Privacy Policy

This Privacy Policy explains how we collect, protect, use, and share information about you when you use the Smells Like Ooo, Cosmetics website located at SmellsLikeOoo.com (the “Site”), the Smells Like Ooo, Cosmetics mobile app (the “App”), the Smells Like Ooo, Cosmetics mobile site (the “Mobile Site”) and related services (together with the Site, the App, the Mobile Site, and the Smells Like Ooo, Cosmetics Content, as defined below, the “Services”).

We hope this information increases your confidence in Smells Like Ooo, Cosmetics and enhances your experience with Smells Like Ooo, Cosmetics Each time that you use the Services, you signify that you agree to be bound by the Terms and Conditions and this Privacy Policy. If you do not agree to the terms of this Privacy Policy, you must discontinue using the Website and the Services.

This Privacy Policy addresses the following topics:  
Information/Data We Collect and How We Use It  
Disclosure of Passive or User-Submitted Data  
Communication from Us or the Website  
Choice/Opt-Out/Unsubscribe  
Offline Collection, Use & Disclosure of Information  
Security of your Account  
Changes in Ownership  
Use of our Services by Children  
Special Notice for California Residents  
Contact Us/Feedback  
Changes to this Privacy Policy

1. INFORMATION/DATA WE COLLECT AND HOW WE USE IT  
   We collect two types of data about individuals: (1) technical data which is automatically collected from all visitors to the Website and from all individuals that use the Services (“Passive Data Collection”) and (2) information that you or others voluntarily submit to us (“User-Submitted Information”).  
   “Personal Information,” as used in this Privacy Policy, allows the direct identification of an individual, such as a name or email address, and information directly combined with such identifying information. Our primary purpose in collecting Personal Information is to provide you with a safe, smooth, efficient, and customized experience. We only collect Personal Information about you that we consider necessary for achieving this purpose.
2. Passive Data Collection  
   We automatically track certain information based on your behavior on and use of the Website. We use this information to do internal research on our users’ demographics, interests, and behavior to better understand, protect, and serve you and our community. This information allows us to, among other things, help make Services easier for you to use, help you quickly find information, products, and services, help us create content on the services that are most relevant to you, and alert you to new information, products, and services that we offer.
3. Mobile Device Information  
   When you download or use our Smells Like Ooo, Cosmetics mobile application (“App”), we receive information about your mobile device (but not the native manufacturer's unique identifier for your device) to track unique downloads. We register your device and may use the identifier to send you push notifications about your transactions with our service.
4. Log-in Files  
   Like most websites, we automatically receive and record certain information about our users’ behavior on our website and when using our Services. Our servers automatically gather technical information about our website traffic 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 aggregate this information with other pieces of information to analyze trends, administer and improve the Services, track users’ movements around the Website, and make inventory purchasing decisions that will best serve our customer base. Pages of the Website may also use devices that permit us to count users who have visited those pages and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).  
   If we directly combine any information gathered through passive means with Personal Information, we treat the combined information as Personal Information under this Privacy Policy. Otherwise, we use information collected by passive means in aggregated forms.
5. Cookies and Clear GIFs  
   A cookie is a small text file that is stored on a user’s computer for record-keeping or tracking purposes. A cookie (sometimes referred to as a local storage object or LSO) is a data file placed on a device. Cookies can be created through a variety of web-related protocols and technologies, such as HTTP (sometimes referred to as “browser cookies”), and HTML5. We use cookies and other tracking technologies on the Website and Services. Cookies help us enhance your experience by speeding your navigation through the Services, recognizing you, and tracking your usage of the Website and the Services. This Privacy Policy covers the use of cookies by Smells Like Ooo, Cosmetics only and does not cover the use of cookies by any advertisers or other 3rd parties. U.K. customers are directed to our Cookie Policy for more information on our use of cookies and how to opt-out.  
   Cookies are necessary to use certain portions of our Services. You can remove certain cookies by following the directions provided in your Internet browser's "help" menu. You may also configure your browser to prevent cookies from being set on your computer; however, if you reject cookies your ability to use the Website and Services may be limited, and you may not be able to use certain features of the Website. In particular, cookies are necessary to select and purchase products. We also employ a software technology called clear gifs, also referred to as action tags, that help manage content on the Website by tracking what content is effective. Clear gifts are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of users. We use clear gifs in our HTML-based emails to let us know which emails recipients have opened. 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 “Choice / Opt-out” section of this Privacy Policy.
6. Third Party Advertisers  
   Smells Like Ooo, Cosmetics uses third-party advertising companies to help us further enhance our users’ experience and to better tailor our content to our customers. Third-party advertising companies may collect non-personally identifiable information and Personal Information during your visits to this Site, our App, and other websites to provide advertisements about goods and services likely to be of greater interest to you. These companies typically use a cookie or third-party web beacon to collect this information.
7. User-Submitted Information

To use the Website and the Services, you must first register with us and create a username and password. We use this information to contact you about the products and Services on our Website in which you have expressed interest.  
To better tailor our Services to you, we may also ask for your characteristics, such as cup size, band size, and dress size.

1. Orders  
   If you order a product from us, we request certain Personal Information from you on our order form, whether you access the Services from our App or the Website. You must provide accurate contact information (including name, shipping address, and telephone number) and financial information (including credit card number and expiration date). Further, when you order from Smells Like Ooo, Cosmetics, .gift card, we may require that you provide the recipient’s name, shipping address, and email address. We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.