

BABY HAIR LIFESTYLE

PRIVACY POLICY

Effective Date: August 28, 2026

Welcome to **BABY HAIR LIFESTYLE** ("Baby Hair Lifestyle," "we," "us," or "our"). We respect your privacy and are committed to protecting the personal information you provide when you visit our website, shop with us, contact us, use our live chat, or otherwise interact with our services.

This Privacy Policy explains what information we may collect, how we use it, how we may share it, how we protect it, and the choices you may have regarding your information.

By using **babyhairlifestyle.com**, you acknowledge the practices described in this Privacy Policy.

1. INFORMATION WE COLLECT

Depending on how you interact with Baby Hair Lifestyle, we may collect information such as:

Information You Provide Directly

When you place an order, contact us, subscribe to communications, use live chat, or otherwise interact with our website, we may collect:

- Full name
- Email address
- Phone number
- Billing information
- Shipping address
- Order information
- Products purchased or considered
- Communication history
- Information you provide through customer service or live chat
- Information you voluntarily provide when submitting a question, request, review, or other communication

Please do not send sensitive information that we do not request.

Payment Information

When you purchase products through our website, payment information may be collected and processed by our payment-processing providers.

Baby Hair Lifestyle does not need to receive or store your complete credit-card number when payment processing is handled by a third-party payment provider.

Payment providers may collect information necessary to authorize and process your transaction, prevent fraud, and comply with applicable laws.

Automatically Collected Information

When you visit our website, certain information may automatically be collected by our website platform, analytics providers, security services, advertising technologies, or other technology providers.

This information may include:

- IP address
- Browser type
- Device type
- Operating system
- Approximate geographic information
- Pages visited
- Products viewed
- Referring website
- Date and time of visits
- Website interactions
- Technical and diagnostic information

This information may be used to help operate, secure, analyze, and improve our website.

2. HOW WE USE YOUR INFORMATION

We may use personal information for legitimate business purposes, including to:

- Process and fulfill orders
- Process payments
- Ship purchased products
- Provide order confirmations and shipping updates
- Respond to customer-service requests
- Provide live-chat support
- Communicate with you about your order
- Provide requested information
- Improve our website and shopping experience
- Understand how visitors use our website
- Maintain website security
- Detect and prevent fraud or unauthorized activity
- Troubleshoot technical problems
- Improve our products and services

- Send marketing communications when permitted by law and when you have provided appropriate consent
- Maintain business records
- Comply with legal obligations
- Enforce our policies and protect our rights

We will not use personal information for purposes materially different from those described in this Privacy Policy without providing additional notice when required by applicable law.

3. ORDER AND SHIPPING INFORMATION

When you place an order with Baby Hair Lifestyle, information necessary to complete your purchase may be shared with service providers involved in payment processing, order fulfillment, shipping, delivery, fraud prevention, website operations, and customer support.

For example, your name and shipping address may need to be provided to a shipping carrier so your order can be delivered.

Shipping and tracking information may also be used to provide you with shipment updates.

4. EMAIL COMMUNICATIONS

If you provide your email address, we may use it to:

- Send order confirmations
- Provide shipping and tracking information
- Respond to customer-service requests
- Send important account or transaction-related communications
- Send promotional or marketing communications when permitted

You may unsubscribe from promotional emails by using the unsubscribe option included in the applicable email.

Even if you unsubscribe from marketing communications, we may continue sending transactional or service-related communications that are necessary to complete or support an order or provide requested services.

For privacy-related questions, contact:

info@babyhairlifestyle.com

5. LIVE CHAT

Baby Hair Lifestyle provides customer support through live chat.

When you use live chat, information you provide may be collected and stored by Baby Hair Lifestyle and/or the third-party technology provider operating the chat service.

This information may include:

- Your name
- Email address
- Questions or messages
- Order information
- Technical information
- Conversation history

Live-chat information may be used to respond to your request, provide customer service, troubleshoot issues, and improve our customer-support experience.

Please do not provide passwords, full payment-card numbers, Social Security numbers, or other highly sensitive information through live chat unless specifically requested through a secure process.

6. COOKIES AND TRACKING TECHNOLOGIES

Our website and third-party service providers may use cookies, pixels, tags, analytics tools, and similar technologies.

These technologies may be used to:

- Keep the website functioning properly
- Remember preferences
- Maintain shopping-cart functionality
- Understand website traffic
- Analyze website performance
- Improve the customer experience
- Detect security issues
- Measure marketing effectiveness
- Provide advertising or personalized content where applicable

You may be able to control cookies through your browser or device settings.

Disabling certain cookies may affect the functionality of portions of the website.

7. THIRD-PARTY SERVICE PROVIDERS

Baby Hair Lifestyle may use third-party companies to help operate our website and business.

These providers may assist with services such as:

- Website hosting and website functionality
- E-commerce functionality
- Payment processing
- Shipping and delivery
- Package tracking
- Email communication
- Customer support and live chat
- Analytics
- Advertising and marketing
- Fraud prevention
- Website security
- Technology and infrastructure

These third parties may have access to information only to the extent reasonably necessary to provide services to Baby Hair Lifestyle, subject to their own privacy practices and applicable law.

We do not control the privacy practices of independent third parties.

8. SOCIAL MEDIA

Baby Hair Lifestyle maintains and may link to social-media accounts and platforms, including TikTok, Instagram, Facebook, and YouTube.

If you interact with us through a social-media platform, the platform may collect and process information according to its own privacy policy.

Your interactions with third-party social-media platforms are governed by those platforms' terms and privacy policies.

Baby Hair Lifestyle's website currently provides links to its social-media presence.

9. HOW WE SHARE INFORMATION

We may share personal information when reasonably necessary for legitimate business purposes, including with:

- Payment processors
- Shipping carriers
- Website and hosting providers
- E-commerce service providers
- Customer-support and live-chat providers
- Email and communication providers
- Analytics providers
- Marketing and advertising providers
- Fraud-prevention and security providers
- Professional advisers
- Government agencies or law-enforcement authorities when legally required
- Other parties when necessary to protect our rights, property, customers, or business

We may also disclose information in connection with a merger, acquisition, financing, sale of assets, reorganization, bankruptcy, or similar business transaction.

We do not state that we "sell" personal information unless and until our actual business practices meet the applicable legal definition of a sale.

10. TARGETED ADVERTISING AND MARKETING

We may use analytics, advertising, or marketing technologies to understand website activity and measure or improve advertising campaigns.

Depending on the technologies used on our website, these providers may receive information such as browsing activity, device information, website interactions, or identifiers.

Where required by applicable law, we will provide appropriate choices regarding targeted advertising or certain forms of data sharing.

You may also be able to control certain advertising technologies through your browser, device, or the settings provided by the applicable advertising platform.

11. DATA SECURITY

We take reasonable administrative, technical, and organizational measures designed to protect personal information from unauthorized access, disclosure, alteration, misuse, or destruction.

However, no website, online service, electronic transmission, or storage system can be guaranteed to be completely secure.

For this reason, we cannot guarantee absolute security of your information.

The FTC recommends that businesses take reasonable steps to know what personal information they maintain, limit unnecessary collection, protect information, dispose of information appropriately, and prepare for security incidents.

12. HOW LONG WE KEEP INFORMATION

We may retain personal information for as long as reasonably necessary to:

- Complete transactions
- Provide services
- Maintain business and transaction records
- Resolve disputes
- Prevent fraud
- Enforce agreements
- Meet legal, tax, accounting, or regulatory obligations
- Protect our business and customers

The length of time information is retained may vary depending on the type of information and why it was collected.

When information is no longer reasonably necessary, we may delete, anonymize, or securely dispose of it, subject to applicable legal requirements.

13. CHILDREN'S PRIVACY

Baby Hair Lifestyle is not intended to knowingly collect personal information from children under the age of 13.

We do not knowingly request or intentionally collect personal information from children under 13.

If you believe a child under 13 has provided personal information to us, please contact us at:

info@babyhairlifestyle.com

If we become aware that we have collected personal information from a child under 13 without appropriate consent, we will take reasonable steps to delete the information as required by applicable law.

14. YOUR PRIVACY RIGHTS

Depending on where you live and whether applicable privacy laws apply to you, you may have certain rights regarding your personal information.

These rights may include:

- The right to know what personal information we collect
- The right to access personal information
- The right to request correction of inaccurate information
- The right to request deletion of personal information
- The right to obtain a copy of certain personal information
- The right to opt out of certain targeted advertising or data-sharing activities where applicable
- The right to withdraw consent where processing is based on consent
- The right to appeal certain privacy-request decisions where required
- The right not to receive unlawful discrimination for exercising applicable privacy rights

Not every right applies in every circumstance.

15. TEXAS PRIVACY RIGHTS

Baby Hair Lifestyle operates in Texas.

Certain Texas residents may have privacy rights under the Texas Data Privacy and Security Act ("TDPSA") if the law applies to the business and the individual.

Depending on applicability, Texas consumers may have rights concerning access, correction, deletion, portability, and certain forms of data processing, as well as rights concerning targeted advertising and certain data sales.

Texas law also provides applicable consumers with a process for submitting privacy requests and, in certain circumstances, appealing a decision regarding a request.

To submit a privacy request, contact:

info@babyhairlifestyle.com

We may need to verify your identity before completing certain requests.

16. CALIFORNIA PRIVACY RIGHTS

If you are a California resident, additional privacy rights may apply to you under California privacy law, depending on whether the applicable legal requirements and exemptions apply to Baby Hair Lifestyle.

These rights may include rights to access, correct, delete, or obtain certain information and rights concerning certain sharing or use of personal information.

If applicable, California residents may submit a privacy request by contacting:

info@babyhairlifestyle.com

We will process qualifying requests in accordance with applicable law.

17. EUROPEAN AND OTHER INTERNATIONAL USERS

If you access Baby Hair Lifestyle from outside the United States, privacy laws in your jurisdiction may provide additional rights.

Where applicable, such rights may include access, correction, deletion, restriction of processing, data portability, objection to processing, and withdrawal of consent.

International users should understand that Baby Hair Lifestyle and its service providers may process information in the United States or other countries where our service providers operate.

Where legally required, appropriate safeguards will be used for international transfers.

18. DO NOT TRACK

Some internet browsers provide a "Do Not Track" setting.

Because there is not currently a uniform industry standard for responding to Do Not Track signals in all circumstances, our website may not respond to every browser Do Not Track signal.

Where applicable law requires recognition of a browser-based privacy preference signal, we will honor that signal as required by law.

19. LINKS TO OTHER WEBSITES

Our website may contain links to third-party websites, including social-media platforms, payment services, shipping services, or other websites.

Once you leave Baby Hair Lifestyle's website, the privacy practices of the third-party website will apply.

We encourage you to review the privacy policies of third-party websites before providing them with personal information.

Baby Hair Lifestyle is not responsible for the privacy, security, or content practices of third-party websites.

20. YOUR RESPONSIBILITY

You are responsible for ensuring that information you provide to Baby Hair Lifestyle is accurate and current.

Please do not provide information belonging to another person unless you have permission or legal authority to do so.

You should also take reasonable precautions to protect your own account, device, email account, and other credentials.

21. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes to:

- Our website
- Our products or services
- Our business practices
- Technology
- Privacy laws
- Security practices
- Third-party service providers

When we update this policy, we will revise the "Effective Date" at the top of the policy.

We encourage you to periodically review this page for the most current version.

Your continued use of the website after an updated Privacy Policy is posted may constitute acknowledgment of the updated policy to the extent permitted by law.

22. CONTACT US

If you have questions, concerns, or requests regarding this Privacy Policy or the way Baby Hair Lifestyle handles personal information, please contact us.

BABY HAIR LIFESTYLE

Email: info@babyhairlifestyle.com

Live Chat: Available 24/7 through the Baby Hair Lifestyle website

Website: babyhairlifestyle.com

Mailing Address:

P.O. Box 5585
Kingwood, TX 77325

PRIVACY REQUESTS

For privacy-related requests, please include:

1. Your full name
2. Email address associated with your interaction or order
3. The nature of your request
4. Any additional information reasonably necessary to verify your identity

We may request additional information to verify that a privacy request is being made by the appropriate individual.

We will respond to qualifying requests within the time period required by applicable law.

FINAL NOTICE

Baby Hair Lifestyle values the trust of its customers and is committed to handling personal information responsibly.

By using **babyhairlifestyle.com**, you acknowledge that you have had an opportunity to review this Privacy Policy.

© 2026 BABY HAIR LIFESTYLE. ALL RIGHTS RESERVED.