

## Luna Soul Wellness LLC Privacy Policy

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Luna Soul Wellness LLC (collectively, “Luna Soul Wellness,” “we,” “us,” or “our”) collects and uses personal information in order to provide its products and services. This privacy policy (the “Privacy Policy”) describes the personal information we collect, the purposes for which we use it, the parties with whom we may share it, and your choices with respect to such information. For purposes of this Privacy Policy, “personal information” means any information that relates to you as an individual and could reasonably be used to identify you. “Luna Soul Wellness” includes Luna Soul Wellness and its officers, directors, employees, consultants, affiliates, subsidiaries, and agents. Luna Soul Wellness’s products and services may include but are not limited to astrology and human design readings and certifications, spiritual healing services (tarot, reiki, yoni steaming, energy work), events and retreats, holistic interior design and home cleansing services, an apothecary shop with wellness products, and private/corporate event experiences (collectively, the “Products”).

This Privacy Policy applies to our collection and use of personal information through this website and any related websites, including but not limited to collection of personal information through third party vendor websites, the Products, applications, tools, or platforms, as well as through any other means where a link or reference to this Privacy Policy is posted. To the extent permitted by applicable law, your use of Luna Soul Wellness’s Products constitutes your acknowledgment and/or consent to the practices described in this Privacy Policy.

This Privacy Policy incorporates the [Luna Soul Wellness terms and conditions](#) (the “Terms”). Capitalized terms that are not defined in the Privacy Policy have the meaning given to them in the Terms.

**Commented [1]:** Please consider adding a hyperlink to the Terms and Conditions here.

### I. The information that we collect and/or receive:

Luna Soul Wellness collects personal information:

#### a. When you provide it to us.

This may include your:

- name
- contact information, such as your email address and phone number
- home/office address
- financial information, such as credit or debit card numbers, and financial account numbers
- age
- date of birth
- time of birth

- location of birth
- information you provide to use through the completion of a survey
- marketing preferences
- education or experience history
- customer service communications
- health-related information
- any other information that you provide to us when you complete forms, including on our website, surveys, questionnaires or otherwise provide us with information

**b. When you use our Products or visit our website(s).**

This may include your:

- order and usage history
- transaction information
- location data, which we may collect through our apps (if applicable) or when you access our website using a mobile device
- information created when you communicate using our Products, including the content of such communications and the time/date of the communications
- inferences, such as individual preferences and characteristics. This may include inferences drawn from and related to shopping patterns and behaviors, intelligence, and aptitudes.
- information automatically collected when you visit our website(s) using your computer or mobile device, including your IP address or other device address or ID, web browser and/or device type, hardware and software settings and configurations, the web pages or sites that you visit just before or just after visiting our website, the pages you view on our website, your actions on our website, and the dates and times that you visit, access, or use our website

This may also include information collected via one or more “cookies” when you visit our website(s). Cookies are small text files that are stored on browsers or devices by websites, apps, online media, and advertisements. We use cookies and similar technologies for purposes such as remembering user preferences and settings, determining the popularity of content, delivering and measuring the effectiveness of advertising campaigns, and analyzing traffic to our website. You may be able to decline our cookies through your browser settings; however, this may interfere with your ability to use our website or certain features in our website. We may also use Google Analytics or a similar service that uses cookies to help us analyze how users use the Products we provide to you.

**c. Billing information**

In order to purchase our Products, you will be required to provide certain additional information which may include a credit card number, expiration date, address and/or billing zip code, activation code, payment provider account and/or access information, and similar information (“**Billing Information**”). Such Billing Information will be collected and processed by our third-party payment processors pursuant to the terms and conditions of their privacy policies and terms of use. We do not directly process any Billing Information.

**d. Order and shipping information**

When you purchase Products through our website, we will also ask you to provide certain information, including but not limited to, the Products you would like to purchase, your name, email address, shipping address, and billing address (collectively as "Order Information"). We will use your Order Information to process your orders.

**e. Information collected through our website that is not covered by this Privacy Policy.**

You may voluntarily post and share information including, but not limited to, comments and reviews through forums and other similar features available from time to time through our website. None of the information you provide through the use of these features is protected by this Privacy Policy including any personal information. THIS PRIVACY POLICY DOES NOT APPLY TO ANY INFORMATION (INCLUDING PERSONAL INFORMATION) THAT YOU PROVIDE USING ANY SUCH FEATURES. ALL SUCH INFORMATION IS PUBLIC INFORMATION AND MAY BE VIEWED, COLLECTED, USED, MODIFIED AND/OR DISCLOSED FOR ANY PURPOSE BY US AND THE PUBLIC.

**II. How we use the information we collect:**

Luna Soul Wellness uses the personal information that we collect:

**a. To provide our Products.**

For example, we use personal information to:

- create/update your account
- process orders
- provide our Products to you
- generate and send you receipts
- enable deliveries, including through collection of shipping information
- manage our website
- communicate with you
- solicit your feedback, inform you about our website or Products of our third-party marketing partners or vendors
- perform necessary operations to maintain our Products, including to troubleshoot software bugs and operational problems; to conduct data analysis, testing, and research; and to monitor and analyze usage and activity trends
- communicate to third-party contractors and service providers that provide services to us in the operation of our business and assistance with our website and Products, such as technical support for our website and providing services such as IT and cloud hosting, payment processing, order fulfillment, shipping, customer relationship management, email marketing, analytics services, fraud detection and preventions, administrative services
- communicate with you regarding our Products and/or your account

- assess potential safety issues in connection with providing Products, including but not limited to activities at retreats, yoni steaming, yoga, wellness products, and breathwork

**b. Customer support**

Luna Soul Wellness uses the information we collect to provide customer support, which may include investigating and responding to complaints.

**c. Marketing**

Luna Soul Wellness may use personal data to market our website and Products to our users. This includes sending users communications about our Products, features, promotions, updates, and events. We may do so through various methods, including email, text messages, social media, and ads on third-party platforms.

**d. Job applicants**

Luna Soul Wellness may use personal data it collects directly from individuals (including via a job application portal) or from other sources such as social media, or receives from recruiters, to evaluate job applicants.

**e. Legal proceedings and requirements or fulfilling contractual obligations**

We may use personal data to investigate or address claims or disputes relating to use of our website and Products, to satisfy requirements under applicable laws, regulations, or operating licenses or agreements, including requirements that apply to the Company in its capacity as service provider or contractor for another entity, or pursuant to legal process or governmental request, including from law enforcement.

We may also aggregate, anonymize, or otherwise use your personal information without identifying you for any purpose permitted by applicable law.

**III. When we share your information**

We may disclose your personal information, to be used only for legitimate purposes in keeping with this Privacy Policy, to:

- vendors and service providers
- payment processors and facilitators
- cloud storage providers
- social media companies, such as Facebook or Instagram, in connection with our use of their platforms to communicate with our users
- marketing partners and marketing platform providers, including social media advertising services, advertising networks, third-party data providers, and other service providers to reach or better understand our users and measure advertising effectiveness
- Google Analytics or a similar service to help us analyze how users use our website
- consultants, lawyers, accountants, and other professional service providers

- other third parties with your consent

Luna Soul Wellness may also share your information if we believe it's required by applicable law, regulation, operating license or agreement, legal process or government request, or where the disclosure is otherwise appropriate due to safety or similar concerns. Luna Soul Wellness may also share your information with others in connection with, or during negotiations of, any merger, sale of Luna Soul Wellness assets, consolidation or restructuring, financing, or acquisition of all or a portion of our business by or into another company.

#### **IV. Protecting your Personal Information**

We have implemented and maintain commercially reasonable and appropriate technical and organizational measures designed to protect the confidentiality, integrity, and security of your personal information. These measures are designed to protect your information from loss, misuse, and unauthorized access, disclosure, alteration, and destruction, taking into account the risks involved in processing and the nature of such data, and in compliance with applicable laws and regulations. Please note, however, that no security measures are perfect or impenetrable, and no internet transmission is 100% secure or error-free. In particular, e-mails sent to or from our website may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail or other electronic means. We therefore cannot guaranty and do not warrant the absolute security of your personal information. We retain your personal information for no longer than reasonably necessary to fulfill the purposes for which we collected it or to comply with the law, prevent fraud, facilitate an investigation, defend against legal claims, or exercise our legal rights. If you reside outside the United States, please note the personal information we collect about you may not be subject to the same level of protection of personal information as it would be in the jurisdiction in which you reside. You may contact us using the contact information provided below to learn more about the safeguards that apply to your personal information and to request a copy of such safeguards.

#### **V. Additional Information**

##### **a. Opt-out from communications**

As explained above, we may use your e-mail address or other personal information to send you promotional materials. You can opt-out of receiving promotional communications by following links provided in the messages, by updating your account preferences through the Products, or by contacting us directly at [iamlunasoulwellness@gmail.com](mailto:iamlunasoulwellness@gmail.com). Although your request to stop receiving information will be reflected promptly in our database, we may retain all information you submit for a variety of purposes, including backups and archiving, prevention of fraud and abuse, and analytics or statistics about our users. To make a request related to your personal information or otherwise exercise your rights, you may contact us using the contact information provided below. In order to fulfill your requests, we may require additional information from you. You may decline to share certain information with us, in which case we may not be able to accept your membership, or provide you with our Products. We cannot offer any assurances as to whether the companies we work with participate in the opt-out programs described above.

**Commented [2]:** While we have included your general business email address here, we recommend that you create a separate, dedicated email just for privacy policy inquiries and related communications from your general business email to avoid confusion.

We note that it is important to provide an opt-out and unsubscribe functionality in each email sent to your customers.

##### **b. Data retention**

We retain information as long as it is reasonably necessary to comply with applicable law, to provide our Products, and for other purposes including to prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigation, or enforce our Terms or other agreements.

**c. Children**

We do not knowingly collect or maintain information directly from persons under 18 years of age (“Children”), and no part of our website or Products is directed to Children. If you are under 18 years of age, then please do not use or access our website and or Products at any time or in any manner. If we learn that information has been collected through our website or Products from Children and without verifiable parental consent, then we will take the appropriate steps to delete this information. If you are a parent or guardian and discover that your child has provided us with personal information without your consent, please contact us using the contact information below to request that we delete the information from our systems.

**d. Visitors from outside the United States**

Luna Soul Wellness operates in the United States, and any personal information collected pursuant to this Privacy Policy may be accessed from and/or stored by Luna Soul Wellness, or those acting on Luna Soul Wellness’s behalf, in the United States. Our Privacy Policy is intended for a non-European Union (“EU”) audience, and we do not intentionally collect data from individuals in the EU. If you use our website or Products from outside the United States, you acknowledge that your personal information may be transferred to or accessed from the United States, and consent to such transfer or access.

**e. Notice to California residents**

Pursuant to Section 1798.83 of the California Civil Code, residents of California have the right to obtain certain information about the types of personal information that companies with whom they have an established business relationship (and that are not otherwise exempt) have shared with third parties for direct marketing purposes during the preceding calendar year, including the names and addresses of those third parties, and examples of the types of services or products marketed by those third parties. If you wish to submit a request pursuant to Section 1798.83, please contact us via email at [iamlunasoulwellness@gmail.com](mailto:iamlunasoulwellness@gmail.com).

**f. Nevada privacy rights**

If you are a resident of Nevada, you have the right to opt-out of the sale of certain personal information to third parties. You can exercise this right by contacting us at [iamlunasoulwellness@gmail.com](mailto:iamlunasoulwellness@gmail.com) with the subject line “Nevada Do Not Sell Request” and providing us with your name and the email address associated with your account. Please note that we do not currently sell your personal information as sales are defined in Nevada Revised Statutes Chapter 603A.

**g. Limitation of liability**

By accessing this website and/or providing us with Personal Information and other data, you expressly and unconditionally release and hold us harmless from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of such information.

**h. Requests and inquiries**

To submit a request relating to your personal information, or other inquiries regarding the information in this Privacy Policy, please contact us by e-mail at [iamlunasoulwellness@gmail.com](mailto:iamlunasoulwellness@gmail.com).

**i. Updates to this Privacy Policy**

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may update or make other changes to this Privacy Policy from time to time, without notice. We will notify you about changes that significantly impact our use of your personal information by placing a prominent notice on this website or by sending you an email. We recommend revisiting this page periodically to make sure that you have the most recent information regarding our collection and use of your personal information. To the extent permitted under applicable law, we will understand your use of our website and Products after an update to this Privacy Policy to reflect your consent to the practices described in this Privacy Policy. For the avoidance of doubt, disputes arising as considered in this document will be resolved in accordance with the Privacy Policy in effect at the time the dispute arose.

**j. Contact**

Please contact us with any questions, comments or concerns about this Privacy Policy or our use of your personal information by e-mail at [iamlunasoulwellness@gmail.com](mailto:iamlunasoulwellness@gmail.com).