



INFORMATION REGARDING PRIVACY PRACTICES

This Privacy Policy describes how Genesis PII Holding Ltd. and/or its affiliates from Genesis International Group (also, “Genesis”, “us” or “we”) collects, uses and shares information about you through our websites, and other online services that link to or incorporate this Privacy Policy (the “Online Services”) as required by the General Data Protection Regulation. This includes information you provide to us, as well as information we may collect about your website usage patterns.

The Online Services may provide links to other Genesis websites or third-party websites not controlled by Genesis. Any information collected by those websites is subject to those sites’ privacy policies, and we recommend that you check the privacy policies of those sites before providing any information to them.

WHAT DO WE COLLECT?

Identifying Information. For example, we may collect your name, unique personal identifier, online identifier, mailing address, email address, postal address, and telephone number, including your mobile phone number.

Demographics. For example, age and gender.

Location Information. For example, we may collect your information for security purposes in visitor logs.

Internet and other Network Activity Information. For example, if you use our website, we may collect information about the browser you are using and the pages you visited on our site. We may also look at what sites you came from, or what sites you visit when you leave us.

Payment Information. For example, for payments you make, we may collect the credit card number and billing address you provide to us.

Audio and Visual Information. For example, audio recordings for calls with Customer Service.

Inferences. For example, your preferences and household income.

Device Information. For example, we may collect the type of device you use to access our platforms. This may also include an identifier for your device, your IP address, or your mobile operating system.

Information You Provide. For example, the information you volunteer in connection with surveys, promotions, and marketing events.

COOKIES AND OTHER DIGITAL TECHNOLOGIES

We and our third-party partners use web cookies, beacons, pixels, and similar digital technologies (“Cookies”) to collect information about your usage of and interactions with the Online Services and third-party websites, applications, and advertisements to enhance your customer experience. These Cookies are used for analytics purposes, to learn how visitors interact with the Online Services, to improve the Online Services, to facilitate your preferences (including opt-out requests), and to assess and facilitate the delivery of effective digital advertising on the Online Services and third-party platforms, including advertising that is personalized based on your inferred interests and preferences.



There are two categories of Cookies on our website, “Functional and Targeting” and “Necessary and Performance” Cookies. Functional Cookies are Cookies that allow websites to remember choices you make to give you better functionality and personal features. Targeting Cookies also known as advertising Cookies collect information about your online activities on this website for the purpose of delivering relevant advertisements across our websites and/or online services. Necessary and Performance are essential to provide you with the website’s core functionality; these Cookies collect information about the performance of our website and how our website is used and are required to ensure a smooth operating experience for the website user and you cannot opt out of these Cookies. You can register your preferences regarding “Functional and Targeting” Cookies by clicking on [Manage Cookie Preferences](#).

HOW DO WE USE YOUR INFORMATION?

Transaction Processing

Regulatory Compliance

Improving our Products and Services

Customer Service

WITH WHOM DO WE SHARE YOUR INFORMATION?

Genesis Brand Companies - We may share any of the PI we collect with our parent company and other affiliates for global service improvement.

Service Providers - Service providers engaged by Genesis solely to perform services on behalf of Genesis, including but not limited to services to you such as customer care services.

Legal and Safety Reasons - We may disclose any of the categories of PI that we collect to reasonably comply with legal obligations or pending litigation, cooperate with lawful investigations, participate in programs run by or for government agencies, or to protect the rights, property, or safety of you, us, or others, credit reporting agencies, credit bureaus, other credit grantors.

Business Transfer - We may disclose any of the categories of PI that we collect in connection with a transfer, sale, or other transaction involving a change of ownership of our business assets.

As Directed by You - We may disclose any of the categories of PI that we collect based on your direction.

HOW LONG DO WE KEEP YOUR INFORMATION?

We will keep your PI for as long as we have a relationship with you. Once our relationship with you has come to an end, we may retain your PI only for the following reasons:

As required by law (e.g. tax or regulatory reporting).

Records preservation in connection with existing or potential disputes or litigation.



Address any issues with the services that may have arisen

Internal research and development (e.g. how to improve our products and offerings to the public).

Preserve historical records of transactions and financing.

Maintain and process business records for analysis, as well as for tax and audit purposes.

Our internal marketing purposes which you may have chosen to receive (e.g. information about future product offerings).

We will dispose of your PI when it is no longer needed for any of the purposes described above.

SECURITY

We maintain reasonable administrative, technical, and physical safeguards designed to help us protect the personally identifiable information you provide through the Online Services. However, no security systems are 100% impenetrable, and we cannot guarantee the security of our databases or the Online Services, nor can we guarantee that the information you provide will not be intercepted while being transmitted to us over the Internet.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to change this Privacy Policy at any time by posting a new version to the Online Services. If we make any revisions that materially change the ways in which we use or share the information you previously provided through the Online Services, we will give you the opportunity to consent to such changes before applying them to this information.

CONTACT US

If you have any questions or concerns about the Online Services or this Privacy Policy, please contact us at <https://genesispaii.com/contact-us/>