment processors)
- With employees, agents, or contractors for site operations and maintenance
- With affiliates or business partners for research or marketing (with your consent)
- For mergers, acquisitions, or sale of assets
- To comply with law, legal processes, or protect safety and property

### Third-Party Websites

Links to other sites do not imply endorsement. Their privacy policies govern the use of information you provide to them.

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## 6. Payment Information

All payments are processed through a secure third-party processor. We **do not collect, store, or process your payment information**. Please review the processor's privacy policy before submitting payment details.

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## 7. Data Security

Your information is stored securely in the U.S. and may be transferred internationally for service purposes. We employ reasonable security measures, including encryption, to protect your data.

However, no system is completely secure. We are not responsible for breaches caused by unauthorized third parties. You may not interfere with the security or operation of our website.

**Disclaimer:**

WE DO NOT MAKE, AND EXPRESSLY DISCLAIM, ANY REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, REGARDING THE SECURITY OR INTEGRITY OF THE WEBSITE OR YOUR PERSONAL INFORMATION.

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## **8. Marketing and Communication**

You may receive marketing emails if you've opted in. You can unsubscribe anytime via the "unsubscribe" link in emails or by contacting us at **[contact@douland.com](mailto:contact@douland.com)**.

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## **9. Managing Your Data & Your Rights**

### **9.1 California Consumer Privacy Act (CCPA)**

You have the right to:

- Know what personal information is collected
- Know what information is shared with third parties
- Request deletion of your personal information
- Correct inaccurate information
- Not be discriminated against for exercising these rights

### **9.2 How to Manage Your Data**

You may contact us to:

1. Erase or delete personal data
2. Request corrections
3. Limit or restrict processing
4. Access a copy of your data
5. Make additional requests regarding your personal information

**Contact for data requests: [contact@douland.com](mailto:contact@douland.com).** We will respond to verifiable requests **within 45 days**.

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## **10. Updates to Privacy Policy**

We review this policy regularly and post updates on this page. We encourage you to check periodically for changes.

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## **11. Contact Us**

For questions or to exercise your data rights, email us at: **[contact@douland.com](mailto:contact@douland.com)**