

## **Privacy Policy**

**Last Updated: August 2025**

This Privacy Policy describes the practices of whater-them.com ("we," "our," or "us") regarding the Personal Information we collect from or about you when you use our websites or services (collectively, the "Services").

### **What Information Do We Collect?**

#### **Personal Information You Provide:**

We collect certain personal information you provide to us through:

- Your access or use of the Services;
- Your electronic communications with us, such as inquiries about the Services, including merchandise and other products available on our website;
- Your subscription to our newsletters or updates;
- Your registration for membership offers available through the Services; and
- Your offline communications with us, such as in-person interactions.

The personal information we collect when you provide it directly may include, but is not limited to, the following types of information:

- **Account Information:** When you create an account with us, we collect information associated with your account, including your name, contact details, account credentials, payment card information, and transaction history.
- **Purchase/Registration Information:** When you make or attempt to make a purchase using the Services, we collect your name, email address, shipping address, and phone number.
- **Financial Information:** When you make a purchase using the Services, the payment processors we use may collect payment information you provide, as well as certain government-issued identification for fraud prevention and other purposes permitted by applicable law.
- **Transaction Information:** When you make a purchase using the Services, we collect transaction details such as the purchase amount, product purchased, and purchase date.
- **Communications:** When you communicate with us, we collect your name, contact information, and the content of any messages you send.

You are not required to provide us with any information, but some features of the Services may not be accessible to you unless you provide certain information.

#### **Personal Information Automatically Collected When Using the Services:**

We or some of our providers may collect the following personal information automatically when you use or interact with the Services:

- **Log Data:** We may collect information that your browser or device automatically sends when you interact with the Services, such as your IP address, browser type and settings, and the date and time of your interaction with the Services. Some of our providers may collect this information on our behalf.
- **Usage Data:** We may collect information about how you use the Services, such as frequency of use, the type of content you view or interact with, actions you take, and how you navigate the Services. Some of our providers may collect this information on our behalf.
- **Device Information:** We may collect information about the device you use to interact with the Services, such as the device name, unique identifiers (e.g., IDFA or Android ID), and operating system. Some of our providers may collect this information on our behalf.
- **Location Information:** We may collect information about your general location, inferred from your IP address. Some of our providers may collect this information on our behalf.
- **Cookies, Other Tracking Technologies, and Analytics:** Both we and our providers who supply online analytics products may use cookies, clear GIFs, pixel tags, and other tracking technologies to collect information about your interactions with the Services and the computers and devices (including mobile devices) you use to access them. These technologies help us understand user behavior, customize preferences, conduct research and analysis, and improve the Services. For example, these technologies allow us to tailor the Services to your needs, save your password in protected areas, track the pages you visit, help us manage content, and gather statistics about Service usage. We may also use some of these technologies in emails we send to you and other users to help track response rates, identify when our emails are viewed, and whether they are forwarded.

You may choose to accept or reject cookies. Most web browsers automatically accept cookies, but your browser may allow you to modify settings to reject them if you prefer. If you disable cookies, you may not be able to take full advantage of the Services, as they may not function properly. You can manage your consent for this website.

#### **Personal Information Received from Third Parties:**

We may also collect personal information when it is provided to us by the providers we use to deliver the Services. We may combine the personal information you provide, whether directly or automatically, when using or interacting with the Services with the personal information we obtain from such third parties.

#### **How Do We Use Personal Information?**

We use personal information for the following purposes:

- To provide, maintain, improve, and optimize the Services;
- To communicate with you, provide updates and other information related to the Services, fulfill your requests, respond to comments and questions, and otherwise provide support;

- To understand and analyze how you use the Services and develop new products, services, and features;
- To investigate and prevent fraud and address trust and safety issues that may arise;
- To process transactions with you;
- To protect the safety and integrity of our users, employees, other parties, members of the public, and the Services;
- For marketing purposes;
- To conduct analysis and develop insights that allow us to operate, protect, make informed decisions, and report on our business;
- For compliance purposes, including enforcing our legal rights, or as required by applicable laws and regulations or requested by any judicial process or government agency; and
- For any other purpose for which we provide notice.

**Aggregated or Non-Identifiable Information:** We may aggregate or de-identify Personal Information so it can no longer be used to identify you. We may use aggregated or de-identified information for any purpose, including improving and adding features to the Services, conducting research, and similar purposes. We may also share aggregated or de-identified information with third parties, including advertisers, promotional partners, sponsors, and event promoters. We may collect aggregated or de-identified information through the Services, via cookies, and by other means described in this Privacy Policy. We will maintain and use aggregated or de-identified information anonymously or in a non-identifiable manner and will not attempt to re-identify it unless required by law.

#### **Disclosure of Personal Information**

We may disclose personal information to the following third parties or under the following circumstances without providing additional notice to you:

- **Affiliates:** We may disclose personal information to our affiliated entities, including our subsidiaries.
- **Vendors and Other Service Providers:** We may disclose personal information to independent vendors and contractors who provide services on our behalf. Our vendors and independent contractors offer services such as data storage, analytics, billing, marketing, content and product features, customer service, security, fraud prevention, and legal services.
- **Our and Others' Safety and Protection:** We may disclose personal information to appropriate third parties if we believe in good faith that doing so is necessary or appropriate to protect or defend our rights, safety, or property or those of others, including to enforce this Privacy Policy or any other contractual agreement between you and us.

- **Legal Requirements:** We may disclose personal information to government authorities or other third parties if we believe in good faith that doing so is necessary or appropriate to comply with any legal, regulatory, or law enforcement process, such as responding to a court order, subpoena, search warrant, or other applicable laws and regulations.
- **Business Transfers:** We may disclose personal information to counterparties or their service providers in any strategic transaction, reorganization, bankruptcy, receivership, or transition of service to another provider in connection with the due diligence process for such transaction.
- **Consent/As Directed by You:** We may disclose personal information to unaffiliated third parties if you consent to us doing so.

## **Online Analytics and Personalized Advertising**

### **Online Analytics:**

The Services may use third-party web analytics services, such as Google Analytics. These providers use the technology described in the "Personal Information Automatically Collected When Using the Services" section to help us analyze how you use the Services, including noting the third-party website from which you arrived. The information collected through this technology will be disclosed to or collected directly by these providers, who use it to evaluate your use of the Services. The Services also use Google Analytics for certain advertising purposes, as described in the next section. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-Out Browser Add-On.

Meta Business Suite, Meta Pixel + Events Manager, and/or Ads Manager. These providers use the technology described in the "Personal Information Automatically Collected When Using the Services" section to help us analyze how you use the Services, including noting the third-party website from which you arrived. The information collected through this technology will be disclosed to or collected directly by these providers, who use it to evaluate your use of the Services. The Services also use Meta Business Suite, Meta Pixel + Events Manager, and/or Ads Manager for certain advertising purposes, as described in the next section. To prevent Meta Business Suite, Meta Pixel + Events Manager, and/or Ads Manager from using your information for analytics, you may install the opt-out browser add-on for these tools.

### **Personalized Advertising:**

The Services also use third-party advertising technologies to place cookies or other tracking technologies on your computer, mobile phone, or other device to collect information about your use of the Services to (a) inform, optimize, and serve marketing content based on past visits to our websites and other sites, and (b) report how marketing content impressions and interactions with these impressions relate to visits to our websites. The Services also enable other unaffiliated parties (e.g., ad networks and ad servers such as Google Analytics, Meta Business Suite, Meta Pixel + Events Manager, and/or Ads Manager) to provide you with personalized marketing and to place their own cookies or other tracking technologies on your computer, mobile phone, or other device you use to access the Services. These parties that use such technologies may offer you a way to opt out of targeted advertising, as described below. You may receive personalized advertising on your

computer via a web browser. Cookies may be associated with anonymized data linked to or derived from data you voluntarily submitted to the Services (e.g., your email address) that may be shared with a provider in hashed, non-human-readable form.

If you are interested in learning more about browser-based personalized advertising and how you can generally control the placement of cookies on your computer for personalized marketing, you may visit the [Network Advertising Initiative \("NAI"\) Consumer Opt-Out Link](#), the [Digital Advertising Alliance \("DAA"\) Consumer Opt-Out Link](#), or the [European Interactive Digital Advertising Alliance](#) to opt out of personalized advertising from participating companies. To opt out of Google Analytics, Meta Business Suite, Meta Pixel + Events Manager, and/or Ads Manager for display or personalized advertising, you may visit [Google's Ads Settings page](#). Please note that to the extent advertising technology is integrated into the Services, you may still receive advertising content even if you opt out of personalized advertising. In such cases, the advertising content may not be tailored to your interests. Additionally, we do not control any of the above opt-out links and are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms. If your browsers are configured to reject cookies when you visit these opt-out pages, or if you subsequently delete your cookies, use a different computer, or change web browsers, your opt-out may no longer be effective.

### **What Are Your Rights Regarding Your Personal Information?**

Depending on your location and to the extent applicable data privacy laws of that jurisdiction apply to our collection of personal information as described in this Privacy Policy, you may have certain rights regarding the personal information we collect, including:

- The right to access your personal information;
- The right to receive information about how we process your personal information;
- The right to correct inaccurate personal information;
- The right to delete personal information;
- The right to transfer your personal information to a third party;
- The right to restrict how we process your personal information;
- The right to object to how we process your personal information; and
- The right to file a complaint with the local data protection authority.

The exact scope of these rights depends on your location and whether we are subject to applicable data privacy laws in that jurisdiction. For more information about your rights or to exercise them, contact us at [correo@corre.com](mailto:correo@corre.com). We may ask you for the necessary information to confirm your identity before responding to your request.

### **Residents of the European Economic Area and the United Kingdom**

Water-them.com is considered the "data controller" of the personal data we handle under this Privacy Policy. In other words, we are responsible for deciding how to collect, use, and disclose this data in accordance with applicable laws. The laws of some jurisdictions, such as the European

Economic Area and the United Kingdom, require data controllers to inform you about the legal bases on which they rely to use or disclose your personal information. To the extent such laws apply, our legal bases are as follows:

- **Contractual Necessity:** We may use or disclose your personal information to fulfill our contractual commitments to you. For example, we will process your personal information to fulfill our agreements and obligations under any contract we have with you.
- **With Your Consent:** Where required by law, and in other cases, we use or disclose personal information based on your consent. You may withdraw any consent you previously provided to us regarding the processing of your personal information at any time and free of charge. We will apply your preferences going forward, without affecting the lawfulness of processing conducted before you withdrew your consent.
- **Legitimate Interests:** In many cases, we use or disclose personal information on the grounds that it furthers our legitimate business interests in ways that are not overridden by the interests or fundamental rights and freedoms of the affected individuals, such as in relation to customer service, offering or providing certain promotional activities, analyzing and improving our business, providing security for the Services, preventing fraud, and managing legal matters.
- **Legal Compliance:** We need to use and disclose personal information in certain ways to comply with our legal obligations, such as for tax and accounting compliance.

### **Retention of Your Personal Information**

See Section 9 below for our data retention practices.

### **Residents of the United States**

If you are a resident of the United States, your personal information is protected by various state privacy laws. This section provides additional information about our commitments regarding the collection, use, disclosure, and rights related to your personal information, in accordance with laws such as the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), and other applicable state laws.

The California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 ("CCPA"), may require us to provide additional information to California residents. This section applies only if you reside in California and only to the extent we are subject to the CCPA's requirements. In this section, when we use a term in quotes, that term has the meaning attributed to it in the CCPA.

### **Categories of Personal Information We Collect:**

Section 1 of this Privacy Policy describes the information we collect from or about you; Section 2, the purposes for which we use such information; and Section 3, when and to whom we disclose it. The CCPA requires us to detail the Personal Information we collect by category, along with the purposes for its use and the unaffiliated parties to whom it is disclosed.

Categories of Information (see Section 1 for more details)	Purpose of Use	Categories of Third Parties to Whom We Disclose Information for Business and Operational Purposes (see Section 3 for more details)
Identifiers such as name, email address, and personal information described in California Civil Code Section 1798.80	<ul style="list-style-type: none"> <li>- Provide the Services; - Communicate with you, including sending emails about our products and services, providing support, and responding to your questions; - Analyze, develop, or improve the Services or any other product and service we provide; - Process transactions; - Comply with our legal obligations and as permitted by law; - Protect the safety and/or integrity of our users, employees, third parties, members of the public, and/or our Services; - Conduct analysis and develop insights to operate, protect, make informed decisions, and report on our business; - Prevent fraud and enforce our terms; and - Marketing and advertising.</li> </ul>	<ul style="list-style-type: none"> <li>- Affiliates and subsidiaries; - Vendors and service providers; - Advertising partners; - Entities for legal and safety purposes; - Entities for business sales or transfers; and - Others with your consent.</li> </ul>
Internet or other electronic network activity data, such as information about your device hardware (e.g., device type) and software (e.g., operating system and browser type), and browsing and usage information (e.g., how often you visit our Services, pages you visit, referral pages, and the version of the Services you are using)	All the same purposes for which we may use identifiers (see above)	<ul style="list-style-type: none"> <li>- Affiliates and subsidiaries; - Vendors and service providers; - Advertising partners; - Entities for legal and safety purposes; - Entities for business sales or transfers; and - Others with your consent.</li> </ul>
Financial information, such as credit card or other payment information, stored by our payment processors on our behalf	<ul style="list-style-type: none"> <li>- Provide the Services; - Process transactions; - Comply with our legal obligations and as permitted by law; - Protect the safety and/or integrity of our users, employees,</li> </ul>	<ul style="list-style-type: none"> <li>- Payment processing service providers; and - Entities for legal and safety purposes.</li> </ul>

Categories of Information (see Section 1 for more details)	Purpose of Use	Categories of Third Parties to Whom We Disclose Information for Business and Operational Purposes (see Section 3 for more details)
Commercial information, such as information about your transactions with us, e.g., products or services you have purchased	third parties, members of the public, and/or our Services; - Prevent fraud and enforce our terms.	<ul style="list-style-type: none"> <li>- Affiliates and subsidiaries; - Vendors and service providers; - Advertising partners; - Entities for legal and safety purposes; - Entities for business sales or transfers; and - Others with your consent.</li> </ul>
Audio or visual information, such as when you call customer service (if applicable)	All the same purposes for which we may use identifiers (see above)	<ul style="list-style-type: none"> <li>- Affiliates and subsidiaries; - Vendors and service providers; - Entities for legal and safety purposes; - Entities for business sales or transfers; and - Others with your consent.</li> </ul>
Other information, any other information you provide that identifies you directly or indirectly, such as information included in emails or other communications with us	The purposes of use will depend on the additional information you provide.	The disclosure will depend on the additional information you provide.

We also collect "sensitive personal information," as defined by the CCPA. We collect the following category of "sensitive personal information": account username and password or other credentials related to creating your account to access the Services.



We collect the categories of personal information identified above from the following sources: (1) directly from you; (2) through your use of the Services; (3) from affiliates, vendors, or service providers; and (4) from other parties, such as marketers and other users.

**Notice of Financial Incentives:**

We may offer certain incentives, such as referral discounts. You may opt into incentives by providing us with the requested information or as described in the Services. We collect personal information as described in the incentive, such as your email address. Your participation in any incentive is entirely voluntary, and you have the right to withdraw at any time. If you choose not to participate in an incentive, you may refrain from taking the requested actions.

The specific reward or incentive offered, if any, will be available to you in the Services. The monetary value of the reward or incentive is a reasonable approximation of the monetary value of the Personal Information we receive for participating in the incentive. We reached this conclusion by considering various factors, including: (1) the revenue we generate from referrals; and (2) the expenses we incur to operate the incentive program.

**Your Rights Under the CCPA:**

If you are a California resident, to the extent the CCPA's requirements apply to our collection of your personal information, the CCPA may allow you to request that we:

- Provide you with the categories of personal information we have collected or disclosed about you; the categories of sources of such information; the business or commercial purpose for collecting, "selling," or "sharing" your personal information; the categories of third parties to whom we disclose or "sell," or with whom we "share," personal information; and the categories of personal information we "sell."
- Provide access to and/or a copy of certain information we hold about you.
- Delete certain information we hold about you.
- Correct inaccurate personal information we hold about you.

You also have the right to opt out of the sale and sharing of personal information, as described below. You may have the right to receive information about financial incentives we offer, if any. You also have the right not to be discriminated against (as provided by applicable law) for exercising certain rights. Certain information may be exempt from such requests under applicable law. We need certain types of information to provide you with the Services. If you ask us to delete such information, you may no longer be able to access or use the Services.

The CCPA also allows you to limit the use or disclosure of your sensitive personal information (as defined by the CCPA) if it is used for certain purposes. Please note that we do not use or disclose sensitive personal information except for purposes for which you cannot opt out under the CCPA.

If you wish to exercise any of these rights, submit a request to [contact@support.annacramling.com](mailto:contact@support.annacramling.com) or contact us toll-free at 1-833-484-9255. You will need to verify your identity before we process your request, and we may ask you for additional information to do so. You may also designate an authorized agent to submit a request on your behalf. To do so, you must provide us with written

authorization or a power of attorney, signed by you, for the agent to act on your behalf. Even so, you will need to verify your identity directly with us.

### **"Sale" and "Sharing" of Personal Information:**

The CCPA imposes certain obligations on businesses that "sell" or "share" personal information.

We may disclose your personal information to third parties for analytics and advertising purposes. We provide information to analytics providers to better understand how users use the Services, which helps us improve them and create new products and services. We may also provide personal information to external advertising providers for specific advertising purposes, so we can serve you more relevant and personalized ads about our services. Under the CCPA, disclosing personal information to these third parties may be considered a "sale" of personal information or its "sharing" for purposes of "cross-context behavioral advertising."

The following table lists the categories of personal information we have sold or shared in the past 12 months and the categories of third parties to whom we have sold or shared such personal information.

<b>Category of Personal Information</b>	<b>Categories of Third Parties to Whom We Have "Sold" This Personal Information</b>	<b>Categories of Third Parties with Whom We Have "Shared" This Personal Information</b>
Identifiers	Advertising partners; analytics providers	Advertising partners
Commercial information	Advertising partners; analytics providers	Advertising partners
Internet or other electronic network activity data	Advertising partners; analytics providers	Advertising partners

To opt out of disclosing your personal information for purposes that may be considered "sales" or "sharing," submit your request via email to [contact@support.annacramling.com](mailto:contact@support.annacramling.com).

Please note that we also respond to and honor opt-out preference signals sent through the Global Privacy Control. Any opt-out preference you select via these methods will only apply to the specific device or browser where you set it. For more information on how to use the Global Privacy Control, visit [www.globalprivacycontrol.org](http://www.globalprivacycontrol.org).

We do not "sell" or "share" the personal information of children under 16 knowingly.

### **Retention of Your Personal Information**

See Section 9 below for our data retention practices.

### **Do Not Track**

We do not respond to browser-initiated Do Not Track signals, as the internet industry is still working on standards, implementations, and solutions for such signals. Please note that Do Not Track is a different privacy mechanism than the browser's Global Privacy Control mentioned above.

### **Shine the Light**

Under California's "Shine the Light" law, California residents may request certain information about the disclosure of their information to third parties for direct marketing purposes. We do not disclose your information to third parties for direct marketing purposes.

### **Children's Privacy**

We do not knowingly collect, maintain, or use personal information from children under 13, and none of our Services are directed to children. If you discover that a child has provided us with personal information in violation of this Privacy Policy, you may notify us at [contact@support.annacramling.com](mailto:contact@support.annacramling.com).

### **Security**

We protect your personal information with physical and electronic safeguards designed to enhance the security of the personal information we maintain. However, since no electronic transmission or storage of personal information can be entirely secure, we cannot guarantee the security or privacy of your personal information.

### **Retention**

We retain your Personal Information for as long as necessary for the purposes for which it is processed. The length of time we retain Personal Information depends on the purposes for which we collect and use it, as well as your choices. After this period, we may delete or aggregate it. We may also retain and use Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **Consent to Transfer**

We may store and process Personal Information in the United States and other countries outside the United States that may have data protection laws different from those of your country. By using the Services or providing us with information, you consent to the collection, processing, maintenance, and transfer of such information in and to the United States and other applicable countries where privacy laws may not be as comprehensive or equivalent to those in your country of residence or citizenship.

### **Third-Party Links and Services**

The Services may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please note that this Privacy Policy does not apply to your activities on these third-party services or to any Personal Information you disclose to them. We encourage you to read their privacy policies before providing them with personal information.

### **Changes to This Privacy Policy**

We may modify this Privacy Policy to reflect changes in the law, our information practices, or the features of the Services. We will indicate the date of the last update of the Privacy Policy at the top of the document. By continuing to use the Services, you acknowledge that you have read and understood the latest version of this Privacy Policy.

**Contact Us**

If you have questions about this Privacy Policy, contact us at [contact@support.annacramling.com](mailto:contact@support.annacramling.com).