Welcome to Alza4

Alza4 LLC., a Pennsylvania company (“Alza4”, “we”, “our”, “us”) with principal offices at 631 Harts Ridge Rd, Conshohocken, PA, 19428, USA and privacy contact email [info@Alza4.com](mailto:info@alza4.com), operates the websites located at the URLs [https://Alza4.com](http://alza4.com/). This Privacy Policy governs the foregoing websites and any other websites that display or link to this Privacy Policy (collectively the “Website”).

Last Updated: May 5, 2025.

NOTICE TO PENNSYLVANIA RESIDENTS

Pennsylvania Notice at Collection

Alza4 collects personal information from our customers as detailed in our Privacy Policy in connection with the products and services that Alza4 offers. This includes information collected online through our website (both when a customer accesses the Website and/or makes a purchase on the Website), branded pages on third party platforms (i.e., social networking services), and through our direct marketing campaigns or other online communications, as well as offline through our in-store, events and mobile messaging services (collectively, “Alza4 Services”).

The following serves as our notice at collection of personal information in accordance with Pennsylvania law. If you would like to opt out of the sale or share of your personal information, you may do so here.

What categories of personal information do we collect? What are the purposes for which we collect and use your personal information?

Identifiers: This includes your first and last name, address, telephone number, email address, date of birth, username, password and any other contact and/or Account information that you provide us either through our website, through accessing our Alza4 Services, or our events or in-store. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our Alza4 Services, we may store your information in an aggregated and anonymized format.

Any Personal Information Described in Subdivision (e) of Section 1798.80:

– Service Provider Information: Information about the mobile or internet service provider you are using with your device to access the Website or Alza4 Services and/or send us messages, including name and IP address. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

– Messages: The date, time and content of any messages you send to us. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

– Payment Information: Credit/debit card and other billing information, including cardholder transaction data, card numbers, expiration dates, billing addresses and CVV codes. This data will be sold or shared in accordance with our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

– Surveys, Quizzes, and Product Testing. We may contact you to participate in surveys, quizzes, or participate in product testing. If you decide to participate, you may be asked to provide certain information which may include personal information. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

– Interactive Features. We and others who use our services may collect personal information that you submit or make available through our interactive features (e.g., messaging and chat features, commenting functionalities, forums, blogs, and social media pages). Any information you provide on the public sections of these features will be considered “public,” unless otherwise required by applicable law, and is not subject to the privacy protections referenced herein. Please exercise caution before revealing any information that may identify you in the real world to other users. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our Website or Alza4 Services, we may store your information in an aggregated and anonymized format.

– Sweepstakes or Contests. We may collect the personal information you provide for any sweepstakes or contests that we offer. In some jurisdictions, we are required to publicly share information of sweepstakes and contest winners. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our website or Alza4 Services, we may store your information in an aggregated and anonymized format.

– Technical Information. We may collect your IP address and other technical information collected from the servers utilized by you or your vendors, such as information and data that is automatically collected upon visiting the Website (i.e., webpage http headers (home server domain names, internet protocol address, operating system type, browser type and language) and information on what pages you access and other information about the way(s) in which you use the Website).

Information provided on any application or authorization, such as your location, your handset type, your UDID (unique handset code) and any other information you or your mobile device provides to us. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

– Device level information. This includes internet and other network activity information, such as ADIDs, cookies, IP address, and other device hardware and software information. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

– Other: Other information you provide to us when you use the Website or otherwise interact with us. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

Professional or Employment-related Information:

– Business Development and Strategic Partnerships. We may collect personal information from individuals and third parties to assess and pursue potential business opportunities. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

– Job Applications. We may post job openings and opportunities on our website or through other platforms. If you reply to one of these postings by submitting your application, CV and/or cover letter to us, we will collect and use your information to assess your qualifications. (See our CCPA Notice for Candidates Applying to Jobs at Alza4 for more information regarding the categories of personal information that Alza4 collects about Pennsylvania residents applying for jobs at Alza4 and the purposes for which we use that information.) We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

Commercial Information. This includes your purchase/usage history, and goods/service preferences. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

Geolocation Information. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

Audio and Visual Information. The public spaces in our physical locations are protected by CCTV. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

Inferences. We collect profile inferences that we draw from the above categories of personal information and web activity to create a personalized profile so we can better identify goods and services that may be of interest. This data will be sold or shared as described in more detail in our Privacy Policy. We will retain your information as long as needed to enable you to access the Website or Alza4 Services, or otherwise interact with you, and for as long as you or we can bring a legal claim. After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

What are the purposes for which we collect and use your personal information?

to authenticate and verify individual identities, including requests to exercise your rights under this privacy policy.

to provide customized information and offers of products and services, including to enable third party services to display customized content and advertising provided by us.

to manage and communicate with you about your account with us, including responding to your questions and providing customer or technical support.

for the purposes of processing payments and fulfilling orders for products or services placed by you, processing your request to use our interest-free payment plans and order fulfillment and tracking.

for statistical purposes.

to publish feedback, personal testimonials, and other information in our editorial publications and online articles.

to provide information about our company such as newsletters or other communications, and to deliver advertising and promotional information from our partners and third party vendors.

to improve our technologies, including for the purpose of enhancing your experience on the Website.

to provide marketing messages, promotions, offers of products and services and other content which we think will be of specific interest to you, where you have consented (or not opted out, as applicable).

to participate in data cooperatives in order to send catalogues, direct mail, and/or other direct marketing to customers and better understand their buying habits.

to process applications if you apply for a job that we post on our website.

to manage and secure our operations including detecting security incidents, protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for that activity; debugging to identify and repair errors with our website; and auditing relating to interactions, transactions and other compliance activities.

to enforce our agreements and policies

to comply with our legal obligations.

Additional Purposes:

We may also use the personal information you provide to us for other purposes as disclosed at the time you provide your personal information or otherwise with your consent.

Scope of Policy

This Privacy Policy explains how we collect, use, disclose and manage your personal information that you provide to us when using the Website, Alza4 Services, or otherwise, as well as our privacy practices. This Privacy Policy applies, without limitation, to any individual or entity that (i) uses the Website or uses Alza4 Services, (ii) creates an Account (as defined in our Terms of Service), or (iii) otherwise provides any personal information to us.

Please note that this Privacy Policy contains separate components with varied rights that may apply to you differently depending upon where you live or where you are accessing the Website or Alza4 Services. (Pennsylvania residents applying for jobs at Alza4: Please see our CCPA Notice for Candidates Applying to Jobs at Alza4.

WHEN YOU ACCESS THE WEBSITE OR ALZA4 SERVICES, OR OTHERWISE PROVIDE ANY INFORMATION TO US, YOU AGREE TO THIS PRIVACY POLICY, INCLUDING THE MANNER IN WHICH WE USE YOUR INFORMATION, WHETHER OR NOT YOU HAVE AN ACCOUNT WITH ALZA4. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, OR TO ANY CHANGES WE SUBSEQUENTLY MAKE TO THIS PRIVACY POLICY, YOU MUST IMMEDIATELY STOP USING THE WEBSITE OR OTHERWISE PROVIDING ANY INFORMATION TO US.

The Website contains links to other websites. This Privacy Policy does not apply to information collected on or through any such third-party websites. We are not responsible for the privacy practices of such third parties or the content of their websites. Such third parties have their own privacy policies, and you should review those privacy policies to determine their privacy practices.

Information Collected

When information identifies or is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household, we refer to it as “personal information.”

We collect the following information:

Contact and Account Information: Your name, addresses, telephone numbers, email addresses, date of birth, username, password and any other contact and/or Account information that you provide us either through Alza4 Services, our Website, our events or in-store;

Service Provider Information: Information about the mobile or internet service provider you are using with your device to access the Website or Alza4 Services, and/or send us messages, including name and IP address.

Messages: The date, time and content of any messages you send to us;

Payment Information: Credit/debit card and other billing information, including cardholder transaction data, card numbers, expiration dates, billing addresses and CVV codes.

Surveys, Quizzes, and Product Testing. We may contact you to participate in surveys, quizzes, or participate in product testing. If you decide to participate, you may be asked to provide certain information which may include personal information.

Interactive Features. We and others who use our services may collect personal information that you submit or make available through our interactive features (e.g., messaging and chat features, commenting functionalities, forums, blogs, and social media pages). Any information you provide on the public sections of these features will be considered “public,” unless otherwise required by applicable law, and is not subject to the privacy protections referenced herein. Please exercise caution before revealing any information that may identify you in the real world to other users.

Sweepstakes or Contests. We may collect the personal information you provide for any sweepstakes or contests that we offer. In some jurisdictions, we are required to publicly share information of sweepstakes and contest winners.

Business Development and Strategic Partnerships. We may collect personal information from individuals and third parties to assess and pursue potential business opportunities.

Job Applications. We may post job openings and opportunities on our website or through other platforms. If you reply to one of these postings by submitting your application, CV and/or cover letter to us, we will collect and use your information to assess your qualifications. (See below under “CCPA Notice for Candidates Applying to Jobs at Alza4” for more information regarding the categories of personal information that Alza4 collects about Pennsylvania residents applying for jobs at Alza4 and the purposes for which we use that information.)

Technical Information:

IP address and other technical information collected from the servers utilized by you or your vendors, such as information and data that is automatically collected upon visiting the Website (i.e., webpage http headers (home server domain names, internet protocol address, operating system type, browser type and language) and information on what pages you access and other information about the way(s) in which you use the Website).

Information provided on any application (including the App) or authorization, such as your location, your handset type, your UDID (unique handset code) and any other information you or your mobile device provides to us;

Other: Other information you provide to us when you use the Website or other Alza4 Services or otherwise interact with us.

Information listed above which we aggregate and/or anonymize so that it is not linked to you.

How Information is Collected

We collect information through one or more of the following ways:

the completion of electronic forms found on the Website or on a third party hosted website, whether via computer or mobile device.

the completion of paper forms provided to us.

SMS (Short Message Service) messages sent via cell phone, or through email and other communications.

telephone calls made to us, or vice versa.

surveys and quizzes.

referring websites or third parties, including social media sites such as Facebook, Twitter, Threads, TikTok, Tumblr, Instagram, Pinterest, YouTube, Google+ and others including by virtue of advertisements placed by us on websites maintained by those third parties.

our affiliates and licensees.

the maintenance and analysis of Website server logs.

offers in which you participate.

events that we host or by visiting our stores; and

“cookies” (small text files placed by us on your computer(s)), single pixel GIF image files (also called “Web beacons”), Website server log analysis and other similar technological means. See “Use of Web Technologies” Section below.

Location information: We collect information about your location based on:

derivations made from the IP address from which you connect; and

if you consent (by accepting on your mobile operating system), the Global Positioning System (GPS) of your device if applicable (together, “Location Information”).

We (and our service providers) use your Location Information to provide you with localized nearby services or value-added services (including marketing) that we think you’d like. Where possible, we may also use Location Information to enhance or localize content and services that you use. If you do not wish to share your GPS location with us, you can switch off GPS functionality on your mobile device. If you otherwise wish to withdraw your consent to us using cell ID data and GPS data, email us at [info@Alza4.com](mailto:info@alza4.com).

Certain portions of the Website require that you register for an Account before being able to access them. On those portions of the Website that require registration, we collect information to create your account, as well as to determine specific content, products and services that will be of particular interest to you. By collecting and maintaining accurate information, we learn more about your interests and needs and are better able to provide you with such content and with offers for such products and services.

Use of Information Collected

We use the information we collect:

to authenticate and verify individual identities, including requests to exercise your rights under this privacy policy.

to provide customized information and offers of products and services, including to enable third party services to display customized content and advertising provided by us.

to manage and communicate with you about your account with us, including responding to your questions and providing customer or technical support.

for the purposes of processing payments and fulfilling orders for products or services placed by you, processing your request to use our interest-free payment plans and order fulfillment and tracking.

for statistical purposes.

to publish feedback, personal testimonials, and other information in our editorial publications and online articles.

to provide information about our company such as newsletters or other communications, and to deliver advertising and promotional information from our partners and third-party vendors.

to improve our technologies, including for the purpose of enhancing your experience on the Website.

to provide marketing messages, promotions, offers of products and services and other content which we think will be of specific interest to you, where you have consented (or not opted out, as applicable).

to participate in data cooperatives to send catalogues, direct mail, and/or other direct marketing to customers and better understand their buying habits.

to process applications if you apply for a job that we post on our website.

to manage and secure our operations including detecting security incidents, protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for that activity; debugging to identify and repair errors with our website; and auditing interactions, transactions and other compliance activities.

to enforce our agreements and policies

to comply with our legal obligations.

We store or transfer your credit/debit card data in order to more easily provide services to you. If such credit/debit card and other billing information is collected and/or stored, such credit/debit card and other billing information will be collected and transferred over a secure connection in accordance with applicable regulatory requirements and is used only for processing underlying transactions.

Where you have consented (or not opted out, as applicable), we add your information to our databases to contact you through future emails, postal mailings and SMS text-messaging regarding site updates, upcoming offers and events, new products and services and/or the status of orders placed online.

When you sign up for an account with us, we will send you a welcome email. We will also communicate with you in response to your inquiries, to provide any services you request, to provide newsletters or other updates that you request and to manage your account. In addition, when you register an Account with us, you can consent to our contacting you by email and to receiving our email subscriptions, editorial emails and advertorial emails (see below) from us. If, at any time, you no longer want us to contact you by email and/or receive our email subscriptions, editorial emails and advertorial emails, you can opt out of these functions by changing the preferences in your Account. You can contact customer service by email, telephone or postal mail at the contact information listed below to assist you with any such changes to your Account.

If you have an Account with us, then from time to time, and in addition to emails or email subscriptions sent by us, we will send you emails that contain advertising or other content sponsored by third party retailers or businesses (“advertorial emails”). These advertorial emails are clearly marked as such in the subject line and a note at the top of the article itself. The content is paid for by our sponsors and does not reflect the opinions of our editorial staff. If you prefer not to receive these emails, you can deactivate your Account or otherwise opt-out as provided in the “How to Submit a Request” section of this Privacy Policy below. We send advertorial emails on behalf of the third-party sponsors. We do not share your personally identifiable information with such sponsors, except as otherwise provided in this Privacy Policy, but we can sell or share aggregate, non-personal information with such sponsors for any legally permissible purpose.

Sharing of Information Collected with Third Parties

We reserve the right to rent or sell the information we collect from you to third parties.

We also share your information with certain third parties in other circumstances, including when complying with legal process, preventing fraud or imminent harm and/or ensuring the security of our network and services.

We will share certain of your information with third parties for the purpose of fulfilling orders for products or services placed by you. We will share your credit/debit card data only with those directly involved in the processing of the underlying transaction, and who maintain appropriate security measures designed to safeguard such information.

We will share your information with third parties, such as brand partners, to provide you with a product or service you have requested, or to invite you to participate in an offer or an event. We may also share your information with business partners with whom we jointly offer products or services. In some cases, we will ask our partners to send invitations or offers on our behalf.

We will also share certain of your information with third parties for the purpose of providing you with newsletters or other communications.

When we use third parties to assist us in collecting and/or processing your personal information, we typically request that they comply with this Privacy Policy and any other appropriate confidentiality and security measures. However, we make no representation or warranty that such third parties will comply with any such request.

We will provide you with direct access to functionality from other third parties, including Facebook, Twitter, Instagram, YouTube, Pinterest, Spotify, advertising networks and others. The placement of social media widgets, or advertising units on the Website can permit these third parties to see information about you and your activities via cookies, web beacons and other technologies they place and/or access on your browser or device, even if you do not interact with them.

If we go through a business transition, such as a merger, acquisition or sale of our assets, your personal information will likely be among the assets transferred. You will be notified of any such change in ownership or control of your personal information. We transfer your information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganization, stock sale or other change in control.

We also use and disclose your information to parties connected with the contemplated or actual financing, insuring, sale, assignment or other disposal of all or part of our business or assets, including for the purpose of determining whether to proceed or continue with such transaction or business relationship or fulfilling any records or other reporting requirements to such parties. Other than to the extent that use and disclosure is pursuant to a court order, we will require such parties and successors in interest to treat your information in accordance with this Privacy Policy and to use and disclose it only for the purposes for which it was collected.

We reserve the right to release information to law enforcement or other governmental officials as we, in our sole discretion, deem necessary to comply with applicable law.

Use of Web Technologies

Cookies

A cookie is a small text file that is stored on a user’s computer for record keeping purposes. We use cookies on the Website. We link the information we store in cookies to personally identifiable information that you submit while on the Website. We use both session ID cookies and persistent cookies. A session ID cookie expires when a browser is closed. A persistent cookie remains on your hard drive for an extended period of time. Persistent cookies also enable us to track and target the interests of our users to enhance the experience on the Website. You can remove the persistent cookies by following the directions provided in your internet browser’s “help” file. If you reject cookies, you can still use the Website but your ability to use areas of the Website will be limited.

Tracking Pixels

We employ software technology called tracking pixels (a/k/a web beacons/web bugs/clear gifs) that enables us to better manage the content on the Website by informing us what content is effective. Tracking pixels are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of visitors to a website. In contrast to cookies, which are stored on a user’s computer hard drive, tracking pixels are embedded invisibly on website pages and are about the size of the period at the end of a sentence. We do not tie the information gathered by tracking pixels to your personally identifiable information.

We use tracking pixels in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you would like to opt-out of these emails, please see the “How to Submit a Request” section of this Privacy Policy below.

Log Files

As is true of most websites, we gather information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp and clickstream data. We use this information, which does not identify individual users, to analyze trends, to administer the Website, to track the movements of users around the Website and to gather demographic information about our user base.

What types of cookies and other Web Technologies do we use and how do we use them?

The types of cookies and similar technologies used by us and our partners in connection with the Website can be classified into one of five categories, namely ‘essential Website cookies’, ‘functionality cookies’, ‘analytics and performance cookies’, ‘advertising cookies’, and ‘social media cookies’. Cookies do a lot of different tasks to ensure you enjoy your visit to our Website, for example, they are used to remember your preferences on our Website, to help you navigate between pages more efficiently, to enable you to log into your account more easily and to make sure the adverts you see on our Website are relevant to you and your interests. We have set out some further information about each category, and the purposes of the cookies we and third parties are set in the following table.

You can block these cookies and similar technologies by changing your browser setting. However, in relation to those that are essential for the operation or improve the functionality of the Website, this may impact your use of the Website.

Type of cookie

What it does

Cookies necessary for essential Website purposes

These cookies are essential to provide you with the Website and any services available through this Website and to use some of its features, such as access to secure areas. Without these cookies, services you have asked for, like transactional pages and secure login accounts, would not be possible.

Functionality Cookies

Functional cookies record information about choices you’ve made and allow us to tailor the Website to you. These cookies mean that when you continue to use or come back to the Website, we can provide you with our services as you have asked for them to be provided.

These cookies allow us to:

Save your location preference if you have set your location on your homepage, if applicable, to receive a local weather forecast.

Remember settings you have applied, such as layout, text size, preferences, and colors.

Show you when you are logged in; and

Store accessibility options.

Performance Cookies

We use performance/analytics cookies to analyze how the Website is accessed, used, or is performing to provide you with better user experience and to maintain, operate and continually improve the Website.

We use Google Analytics, which is a web analytics tool that helps us understand how users engage with the Website. Like many services, Google Analytics uses first-party cookies to track user interactions, as in our case, where they are used to collect information about how users use our site. This information is used to compile reports and to help us improve our website. The reports disclose website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how you visit our site – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this Google page: <https://tools.google.com/dlpage/gaoptout>.

These cookies allow us to:

Better understand our website visitors so that we can improve how we present our content.

Test different design ideas for pages, such as our homepage.

Collect information about Website visitors such as where they are located and what browsers they are using.

Determine the number of unique users of the Website.

Improve the Website by measuring any errors that occur; and

Conduct research and diagnostics to improve product offerings.

Advertising and Targeting Cookies

As you use our website, you will notice that it features advertising. We allow third party companies, including advertising companies, to place cookies on our website.

These cookies enable such companies to track your activity across various sites where they display ads and record your activities so they can show ads that they consider relevant to you as you browse the Internet.

Cookies also allow us and third parties to know whether you have seen an ad or a type of ad, and how long it has been since you’ve last seen it. This information is used for frequency capping purposes, to help tailor the ads you see, and to measure the effectiveness of ads.

We can use information from one device to help personalize your experience on another device.

Social Media Cookies

On some pages of our website, third parties that provide applications through our website will set their own cookies to track the success of their applications or customize applications for you. Because of how cookies work, we cannot access these cookies, nor can the third parties access the data in cookies used by us. [Some pages of our website will also contain embedded content, such as video content from YouTube, and these sites will set their own cookies.]

These cookies are used when you share an article using a social media sharing button on our website (e.g., Facebook, Twitter, or Google Plus) as the social network that has created the button will record that you have done this. If you are logged in to your account with the third party, the third party will be able to link information about you with your actions via cookies.

In addition to the cookies we use on this website, we also use cookies and similar technologies in some emails and push notifications which enable us to understand whether you have opened the email and how you have interacted with it. If you have enabled images, cookies will also be set on your computer or mobile device and will also be set if you click on any link within the email.

Do Not Track

When you use the Website, you may have set your browser or other means used to access the Website to send “do not track” requests to us. At this time, we do not respond to such “do not track” requests, although we may choose to do so in the future.

Security

We take reasonable precautions to protect the confidentiality and security of your personally identifiable information by using industry recognized security safeguards. Unfortunately, no method of transmission over the Internet is completely secure. Therefore, while we strive to protect your personal identifiable information within industry standards, we cannot guarantee its absolute security.

We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of your personal identifiable information. Our security procedures mean that we will occasionally request proof of identity before we disclose personal information to you. You are responsible for protecting against unauthorized access to your password and to your computer/mobile device. We ask you not to share your password with anyone.

Our employees are trained and required to safeguard your information. Our internal controls limit access to personally identifiable information based on job functionality.

No Information Collected from Children

The content and services provided by us or our affiliates, sponsors and advertisers, including without limitation the Website, are not intended for anyone under the age of 18 and you should not access such content or services if you are under the age of 18. No information is knowingly collected or retained from children under the age of 13, nor is any such information knowingly used for any marketing or promotional purposes whatsoever, either inside or outside the Website. No part of the Website is designed to attract anyone under the age of 13. Children are not eligible to use any services provided by us and we ask that children under the age of 13 not submit any personal information to us or visit the Website.

If you are a parent or guardian and believe your child has uploaded personal information to our site without your consent, you may contact us at [info@Alza4.com](mailto:info@alza4.com). If we become aware that a child has provided us with personal information in violation of applicable law, we will delete any personal information we have collected, unless we have a legal obligation to keep it.

Third Party Ad Server Networks

Our website uses third parties such as network advertisers to serve advertisements on our website and traffic measurement services to analyze traffic on our website. Network advertisers are third parties that display advertisements based on your visits to our website and other websites you have visited. Third party ad serving enables us to target advertisements to you. Our website’s third-party ad network providers, the advertisers, the sponsors and/or traffic measurement services can themselves set and access their own cookies and other technologies on your computer and track certain behavioral information regarding users of your computer via an IP address or other device identifier. These third-party cookies and other technologies are set to, among other things: (a) help deliver tailored advertisements to you; (b) prevent you from seeing the same advertisements too many times; and (c) understand the usefulness to you of the advertisements that have been delivered to you. Note that any images (or any other parts of a web page) served by third parties in association with third party cookies can serve as web beacons, which enable third parties to carry out the previously described activities. Third party cookies, web beacons and other third-party technologies are governed by each third party’s specific privacy policy, not this one.

Manage Accurate Information

If your personally identifiable information changes, or if you no longer choose to use our services or the Website, you can contact customer service by email, telephone or postal mail at the contact information listed below to assist you with changes to your Account. To the extent your Account closes or becomes inactive, we will continue to protect your information as described in this Privacy Policy.

US Privacy Rights

If you are a Pennsylvania resident, you may take advantage of the following privacy rights:

Right to Know: You have the right to know what personal information we have collected about you, including the categories of personal information, the categories of sources from which the personal information is collected, the business or commercial purpose for collecting, selling, or sharing personal information, the categories of third parties to whom we disclose personal information, and the specific pieces of personal information we have collected about you.

Right to Delete: You have the right to delete personal information that we have collected from you. Note that there are some reasons we will not be able to fully address your request, such as if we need to complete a transaction for you, to detect and protect against fraudulent and illegal activity, to exercise our rights, for our internal purposes, or to comply with a legal obligation.

Right to Correct: You have the right to correct inaccurate personal information that we may maintain about you, subject to appropriate verification.

Right to Opt-Out of the Sale or Sharing of Personal Information: You have the right to opt-out of the “sale” or “sharing” of your personal information, as such terms are defined in Pennsylvania privacy laws. This means that, if you opt out, going forward, we will not sell or share your personal information with such third parties to use for their purposes, including cross-context behavioral advertising, unless you later direct us to do so.

Pennsylvania Civil Code Section 1798.83 permits Pennsylvania residents to request certain information regarding our disclosure of such residents’ personal information to third parties for such third parties’ direct marketing purposes. To make such a request, please email us at [info@Alza4.com](mailto:info@alza4.com).

If you are a resident of Connecticut, Colorado, or Virginia, you may take advantage of certain privacy rights, such as to request access, correction, or deletion of your personal information. Because we may “sell” personal information or engage in “targeted advertising” as these terms are defined in Connecticut, Colorado, and Virginia laws, you may also exercise your right to opt-out of such sales or targeted advertising. You have the right to appeal for a denial of your privacy rights.

How to Submit a Request

To take advantage of your right to know, delete, or correct under Pennsylvania, Colorado, Connecticut, or Virginia law, or to submit an appeal of a denial of your privacy rights, please use our webform located here, or contact us by email at [info@Alza4.com](mailto:info@alza4.com). We may request certain information about your interactions with Alza4 to verify your identity before we can respond to your access, deletion, or correction requests. Alza4 will confirm receipt of your request within 10 business days and will respond to your request within 45 calendar days, after proper verification, unless we need additional time, in which case we will let you know.

To take advantage of your right to opt out of the sale or sharing of personal information or to opt out of targeted advertising, please click on the Do Not Sell or Share My Personal Information link which also is on our website footer or email us at [info@Alza4.com](mailto:info@alza4.com). We will work to comply with your opt-out request within 15 business days.

If you want to be removed from our marketing list and do not want us to send you email, postal mail or other messages about our products and services, you can opt out. To do so, please go to the preference center located here.

We value your privacy and will not discriminate in response to your exercise of your privacy rights.

Agent Requests

You may also use an authorized agent to submit access, deletion, or correction request on your behalf. Authorized agents will need to demonstrate that you’ve authorized them to act on your behalf or demonstrate they have power of attorney pursuant to applicable probate law. Alza4 retains the right to request confirmation directly from you, confirming that the agent is authorized to make such a request, or to request additional information to confirm the agent’s identity. An authorized agent is prohibited from using a consumer’s personal information, or any information collected from or about the consumer, for any purpose other than to fulfill the consumer’s requests, for verification, or for fraud prevention.

Mandatory Disclosures

The table below explains the categories of information that we have collected in the past 12 months, the purpose for that collection and the categories of third parties with whom we share that information. (Note: See our CCPA Notice for Candidates Applying to Jobs at Alza4 for more information regarding the categories of personal information that Alza4 collects about Pennsylvania residents applying for jobs at Alza4 and the purposes for which we use that information.)

Category

Purpose of Collection

Disclosed to Third Parties

User provided information (e.g. identifiers, such as first name and last name, email address, phone number)

We use this information to provide the services you request, fulfill your orders, answer and manage your questions or complaints, provide you with information you request, for advertising and marketing purposes, run analytics, statistics and research and to tailor your experience on our services.

We may need to disclose this information to service providers such as our cloud storage, payment processing and interest-free payment plans, order management, shipping fulfilment and tracking, data analytics, logging and operations providers. We may also disclose this information to third parties for advertising and marketing purposes or to jointly offer products and services.

Location Information (geolocation information and commercial information)

We use this information to provide you customized services near you and value-add services near you (including marketing).

We may need to disclose this information to service providers such as our cloud storage, payment processing, order management, shipping fulfilment, data analytics, logging and operations providers.

Survey and quiz responses

We use your survey and quiz responses to improve our services and better understand your preferences.

We may need to disclose this information to service providers such as our cloud storage providers, data analytics and survey and quiz processing providers.

Website and Account usage information (e.g. order history, wait lists, pages viewed, and customer service inquiries)

We use this information to better understand how you use the service and to customize your experience on our services.

We may need to disclose this information to service providers such as our cloud storage, payment processing, order management, shipping fulfilment, data analytics, logging and operations providers.

Device level information (e.g. internet and other network activity information, including ADIDs, cookies, IP addresses, and other device hardware and software information)

We use this information to protect the security of your account and remember your personalized settings. We may also use certain device level information for advertising and marketing purposes.

We may need to disclose this information to service providers such as our cloud storage providers, data analytics providers and advertising partners.

Inferred Data (e.g. inferred user information, preferences or tastes)

We may use this information to provide you with recommendations and customize your experience, optimize or improve our services, and run analytics, statistics and research.

We may need to disclose this information to service providers such as our cloud storage, data analytics, logging and operations providers.

Audio and Visual Information (the public spaces in our physical locations are protected by CCTV.)

We may use this information for the purpose of preventing crime and for your safety and the safety of our employees.

We may need to disclose this information to service providers such as our security and CCTV providers or to law enforcement.

Categories of Personal Information Sold or Shared: In the last 12 months, Alza4 has sold or shared the following categories of personal information:

Identifiers.

Device level information (e.g. internet and other network activity information, including ADIDs, cookies, IP address, and other device hardware and software information);

Commercial Information (e.g., purchases, wait lists and pages viewed);

Data (e.g. inferred user information, preferences or tastes); and

Location Information (geolocation information and commercial information)

Each category of personal information was sold to or shared with third parties, including but not limited to, media partners, social media companies, vendors and service providers (such as data analytics providers), for the business or commercial purposes described in this Privacy Policy, including in connection with providing the Services, and marketing, promotional and other offers to customer and prospective customers.

We sell or share Identifiers (e.g., name, address and email address) and Commercial Information (e.g., purchase history) with data cooperatives that collect such personal information from all of their members. The cooperatives enable members to associate postal addresses with existing consumers to facilitate the mailing of catalogues. They also enable members to better understand the buying patterns of their consumers. To opt out of selling/sharing your personal information, please see the “How to Submit a Request” section of this Privacy Policy.

We do not knowingly sell or share personal information about people under the age of 16.

Categories of Personal Information Disclosed for Business Purposes: In the last 12 months, Alza4 has disclosed the following categories of personal information for a business purpose (such as with our service providers who are restricted from using your personal information outside the scope of their services for Alza4):

Identifiers

Geolocation Information

Commercial Information

Internet and other network activity information

Inferred Data

Audio and Visual Information

Any Personal Information Described in Subdivision (e) of Section 1798.80: this consists of survey and quiz responses, Website and Account usage information (e.g. order history, wait lists, pages viewed, and customer service inquiries)

We disclosed each category to third party business partners, brand partners, service providers, vendors, and other third parties as described in the “Sharing of Information Collected with Third Parties” section of this Privacy Policy.

Use and Disclosure of Sensitive Personal Information: To the extent that we collect, use, or share “sensitive personal information” as that term is defined in applicable Pennsylvania law, we limit our use or disclosure of the sensitive personal information for permitted business purposes

Nevada Residents

If you are a resident of Nevada, you have the right to opt-out the sale of certain personal information to third parties who intend to license or sell that personal information. You can exercise this right by contacting us at [info@Alza4.com](mailto:info@alza4.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.

Additional opt outs related to our website

The opt-out methods in this Section are in addition to any other opt-out rights outlined in this Privacy Policy.

You can opt out of the Ad Tech Network by clicking <http://www.youronlinechoices.com/opt-out-interface>.

If you would like to opt out of having interest-based information collected during your visits to our website or other sites, both the National Advertising Initiative (the “NAI”) and the Digital Advertising Alliance (the “DAA”) offer opt out tools to assist you in managing your choices. Click <http://www.networkadvertising.org/choices/> to visit the NAI opt out page and click <http://www.aboutads.info/choices/> for the DAA opt out page.

You can visit <http://www.networkadvertising.org/understanding-online-advertising/> to learn more about interest-based advertising and your choices regarding having this information used by third parties and your “opt out” choices. Opting out through the DAA or the NAI only means that those DAA or NAI members will no longer be able to deliver targeted content and/or ads to you, which will affect our website as well as other unaffiliated websites, but does not mean you will no longer receive any targeted content and/or ads. Also, if your browsers are configured to reject cookies when you visit these opt out pages, or you subsequently erase your cookies, use a different computer or change web browsers, your opt out choices could not (or could no longer) be effective.

Data Retention

We will retain your information as long as needed to enable you to access the Website or otherwise interact with you, and for as long as you or we can bring a legal claim.

After you have terminated your use of our services, we may store your information in an aggregated and anonymized format.

Privacy Policy Updates

We reserve the right to change this Privacy Policy at any time, so please review it on a regular basis. Any changes made to this Privacy Policy will be posted here and we will notify you of any material changes. The date stamp at the top of the page represents the last day this Privacy Policy was updated. If you have questions about this Privacy Policy, you can contact us at [info@Alza4.com](mailto:info@alza4.com). By maintaining an Account with us, or by using or accessing any services provided by us or the Alza4 Services, you will be deemed to have acknowledged our Privacy Policy.

Contact Us

If you have any questions or suggestions regarding this Privacy Policy, please contact us as follows:

By email: info@Alza4.com