

Poste Card ONLINE PRIVACY AND SECURITY

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At Poste Card, our purpose is to help our users capture, preserve, and share life's important moments and communicate with loved ones through our personalized products. We are equally committed to respecting your privacy.

This Privacy Notice ("Notice") explains how Poste Card ("Poste Card," "we," "our," or "us") collects and uses personal information, and the choices you can make. This Notice applies to your use of poste-card.com and our other Poste Card websites, applications and services that link to this Notice. This Notice also addresses information we collect from you when you contact or interact with one of our customer service representatives, or when you respond to a survey or enter a contest or sweepstakes that we administer.

Our Sites and Apps may be linked on other websites or may contain links to other websites. Our Privacy Notice only applies to our Sites and Apps, and we are not responsible for the privacy practices, security standards, or content of other sites. You should check the privacy policies of those sites before providing your personal information to them.

We encourage you to read this Privacy Notice in its entirety before using our services. By creating an online account, using our services, or making a purchase with us, you acknowledge and consent that you have read and agree to this Privacy Notice. Your use of our Sites and Apps is also subject to our Terms and Conditions.

What personal information do we collect? How do we use that information?

Information Type	Source	Purpose	Service Providers
Personal Identifiers (User Name, Postal Address, Phone Number- E-mail Address, Social Media Handle, Age, Gender)	Provided directly by user	<ul style="list-style-type: none">• Maintaining and servicing your account• Providing customer service• Processing and fulfilling your orders• Processing payments on your orders• Fulfilling customer rewards• Advertising and marketing	<ul style="list-style-type: none">• Product creation and order fulfillment vendors• Customer service providers• Marketing and advertising services• Appointment scheduling services• Surveys, sweepstakes, and contest

		<p>our products to you</p> <ul style="list-style-type: none"> • Detecting security incidents and protecting against malicious, deceptive, fraudulent, or illegal activity 	<p>administrators</p> <ul style="list-style-type: none"> • Payment and chargeback processors • Mailing and shipping services
<p>Household Information (Family Member names, date of birth and/or age)</p>	<p>Provided directly by user</p>	<ul style="list-style-type: none"> • Maintaining and servicing your account • Processing and fulfilling your orders • Fulfilling customer rewards 	<ul style="list-style-type: none"> • Product creation and order fulfillment vendors • Appointment scheduling services
<p>User-Generated Content (including photos, projects and your communication with us)</p>	<p>Provided directly by user</p>	<ul style="list-style-type: none"> • Processing and fulfilling your orders • Providing customer service • Providing you customized product recommendations • Helping you tag and organize your photos • Improving our products, services and related analytics 	<ul style="list-style-type: none"> • Product creation and order fulfillment vendors • Marketing and advertising service providers
<p>Payment information (credit card information)</p>	<p>Provided directly by user</p>	<ul style="list-style-type: none"> • Processing payments on your orders • Detecting security incidents and protecting 	<ul style="list-style-type: none"> • Customer service providers • Payment and chargeback processors • Fraud

		against malicious, deceptive, fraudulent, or illegal activity	prevention and site security
Commercial Information (purchase date, purchase totals, product types)	Provided directly by user	<ul style="list-style-type: none"> • Providing customer service • Processing and fulfilling your orders • Processing payments on your orders • Analytics to improve our products and services • Advertising and marketing our products to you 	<ul style="list-style-type: none"> • Product creation and order fulfillment vendors • Customer service providers • Payment and chargeback processors
Internet or Electronic Network Activity Information and Non-specific Geolocation Information (IP Address, Cookies, Website Browsing and Interaction Activity, Other Device or Browser Identifiers)	Collected indirectly from your browser or device, and information obtained from third-party marketing partners	<ul style="list-style-type: none"> • Maintaining and servicing your account • Providing customer service • Processing and fulfilling your orders • Detecting security incidents and protecting against malicious, deceptive, fraudulent, or illegal activity 	None
Inferences about user preferences and characteristics	Inferred from information provided by you, information collected indirectly from your browser or device, and information obtained	<ul style="list-style-type: none"> • Enhancing your user experience • Improving our products, services and related 	<ul style="list-style-type: none"> • Marketing and advertising service providers • Website performance and analytics

	from third-party marketing database partners	analytics <ul style="list-style-type: none"> • Advertising and marketing our products to you 	vendors
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In addition to any personal information, from time to time we may collect additional information about you through your interactions with us or in other circumstances.

Social Media

If you log into your account with us through a social media site, we will also have access to certain information from that site, such as your name, account information and profile photo, in accordance with the site's account verification procedures. If you subsequently want to unlink your social media account, please contact customer service or use available tools on the site.

If you interact with content on our social media profiles (for example, if you "like" or share a post from Facebook, Twitter, or Instagram accounts), those social media sites may share information about you with us, including your public profile, e-mail address and friend list. If you choose to "like" or share content, information about you may be publicly displayed on the social network, depending on your privacy settings. If you post information on a social media or another third-party service that references us or our products and services (e.g., via a Twitter hashtag), we may publish your post on our social media accounts or websites. For more information about the privacy practices of any social media sites that you may use to log in to your account or to interact with us, you should review the privacy notice of that social media site and check your privacy settings through that site.

Information You Provide About Others

The content you choose to upload to our service, including your photos and the information you store in your address book, may include personal information of others. If you choose to share your photographs or other information with someone else through a feature we offer, we will use the personal information you provide (for example, the e-mail address of the recipient) to fulfill your request and for other purposes described in this Privacy Notice. Before you upload and/or share personal information of others through our service, please ensure that you have the consent of such persons to do so.

Other Information Contained in Your Photos

When you upload your photos to our platforms or give us permission to access the photos stored on your device, your photo content may also include related image information such as the time and the place your photo was taken, tags and similar information stored by your image capture device. For more information, see the section titled Your Photos, below.

Cookies

We and our service providers collect information about how you use our services – for example what web or mobile pages you have viewed – to administer our services, analyze trends, generate analytics, provide a better user experience, improve our products and services, detect and prevent fraud or security incidents and gather broad demographic information for aggregate use. Our Sites, App and emails use pixel tags, web beacons, and similar tracking technologies (collectively referred to as “Cookies”) that are created when you use our online services and are stored on your computer or mobile device.

Cookies help us offer convenient features like storing the contents of your shopping cart until you are ready to check out, remembering your login and account settings, recognizing your browser when you visit, customizing your current and future visits, and providing you with information about products that interest you. Cookies help us personalize your experience and save time during checkout. We also use the information we collect to compile statistics about our visitors and their use of our site to monitor site traffic, develop marketing programs, and improve our website design and content.

We use the information collected by our third-party service providers using Cookies to analyze and track data, improve our services, determine the popularity of certain content, and better understand our users’ online activity. Our service providers may also show you advertisements for our products and services on other websites and may combine this information with other information those service providers have gathered about your visits to those other websites so that the advertisements you receive are more likely to be of interest to you.

Other Sources

We may also obtain data that is publicly available or from third party sources, such as address verification services or third-party marketing database partners, to improve the accuracy of and add to what we know about our customers and prospective customers. We may combine this information with your personal information for the purposes described in this Notice. We also may collect information from other companies, organizations, or third-party partners. For example, we may receive information about you from a partner when we jointly offer services or when you elect to link your Poste Card account with another company’s account.

Employment

In addition to information collected from our users, we and our service providers also collect certain information from candidates who apply for a job with Poste Card and our family of brands to contact you about your application and evaluate your qualifications for the position, including your name, phone number, e-mail address, postal address, education information, employment information, information you provide in connection with your application, information you make available on your social media accounts, information that is available

publicly, and information you authorize us to collect via third parties, including former employer references.

In certain circumstances, you may submit your application for employment through a third-party service that displays our job posting. We do not control the privacy of these third-party services. Please review their privacy policies carefully prior to submitting your application materials.

How long do we retain the personal information we collect about you?

Poste Card will retain your information only for as long as is necessary for the purposes set out in this Notice, for as long as you maintain an account, or as needed to provide the Sites, Apps and associated services (Services) to you. If you no longer want Poste Card to use your information to provide the Services to you, you may close your account. Poste Card will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your information to comply with applicable tax laws), resolve disputes, perform and enforce our agreements, and as otherwise described in this Notice.

How do we share your information with third parties?

We do not “sell” personal information in the ordinary sense of that term. That is, we don’t provide your personally identifiable information to third parties in exchange for money. We may share personal information in the following situations.

Service Providers

We sometimes use third-party service providers to act on our behalf, for example to help us deliver our services, fulfill your product orders, process payments, enhance and personalize your shopping experience with us, deliver our advertisements, and to provide professional, marketing, security and information technology services. These service providers are only allowed to use your information in connection with the specific service they provide on our behalf.

Partners and Affiliates

Posteard is part of the Poste Card family of companies and brands. We may share your information among our corporate affiliates and subsidiaries for purposes described in this Notice. This allows us to offer features such as the ability to use your Poste Card account credentials across all of our Web properties and applications where available. Your membership in other organizations and/or retail membership programs we partner with may entitle you to special offers on our Sites and Apps, in which case we share offer redemption information (which may include your information) with the partner as necessary to fulfill our contractual obligations.

Law Enforcement, Mergers, and Other Situations

We may be required to share your personal information in other, limited circumstances. For example, we may be required to share certain information to respond to a subpoena or similar judicial process, to comply with state, federal or local laws, to protect the security or integrity of our databases or website, to take precautions against liability, in the event of a corporate reorganization or, to the extent required by law, to provide information to law enforcement agencies. If necessary, we may also share information with law enforcement without a subpoena or similar judicial process if doing so may help protect the personal safety of a user, a photo subject, or members of the public. We reserve the right to report to the appropriate law enforcement or government agencies any information that we believe may be evidence of criminal activity or violation of any applicable law.

Additionally, your information may be transferred to another organization if, for example, we negotiate for or transfer the ownership or operation of the Sites and Apps because we have merged with or have been acquired by another organization, if we liquidate our assets, if there is a change in ownership control, or a financing transaction. In those cases, the new company's use of your information will still be subject to this Notice and the privacy preferences you have expressed to us.

Does our website collect information from children?

Our Sites and Apps are intended for use by general audiences and are not targeted directly at children under 18. We will not knowingly collect personally identifiable information from children. If we become aware that a child under the age of 18 has provided personal information through our websites or apps, we will remove their personally identifiable information from our files. If a parent or guardian becomes aware that their child has provided such information through our websites or apps, the parent or guardian should contact us in writing at info@poste-card.com so that we may respond appropriately.

What options do you have to limit our collection and use of your personal information?

You have choices about how your information is collected and used. You can notify us of your preferences when you create an account with us, and if you would like to review or correct your personal information on our Sites and Apps, you can do so via your account settings. There may be times when we are unable to fulfill your request – for example, if providing access to your personal information would reveal confidential commercial or proprietary information or personal information about someone else (and we cannot separate your data), if we are prohibited by law from disclosing the information, or if we have a legal obligation to retain certain data. We may require additional personal information from you for the purposes of verifying your identity and rights.

Some jurisdictions provide additional legal rights including requesting or deleting your data, as described in our Supplemental Notices below.

Opting out of Marketing Communications

If you no longer want to receive marketing communications from us, you can unsubscribe by following instructions contained in the messages you receive, by changing your marketing preferences through your Account Settings, or by contacting us through the Contact Us page of any of our brands. We reserve the right to send you certain communications relating to the services we provide, such as service announcements and administrative messages (for example, communications related to a pending order, an unresolved customer service issue, or a Notice update). We do not offer you the ability to opt-out of receiving those communications.

Cookie Options

You have several options to manage cookies and trackers. If you don't want our Sites and Apps to collect information using these technologies, you can change your web browser settings to reject Cookies from the site or to alert you before a cookie is placed on your computer. Each browser is different, so you should check your browser's "Help" menu to learn how to change these preferences. Please note that cookie and tracker-based opt-outs only apply to the specific computer and browser on which the opt-out cookie is applied. If you clear cookies from your device or switch to a different browser, your opt-out will no longer be valid and you will need to opt out again where you want your choices to apply. If you accept a cookie or tracker, you can delete it at any time through your web browser. If you choose not to accept cookies or trackers used for analytics and site functionality, you will not be able to enjoy all the features available to our registered users.

You may also manage the cookies and trackers we use on our Sites and Apps by following the Cookie Preferences link you will see in the footer of Poste Card webpages. If you make choices and return to our site from a different browser or machine, you will need to repeat these choices.

The Network Advertising Alliance ("NAI") and the Digital Advertising Alliance ("DAA") offer opt-out tools to help you manage your choices for participating companies that use Cookies for Interest-Based Advertising and cross-app advertising. For more information about these tools please visit: [NAI Opt-Out Page](#) and [DAA Opt-Out Page](#). You can also opt out of Google cookies by installing Google Analytics' opt-out browser add-on <https://tools.google.com/dlpage/gaoptout>, and/or the Google Advertising Cookie out-out browser add-on.

"Do Not Track" is a preference you can set in your web browser to let the sites you visit know that you do not want them collecting information about you. Our sites do not currently respond to all "Do Not Track" settings; however, we treat Global Privacy Control signals as requests to opt out of the "sale or sharing" of personal information pursuant to the California Privacy Rights Act.

How do we keep your information secure?

Although no website, application, database or system is completely secure or “hacker proof,” we have safeguards in place to protect against unauthorized access and disclosures of the personal information we control, including technical, physical and administrative safeguards and security measures. Despite these measures, however, we cannot guarantee that our information security safeguards will never be compromised.

How do we make updates to this Notice?

As we implement new technology and introduce new services or otherwise change our privacy practices, or in response to changes in applicable laws or regulations, we may modify this Notice and provide notice to you by posting updates on this page. Please check back periodically to view any updates. Changes to our Notice will become effective when posted. If we change this Privacy Notice in a material way, we will endeavor to promptly notify our users. Your continued use of our websites, mobile applications and/or other services following such notice acknowledges your acceptance of such updated terms.

How can you contact us with questions about your privacy or this Notice?

For further information regarding this website privacy statement or related Poste Card policies and procedures, please contact: info@poste-card.com.

Your Photos

At Poste Card, Pictures are the Big Picture.

Do you share the photos that I upload to Poste Card?

At Poste Card, we value the trust you place in us when you store Your Content on our platform, and we can assure you that we treat Your Content as private information that belongs to you. We share your photos only in the following circumstances:

- **If you ask us to.** Enabling you to share your photos electronically is one of the key benefits we offer at Poste Card. You are able to send an email invitation to your selected recipients, and then allow them to view, save, or purchase products from your pictures. This email invitation contains a link created specifically for your pictures.
- **Order fulfillment and providing our services.** In order to provide our service, the Poste Card employees and agents who work to fulfill your order and service your account may see your Content in the course of performing their jobs. Similarly, if you order a product that includes Your Content, we may share Your Content with service providers who help us fulfill your order. These parties are only allowed to use your photos to perform services for Poste Card, though – they can’t use them for any other purpose.

Does Poste Card use my photos in advertisements?

No, Poste Card does not use your photos in our advertisements. Photos you upload to Poste Card may be incorporated into product recommendations that appear on your Poste Card homepage or in communications we send to you, but these photos aren't used in public advertising, and only you will receive customized product recommendations made using your photos. You may opt out of receiving such communications from us and change your contact preferences within your account at any time.

Does Poste Card collect information from my photos and projects? If so, how do you use it?

- **What we collect.** When you upload your photos to our platform or give us permission to access the photos stored on your device, your photo content may also include related image information such as the time, place and general location your photo was taken, and similar "metadata" captured by your image capture device. If you wish to restrict the capture of image metadata in your individual photos, please adjust the settings on your image capture device.
- **How we use it.** We may analyze your photo content and metadata to help you tag and organize your photos to create products, to make personalized product suggestions and recommendations to you, and to send you reminders and suggestions based on the information you include in your projects, such as birthdays and anniversaries.
- **How long does Poste Card keep my photos? What are my options?** If you have a Poste Card account, you control how long it remains active. Poste Card will retain your photos for as long as you maintain Active Participation with us. See Poste Card's Unlimited Storage for Active Customers for more details. You also have the ability to download and/or delete some or all of the photos in your account at any time. If you delete Poste Card photos from your account, they will be removed from your Poste Card app and web interface, and we will permanently delete them from our system in the regular course of business.

Supplemental Notice Regarding US Privacy Rights

For information about the categories of personal information we may collect from our users, the sources of that information, the purposes for collecting and using that information, and what types of third party service providers we may share that information with, please see our section titled What personal information do we collect? How do we use that information?

Our users have the following options regarding their personal information, which are in keeping with the rights state laws provide:

- The right to request information about personal information that we have collected about that user in the 12 months preceding the user's request (including the categories of information collected, the source of that information, the business purpose of that collection, the categories of third parties with whom that information is shared, and the specific pieces of personal information collected about that particular customer);

- The right to receive requested information in a readily-usable format if provided electronically;
- The right to request that we delete any personal information about the user that we have collected (although we may be entitled to retain some information for certain purposes);
- The right to opt-out of “sales” of personal information to third parties, the sharing of personal information with third parties for targeted advertising purposes, and/or the processing of personal information for targeted advertising purposes;
- The right to update or correct any personal information which is out of date or incorrect; and
- The right to be free from discrimination based on your exercise of your privacy rights.

To exercise your rights pursuant to this Supplemental Notice with respect to Poste Card, please use the Poste Card data privacy tool for customers, the Poste Card data privacy tool with no sign-in, or call PHONE NUMBER. Note that use of our online data privacy tools will resolve your requests more quickly than phone requests.

For the security of your personal information, we cannot respond to a request to access or delete information unless we are able to both verify your identity or authority to make the request and confirm the personal information relates to you and/or your household. If you have an account on any of our Sites and Apps, we may verify your identity by having you log in to your account. If you do not have an account on our Sites and Apps, we will attempt to verify your request by asking you to provide identifying information that we will match to information in our files. We will only use that information for the purpose of verifying your identity or another’s authority to make the request. You can also designate an authorized agent to make a request on your behalf. Your agent will need to provide a Power of Attorney authorizing the agent to act on your behalf, or will need to complete the same verification procedures that would be required for a request submitted by you directly, and provide information that allows us to verify your authorization. If you would like to appeal a decision related to a request to exercise your rights under this Supplemental Notice, please contact us at the above-listed phone numbers, online forms, or email address.

We may deny deletion requests in whole or in part as permitted or required by applicable law. We do not charge a different price or rate or provide a different level or quality of goods or services based on your exercising your data privacy rights. We do not sell personal information in the ordinary sense of that term. That is, we don’t provide your personally identifiable information to third parties in exchange for money. But under some states’ laws, sharing information with third parties for targeted advertising purposes may be considered a “sale” of personal information. US residents have the ability to opt out of such sharing using the above described methods.

Supplemental Notice to residents of California

If you are a California resident under the age of 18, and a registered user of any site where this Notice is posted, you may request and obtain removal of content or information you have

publicly posted on such site. To make such a request, please send an email with the subject line "California Minor Content Removal Request" to info@poste-card.com. Please specify in your request which website or application your request relates to and the specific information or content that you would like removed. Please note that your request does not ensure complete or comprehensive removal of the content or information, because, for example, some of your content may have been reposted by another visitor to our websites.

If you are a former Poste Card employee and would like to exercise your rights with respect to your personal data, please send an email with the subject line "Former Employee Data Request" to info@poste-card.com.

In 2025, Poste Card received and completed 0 verified deletion requests and 0 verified access requests from residents of California, Colorado, Connecticut and Virginia. Poste Card received and completed 0 verified requests to opt-out of sale/sharing from residents of these same states. Poste Card received 0 requests to correct as customers can correct their data within their accounts. Poste Card received 0 requests to limit use and disclosure of sensitive personal information because we do not collect sensitive personal information. Poste Card did not deny any verified requests. Poste Card responded to data subject rights requests within 15 days on average.

We may offer various financial incentives and benefits (such as free shipping, discounts, and other special offers) to users who interact with us in our Sites and Apps and provide personal information. We offer such financial incentives and benefits for business purposes such as increasing engagement and sales or raising brand awareness, and participation is voluntary. These discounts are reasonably related to the value of the personal information shared, which varies by offer and price of items to which discount is applied. Poste Card reserves the right to withdraw or modify the financial incentives we offer at any time.

Supplemental Notice to Residents of Nevada

Nevada law gives Nevada consumers the right to request that a company not sell their personal information for monetary consideration to certain other parties. This right applies even if their personal information is not currently being sold. If you are a Nevada consumer and wish to exercise this right, please click on the Do Not Sell or Share link in the footer of Poste Card webpages or send an email with the subject line "Nevada Resident Do Not Sell Request" to info@poste-card.com.

Supplemental Notice to Visitors from outside of the United States

Our Sites and Apps are hosted in the United States. By using our Sites and Apps, you acknowledge and consent that your information may be transferred to, stored or processed in the United States in accordance with this Privacy Notice and applicable United States laws. Please be aware that U.S. privacy laws, including the rights of authorities to access your personal information, may differ from those that apply in the country in which you reside.