



TELLS

PRIVACY POLICY

Website, Purchases, Accounts & Customer Services

LEGAL ENTITY	ALFARAJ HOLDINGS LLC
BRAND	TELLS WEAR
WEBSITE	tellswear.com
EFFECTIVE DATE	July 01, 2025

Effective Date: July 01, 2025

DOCUMENT NAVIGATION

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PRIVACY AT A GLANCE

A Clear Overview

This summary highlights the main points of the TELLs Privacy Policy. The complete policy that follows provides the detailed terms, legal bases, rights, and disclosures.

WHAT WE COLLECT

Contact, account, order, payment-related, support, device, usage, cookie, analytics, marketing, security, and other information described in this policy.

WHO MAY RECEIVE IT

Authorized service providers supporting commerce infrastructure, payments, production, warehousing, fulfillment, shipping, communications, analytics, marketing, security, cloud services, and professional advice.

YOUR RIGHTS

Depending on where you live, you may have rights to access, correct, delete, restrict, object, port, or otherwise control certain Personal Information.

WHY WE USE IT

To operate the Website, process purchases, fulfill and deliver orders, support customers, secure transactions, prevent fraud, improve services, communicate with you, and meet legal obligations.

YOUR CHOICES

You may control marketing subscriptions, cookie and tracking preferences, and other privacy choices available under applicable law.

ORDER POLICIES

Shipping timelines, delivery remedies, post-purchase claim outcomes, refunds, and other transaction matters are governed by TELLs Shipping & Delivery, Returns & Exchanges, Refund Policy, and related terms. This Privacy Policy explains how information is used to administer those processes.

Privacy & Legal: legal@alfarajholdings.com

SECTION 01

Introduction

This Privacy Policy explains how TELLs collects, uses, stores, protects, shares, transfers, and otherwise processes personal information when individuals visit our website, create an account, purchase our products, communicate with us, subscribe to our newsletters, interact with our advertisements, or otherwise use any service made available through our website or related platforms.

For the purposes of this Privacy Policy, TELLs is a clothing brand owned and operated by ALFARAJ HOLDINGS LLC. Throughout this Privacy Policy, the terms "TELLs," "we," "our," and "us" refer to ALFARAJ HOLDINGS LLC in its operation of the TELLs brand, website, products, services, and related business activities.

This Privacy Policy applies to all personal information collected through or in connection with:

- Our official website and online store.
- Customer accounts and account management.
- Product browsing and shopping activities.
- Checkout, payment processing, and order management.
- Order fulfillment and shipping.
- Customer support and after-sales services.
- Email, telephone, WhatsApp, and other communication channels.
- Newsletter subscriptions and marketing communications.
- Promotions, surveys, competitions, and customer feedback.
- Social media interactions.
- Advertising, analytics, website optimization, and security.
- Any feature, application, page, or service that links to or references this Privacy Policy.

Our goal is to provide complete transparency regarding how personal information is handled throughout every stage of your relationship with TELLs.

This Privacy Policy explains:

- What information we collect.
- How we collect it.
- Why we collect it.
- How we use it.
- Who may receive it.
- How long we keep it.
- How we protect it.
- What rights you may have regarding your information.
- How you can contact us regarding privacy-related matters.

We encourage every visitor, customer, and user of our services to read this Privacy Policy carefully before using our website or submitting any personal information.

1.1 What Is Personal Information?

For the purposes of this Privacy Policy, personal information means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to an identifiable individual.

Personal information may include, for example:

- Name.
- Email address.
- Telephone number.

- Billing address.
- Shipping address.
- Account information.
- Payment-related information.
- Device identifiers.
- Internet Protocol (IP) address.
- Browser information.
- Purchase history.
- Customer preferences.
- Communications with our team.
- Technical information relating to your use of our website.

Certain information may not be considered personal information where it has been anonymized, aggregated, or permanently de-identified so that it can no longer reasonably identify an individual.

Where permitted by applicable law, we may use anonymous or aggregated information for business analysis, research, product development, security improvements, and operational planning.

1.2 Our Commitment to Your Privacy

Respecting your privacy is one of the core principles of TELLs.

We understand that when you choose to interact with us, you are placing your trust in our ability to handle your personal information responsibly.

For that reason, we are committed to processing personal information in accordance with the following principles:

- Transparency.
- Lawfulness.
- Fairness.
- Accountability.
- Data minimization.
- Purpose limitation.
- Accuracy.
- Confidentiality.
- Integrity.
- Security.

We only collect information that we reasonably believe is necessary to operate our business, provide our products and services, fulfill customer orders, improve the customer experience, comply with legal obligations, protect our business against fraud, and maintain the security of our website.

Whenever possible, we seek to limit the amount of personal information collected to only what is genuinely required for the specific purpose involved.

1.3 Our Role

In connection with the operation of TELLs, ALFARAJ HOLDINGS LLC generally determines why personal information is collected and how it is processed.

Depending on applicable privacy laws, ALFARAJ HOLDINGS LLC may act as the data controller, business, or equivalent responsible organization for the processing of personal information.

In order to provide our services, we may work with carefully selected third-party providers that assist us in operating our business.

These providers may support activities including:

- Website hosting.

- Online store infrastructure.
- Payment processing.
- Fraud prevention.
- Order management.
- Product production and preparation.
- Product specification and preparation support.
- Warehousing.
- Order fulfillment.
- Shipping and logistics.
- Customer communications.
- Email delivery.
- Website analytics.
- Advertising services.
- Cloud storage.
- Security monitoring.
- Professional accounting.
- Legal compliance.

These providers process personal information only to the extent necessary for performing the services requested by TELLs, unless they are independently required by law to process information for their own legitimate purposes.

1.4 Our Global Business

TELLs is designed to serve customers in multiple countries around the world.

As a result, personal information may be processed, transferred, or stored in different jurisdictions where our business operations, technology providers, production partners, fulfillment partners, logistics providers, or other authorized service providers operate.

The privacy laws applicable to your information may therefore differ depending on your country or region.

Whenever personal information is transferred internationally, we seek to implement reasonable safeguards designed to protect that information in accordance with applicable legal requirements.

1.5 Your Responsibility

Before using our website or submitting personal information, we encourage you to carefully read this Privacy Policy.

By accessing our website or using our services, you acknowledge that you have had the opportunity to review this Privacy Policy.

Where applicable law requires your consent before collecting or processing certain categories of personal information, we will request that consent through appropriate methods before proceeding.

If you disagree with the practices described in this Privacy Policy, you should discontinue use of our services and avoid submitting personal information through our website.

1.6 Information About Other Individuals

There may be situations where you provide personal information relating to another individual.

Examples include:

- Shipping a gift.
- Providing an alternative delivery recipient.
- Authorizing another individual to communicate with us on your behalf.
- Providing emergency or secondary contact information.

By providing another person's personal information, you confirm that you are authorized to do so and, where required by law, that the individual has been informed about how their information may be processed.

You should never provide confidential or sensitive information relating to another person unless doing so is necessary and legally permitted.

1.7 Relationship With Other Policies

This Privacy Policy should be read together with other TELLs policies that may apply to your relationship with us, including:

- Terms & Conditions.
- Shipping & Delivery.
- Returns & Exchanges.
- Refund Policy.
- Cookie Policy.
- Accessibility Statement.
- Promotional Terms.
- Product-specific notices.
- Any additional legal notices published on our website.

Separate TELLs policies govern substantive matters such as shipping timelines, delivery remedies, order-issue claims, refunds, and other transaction outcomes. This Privacy Policy explains how Personal Information is processed when administering those matters. Where a separate privacy notice applies to a specific service, promotion, feature, or transaction, that notice may supplement this Privacy Policy as permitted by applicable law.

1.8 Future Changes

As TELLs continues to grow, we may introduce:

- New products.
- New collections.
- New services.
- New countries.
- Additional payment methods.
- Additional fulfillment partners.
- Mobile applications.
- Loyalty programs.
- Membership features.
- New customer experiences.
- Additional technologies.

As our business evolves, we may update this Privacy Policy to reflect those changes.

Whenever material changes are made, we will update the "Last Updated" date shown in this Privacy Policy and, where required by law, provide additional notice or request renewed consent before the changes take effect.

1.9 Effective Date

This Privacy Policy becomes effective on the date published on the official TELLs website.

For recordkeeping purposes, this Privacy Policy should include:

Effective Date: August 19, 2026

Last Updated: August 19, 2026

Version: 1.0

Previous versions of this Privacy Policy may be retained for legal, compliance, auditing, or business record purposes.

1.10 Contact Us

If you have any questions regarding this Privacy Policy or the way TELLs collects, uses, or protects personal information, you may contact us using the details below.

TELLS

Owned and operated by ALFARAJ HOLDINGS LLC

Legal & Privacy

legal@alfarajholdings.com

Customer Support

support@tellswear.com

Phone & WhatsApp

+1 (307) 337-0133

When contacting us regarding privacy matters, please provide sufficient information to help us identify and respond to your request.

For your security, we may ask you to verify your identity before fulfilling requests relating to your personal information.

SECTION 02

Definitions

For the purposes of this Privacy Policy, the following terms shall have the meanings set out below unless the context requires otherwise.

2.1 "TELLS"

"TELLS," "we," "our," and "us" refer to the clothing brand TELLs, owned and operated by ALFARAJ HOLDINGS LLC, including its website, products, services, customer support, communications, digital platforms, and all related business operations.

2.2 "Company"

The "Company" refers to ALFARAJ HOLDINGS LLC, the legal entity responsible for owning, operating, and managing the TELLs brand and the processing of personal information described in this Privacy Policy.

2.3 "Website"

The "Website" refers to the official TELLs online store, together with any associated webpages, applications, mobile experiences, customer portals, checkout systems, and digital services that reference this Privacy Policy.

2.4 "User"

A "User" means any individual who visits, browses, accesses, or otherwise interacts with our Website or services, regardless of whether a purchase is completed.

2.5 "Customer"

A "Customer" means any individual or organization that purchases, attempts to purchase, or has previously purchased products or services from TELLs.

2.6 "Personal Information"

"Personal Information" means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to an identifiable individual.

Examples may include:

- Full name.
- Email address.
- Telephone number.
- Billing address.
- Shipping address.
- Account information.
- Payment-related information.
- Device identifiers.
- IP address.
- Purchase history.
- Communication history.
- Preferences.
- Technical information relating to website usage.

The meaning of Personal Information may vary depending on applicable law.

2.7 "Processing"

"Processing" means any operation or set of operations performed on Personal Information, whether carried out manually or by automated means.

Processing includes, but is not limited to:

- Collecting.
- Recording.
- Organizing.
- Structuring.
- Storing.
- Updating.
- Modifying.
- Retrieving.
- Consulting.
- Using.
- Sharing.
- Transferring.
- Combining.
- Restricting.
- Archiving.
- Deleting.
- Destroying.

2.8 "Account"

"Account" means a registered customer profile created through our Website that allows a user to access certain features, review order history, manage addresses, update account information, and receive personalized services.

2.9 "Order"

An "Order" refers to any request submitted by a Customer to purchase one or more products through the Website, whether the Order is completed, pending, cancelled, refunded, or otherwise processed.

2.10 "Service Providers"

"Service Providers" means third-party organizations or individuals engaged by TELLs to perform services that support the operation of our business.

These services may include:

- Website infrastructure.
- Payment processing.
- Product production and preparation.
- Product specification and preparation support.
- Warehousing.
- Order fulfillment.
- Shipping.
- Logistics.
- Fraud prevention.

- Security.
- Cloud hosting.
- Customer communications.
- Marketing.
- Analytics.
- Professional consulting.

Service Providers may process Personal Information only to the extent reasonably necessary to perform the services they provide or as otherwise permitted by applicable law.

2.11 "Cookies"

"Cookies" are small text files placed on a user's device that allow websites to recognize browsers, remember preferences, improve functionality, enhance security, measure performance, and support analytics and advertising activities.

Cookies may be temporary (session cookies) or remain on a device for a longer period (persistent cookies).

2.12 "Device"

A "Device" means any internet-connected equipment used to access our Website or services, including but not limited to:

- Desktop computers.
- Laptop computers.
- Smartphones.
- Tablets.
- Smart televisions.
- Wearable devices.
- Other internet-enabled hardware.

2.13 "Applicable Law"

"Applicable Law" refers to any law, regulation, governmental requirement, regulatory guidance, court order, or legally binding obligation that applies to the processing of Personal Information by TELLs.

Applicable laws may differ depending on the jurisdiction, the location of the individual, and the nature of the processing activity.

2.14 "Business Day"

A "Business Day" means any day on which our business operations are normally conducted, excluding weekends and officially recognized public holidays where applicable.

2.15 "Third Party"

A "Third Party" means any individual, organization, company, authority, or entity other than:

- The individual whose Personal Information is being processed.
- TELLs.
- ALFARAJ HOLDINGS LLC.
- Authorized personnel acting on behalf of the Company.
- Service Providers acting solely under our documented instructions where applicable.

Third Parties may include payment institutions, shipping carriers, regulatory authorities, analytics providers, advertising partners, legal advisers, auditors, or other organizations that receive information in accordance with this Privacy Policy or applicable law.

2.16 "Consent"

"Consent" means a freely given, specific, informed, and unambiguous indication of an individual's wishes by which they agree to the processing of their Personal Information where such consent is required under applicable law.

Individuals may withdraw consent at any time where permitted by law. Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

2.17 "Privacy Policy"

"Privacy Policy" refers to this document, including all future updates, amendments, revisions, schedules, appendices, supplementary notices, and related privacy statements published by TELLs.

2.18 Interpretation

Unless the context requires otherwise:

- Singular words include the plural, and plural words include the singular.
- References to one gender include all genders.
- Section headings are provided for convenience only and do not affect the interpretation of this Privacy Policy.
- References to legislation include any amendments, replacements, or successor legislation.
- The use of words such as "including," "includes," or "such as" shall be interpreted as illustrative and not exhaustive.

SECTION 03

Information We Collect

At TELLs, we collect information that is necessary to operate our business, provide our products and services, process transactions, improve customer experience, protect our Website, comply with legal obligations, and communicate effectively with our customers.

The information we collect depends on how you interact with our Website, the products or services you use, the permissions you grant, and the features you choose to access.

Some information is provided directly by you, while other information may be collected automatically through your use of our Website, your device, or authorized third-party service providers.

The categories of information described below are intended to provide transparency regarding the types of information that may be collected during your relationship with TELLs.

3.1 Information You Provide Directly

We may collect information that you voluntarily provide when using our Website or communicating with us.

Depending on your interaction with TELLs, this information may include:

- Full name.
- Email address.
- Telephone number.
- Billing address.
- Shipping address.
- Country or region.
- Postal or ZIP code.
- Company name, where applicable.
- Account username.
- Login credentials.
- Communication preferences.
- Product preferences.
- Size preferences.
- Customer support inquiries.
- Survey responses.
- Reviews or feedback.
- Information submitted through forms available on our Website.
- Any additional information you choose to provide.

Providing certain information may be necessary in order to create an account, complete a purchase, receive customer support, or access specific services.

3.2 Account Information

If you choose to create an account with TELLs, we may collect and maintain information associated with your account, including:

- Account registration details.
- Login information.
- Password credentials in encrypted or protected form.
- Saved addresses.
- Saved preferences.
- Order history.

- Wishlist information.
- Account settings.
- Customer communications.
- Marketing preferences.
- Account activity.

Your account allows you to manage your personal information, review previous purchases, update preferences, and access certain personalized features available through our Website.

3.3 Order Information

When you place an order, we collect information necessary to process, fulfill, and support your purchase.

This information may include:

- Order number.
- Purchased products.
- Product quantities.
- Product variations.
- Selected sizes.
- Selected colors.
- Purchase price.
- Taxes.
- Shipping charges.
- Promotional discounts.
- Gift information.
- Billing information.
- Shipping information.
- Payment confirmation.
- Transaction status.
- Order notes.
- Delivery instructions, where provided.

Order information is retained for operational, accounting, legal, warranty, fraud prevention, and customer support purposes.

3.4 Payment Information

When you make a purchase, payment information is processed through secure payment providers.

Depending on the payment method selected, payment-related information may include:

- Payment method.
- Transaction identifier.
- Payment authorization status.
- Currency.
- Billing country.
- Limited payment verification information.
- Fraud prevention indicators.

For security reasons, TELLs does not intentionally store complete payment card numbers, security codes (CVV), or other sensitive payment credentials on its own systems unless expressly required and permitted by applicable law.

Payment processing may be performed by authorized third-party financial service providers operating under their own legal and regulatory obligations.

3.5 Customer Communications

Whenever you communicate with TELLs, we may collect information relating to those communications.

This may include communications made through:

- Email.
- Telephone.
- WhatsApp.
- Contact forms.
- Live chat, where available.
- Social media messaging.
- Customer support requests.
- Product inquiries.
- Warranty requests.
- Return requests.
- Feedback submissions.

Communication records may include the date and time of contact, the communication channel used, the content of the communication, attachments voluntarily provided, and records of actions taken to resolve your request.

3.6 Information Collected Automatically

When you access our Website, certain technical information may be collected automatically.

This information helps us operate, maintain, secure, and improve our Website.

Automatically collected information may include:

- IP address.
- Browser type.
- Browser version.
- Operating system.
- Device type.
- Screen resolution.
- Language settings.
- Time zone.
- Device identifiers.
- Pages visited.
- Products viewed.
- Time spent on pages.
- Click activity.
- Navigation paths.
- Referral source.
- Exit pages.
- Date and time of visits.
- Website performance information.
- Error reports.

- Security logs.

This information is generally collected using technologies such as cookies, server logs, pixels, software development tools, and similar technologies.

3.7 Device Information

Depending on your device and browser settings, we may collect information relating to the device used to access our Website.

Examples include:

- Device model.
- Device manufacturer.
- Operating system.
- Browser configuration.
- Screen dimensions.
- Internet connection type.
- Device language.
- Device time settings.
- Device performance characteristics.
- Unique device identifiers where permitted by law.

3.8 Usage Information

We may collect information regarding how visitors interact with our Website.

Examples include:

- Pages viewed.
- Collections viewed.
- Products viewed.
- Search terms used.
- Filters applied.
- Time spent browsing.
- Shopping cart activity.
- Checkout progress.
- Navigation behavior.
- Button clicks.
- Scroll activity.
- Feature usage.
- Session duration.
- Website interactions.

Usage information helps us understand how visitors use our Website and enables us to improve functionality and customer experience.

3.9 Marketing Information

If you choose to receive marketing communications, participate in promotions, or interact with our advertising, we may collect information such as:

- Newsletter subscriptions.
- Marketing preferences.
- Promotion participation.

- Campaign engagement.
- Email opens.
- Link clicks.
- Advertising interactions.
- Survey participation.
- Customer preferences.
- Communication history.

You may unsubscribe from marketing communications at any time using the options provided in our communications or by contacting us directly.

3.10 Information From Third Parties

We may receive information relating to you from third parties where permitted by law.

Depending on the circumstances, such information may come from:

- Payment service providers.
- Shipping carriers.
- Fraud prevention providers.
- Identity verification services.
- Advertising partners.
- Analytics providers.
- Social media platforms.
- Authentication providers.
- Customer support providers.
- Business partners.
- Publicly available sources where legally permitted.

Information received from third parties may be combined with information already held by TELLs to improve accuracy, enhance security, prevent fraud, personalize services, or fulfill legal obligations.

3.11 Information We Do Not Intentionally Collect

Unless specifically required by law or voluntarily provided by you for a legitimate purpose, TELLs does not intentionally seek to collect sensitive personal information such as:

- Government-issued identification numbers.
- Passport information.
- Driver's license information.
- Biometric identifiers.
- Medical records.
- Health information.
- Genetic information.
- Religious beliefs.
- Political opinions.
- Trade union membership.
- Sexual orientation.
- Criminal history.
- Financial account passwords.

- Payment card security codes.

If sensitive information is unintentionally submitted to us, we will handle it in accordance with applicable law and our internal security procedures.

3.12 Accuracy of Information

We rely on the accuracy of the information provided to us.

You are responsible for ensuring that the personal information you submit to TELLs is accurate, complete, and kept up to date.

If your information changes, we encourage you to update your account or contact us so that our records remain accurate.

Failure to provide accurate information may affect our ability to process orders, deliver products, verify your identity, provide customer support, or comply with legal obligations.

SECTION 04

Information You Provide

Certain information is provided directly by you when you choose to interact with TELLs.

Unlike information collected automatically through your device or browser, the information described in this section is voluntarily submitted by you when using our Website, creating an account, placing an order, communicating with our team, or accessing certain services.

The amount and type of information you provide may vary depending on the services you use and the choices you make while interacting with TELLs.

Providing certain information may be necessary in order to access specific features or complete certain transactions.

4.1 Account Registration Information

When you create a customer account, we may ask you to provide information including:

- Full name.
- Email address.
- Password.
- Telephone number, where applicable.
- Country or region.
- Preferred language.
- Communication preferences.

This information allows us to create and manage your customer account, authenticate future logins, personalize your experience, and provide account-related services.

4.2 Order Information

When you place an order through TELLs, you may provide information necessary to complete your purchase.

This information may include:

- Full name.
- Billing address.
- Shipping address.
- Email address.
- Telephone number.
- Ordered products.
- Product quantities.
- Product options.
- Selected sizes.
- Selected colors.
- Delivery instructions.
- Gift recipient information, where applicable.
- Promotional codes.
- Discount information.
- Order notes voluntarily provided by you.

Without certain required information, we may be unable to process or fulfill your order.

4.3 Payment Information

When making a purchase, you may provide payment information through our secure checkout process.

Depending on the payment method selected, this information may include:

- Cardholder name.
- Payment method.
- Billing information.
- Payment authorization details.
- Transaction confirmation.

Sensitive payment credentials are generally processed directly by authorized payment providers using secure technologies.

TELLS does not intentionally collect or permanently store complete payment card numbers, card verification codes (CVV), or similar highly sensitive payment credentials unless legally required or technically necessary.

4.4 Customer Support Information

Whenever you contact TELLs, you may voluntarily provide information that helps us understand and resolve your request.

Examples include:

- Your name.
- Email address.
- Telephone number.
- Order number.
- Product information.
- Description of your inquiry.
- Photographs.
- Screenshots.
- Supporting documents.
- Any additional information you choose to provide.

Support communications may relate to orders, delivery, post-purchase claims, refunds, product questions, account or website issues, and other customer-service matters, including:

- Orders.
- Shipping.
- Post-purchase claims.
- Sizing or order-resolution questions.
- Refund requests.
- Product questions.
- Product quality concerns.
- Website issues.
- Technical assistance.
- General inquiries.

4.5 Communications

You may communicate with TELLs through various channels, including:

- Email.
- Contact forms.
- Telephone.

- WhatsApp.
- Social media messaging.
- Customer support requests.

Information contained within these communications may include:

- Questions.
- Feedback.
- Suggestions.
- Complaints.
- Requests.
- Product recommendations.
- Customer preferences.
- Attachments voluntarily submitted.

We may retain communication records where reasonably necessary to respond to inquiries, improve customer service, maintain business records, or comply with legal obligations.

4.6 Newsletter Subscriptions

If you subscribe to receive marketing communications from TELLs, you may provide:

- Your email address.
- Your name, where requested.
- Marketing preferences.
- Preferred communication language.
- Subscription preferences.

You may unsubscribe from promotional emails at any time by using the unsubscribe link included in our communications or by contacting us directly.

Opting out of marketing communications does not affect transactional messages relating to your orders, account, security notifications, or legal communications.

4.7 Product Reviews and Feedback

You may voluntarily choose to provide reviews, ratings, testimonials, comments, or other feedback regarding our products or services.

Information submitted may include:

- Written reviews.
- Product ratings.
- Photographs.
- Videos.
- Recommendations.
- Suggestions.
- Customer experiences.

By submitting such content, you acknowledge that it may be displayed, published, or otherwise used in accordance with our Terms & Conditions and applicable law.

4.8 Survey and Promotional Participation

From time to time, TELLs may invite customers to participate in surveys, questionnaires, competitions, promotional campaigns, or research activities.

Participation is entirely voluntary.

Depending on the activity, information provided may include:

- Customer opinions.
- Shopping preferences.
- Product interests.
- Satisfaction ratings.
- Lifestyle preferences relevant to our products.
- Responses to survey questions.
- Competition entries.

Information collected through these activities helps us improve our products, services, and customer experience.

4.9 Wishlist and Preferences

If available, you may choose to save products, collections, or preferences within your account.

This information may include:

- Favorite products.
- Saved collections.
- Preferred sizes.
- Preferred colors.
- Shopping preferences.
- Notification preferences.
- Product interests.

These preferences help us personalize your experience and improve future interactions with our Website.

4.10 Information You Choose to Share

You may voluntarily provide additional information that is not specifically requested by TELLs.

Examples may include:

- Messages submitted through contact forms.
- Attachments.
- Images.
- Documents.
- Product requests.
- Suggestions.
- General correspondence.

Please avoid providing confidential or highly sensitive personal information unless it is specifically requested and necessary for the purpose of your interaction with us.

4.11 Accuracy of Information You Provide

You are responsible for ensuring that the information you provide to TELLs is:

- Accurate.
- Complete.
- Current.
- Lawfully provided.

You should promptly update your account information whenever your personal details change.

Providing inaccurate or incomplete information may affect our ability to:

- Process your orders.
- Verify your identity.
- Deliver products.
- Provide customer support.
- Communicate with you.
- Comply with applicable legal obligations.

4.12 Information Provided on Behalf of Others

If you provide personal information relating to another individual, such as a gift recipient, authorized representative, or alternative delivery contact, you confirm that:

- You are authorized to provide that information.
- The information is accurate.
- You have informed the individual, where required by law, about how their personal information may be processed.
- Your disclosure complies with applicable laws and regulations.

TELLS reserves the right to request additional information where reasonably necessary to verify authorization or comply with legal obligations.

SECTION 05

Information Collected Automatically

When you visit or interact with the TELLs Website, certain information may be collected automatically through your browser, device, network connection, and the technologies used to operate our Website.

Unlike information that you voluntarily provide, this information is generally collected without requiring you to manually enter it. It helps us operate our Website efficiently, improve performance, enhance security, understand customer behavior, detect fraud, personalize user experiences, and maintain the reliability of our services.

The information collected automatically does not always identify you directly. However, depending on applicable law and the circumstances in which it is collected, certain technical information may be considered Personal Information.

5.1 Device Information

When you access our Website, we may automatically collect information about the device you use.

This information may include:

- Device type.
- Device model.
- Device manufacturer.
- Operating system.
- Operating system version.
- Browser type.
- Browser version.
- Screen resolution.
- Display settings.
- Language preferences.
- Time zone.
- Device identifiers where permitted by law.
- Network information.
- Hardware characteristics.

Collecting this information helps us ensure compatibility across different devices and continuously improve the performance of our Website.

5.2 Network and Connection Information

We may automatically collect technical information relating to your internet connection, including:

- Internet Protocol (IP) address.
- Internet service provider.
- Approximate geographic location derived from your IP address.
- Connection type.
- Network performance.
- Request timestamps.
- Server response information.
- Connection diagnostics.

This information assists us in maintaining Website security, preventing abuse, identifying suspicious activity, and optimizing performance.

5.3 Website Usage Information

As you browse the TELLs Website, we may automatically collect information regarding how you interact with our pages and features.

Examples include:

- Pages visited.
- Products viewed.
- Collections viewed.
- Categories browsed.
- Search terms entered.
- Filters selected.
- Buttons clicked.
- Links followed.
- Time spent on individual pages.
- Total browsing session duration.
- Scroll behavior.
- Shopping cart activity.
- Checkout progression.
- Wishlist interactions.
- Navigation patterns.
- Entry pages.
- Exit pages.

Understanding these interactions allows us to improve Website usability, optimize customer journeys, and identify opportunities to enhance the shopping experience.

5.4 Log Information

Like many websites, our servers automatically generate and retain log files.

These logs may include:

- IP address.
- Browser requests.
- Requested resources.
- Access dates and times.
- Error reports.
- Server responses.
- Referring URLs.
- Session identifiers.
- Diagnostic information.
- Security events.

Log information is primarily used to maintain system integrity, investigate technical issues, improve Website performance, and detect unauthorized activity.

5.5 Cookies and Similar Technologies

Our Website may use cookies and similar technologies to recognize your browser, remember your preferences, improve functionality, personalize your experience, measure Website performance, and support marketing activities where permitted by law.

These technologies may include:

- Browser cookies.
- Session cookies.
- Persistent cookies.
- Web beacons.
- Pixels.
- Tags.
- Local storage.
- Software development kits (SDKs), where applicable.
- Similar tracking technologies.

Some cookies are essential for the operation of our Website, while others help us understand customer behavior, remember user preferences, improve functionality, or deliver more relevant content and advertisements.

Additional information regarding cookies is provided in our Cookie Policy where applicable.

5.6 Analytics Information

We may automatically collect information to better understand how visitors use our Website.

Analytics information may include:

- Number of visitors.
- Returning visitors.
- Popular products.
- Popular collections.
- Navigation flows.
- Customer engagement.
- Session duration.
- Conversion metrics.
- Device performance.
- Website loading times.
- User interaction patterns.
- Geographic trends.
- General audience insights.

Analytics information helps us improve Website design, optimize customer experience, identify technical issues, and make informed business decisions.

5.7 Shopping Activity

While browsing our Website, we may automatically record certain shopping-related interactions.

Examples include:

- Recently viewed products.
- Shopping cart contents.
- Checkout progress.
- Wishlist activity.
- Saved preferences.
- Product comparisons, where available.
- Product recommendations viewed.

- Promotional offers interacted with.

This information allows us to improve customer convenience and personalize future interactions with our Website.

5.8 Security and Fraud Detection Information

To protect our customers, employees, business partners, and Website, we automatically collect certain information relating to security.

This information may include:

- Login attempts.
- Failed authentication attempts.
- Account activity.
- Device consistency.
- Browser characteristics.
- IP reputation.
- Suspicious behavior indicators.
- Fraud detection signals.
- Security event logs.
- Abuse prevention data.

These measures help us detect, investigate, prevent, and respond to fraud, unauthorized access, malicious activity, and other security risks.

5.9 Advertising and Marketing Technologies

Where permitted by applicable law and your privacy preferences, our Website may use technologies that help us understand the effectiveness of advertising campaigns and improve future marketing efforts.

These technologies may collect information regarding:

- Advertisement views.
- Advertisement clicks.
- Campaign performance.
- Referral sources.
- Marketing attribution.
- Conversion events.
- Audience segmentation.
- Engagement metrics.

Depending on your location, certain advertising technologies may only be activated after obtaining the consent required under applicable law.

5.10 Information From Third-Party Technologies

Certain technical information may be collected through technologies operated by trusted third-party service providers supporting our Website.

These providers may assist with:

- Website functionality.
- Payment processing.
- Fraud prevention.
- Analytics.
- Security monitoring.

- Customer communications.
- Marketing performance.
- Website optimization.
- Error monitoring.
- Cloud infrastructure.

Each provider processes information only to the extent necessary to provide the services requested by TELLs or as otherwise permitted by applicable law.

5.11 Automatic Decision Technologies

Certain automated systems may process technical information to assist with:

- Fraud prevention.
- Security monitoring.
- Website optimization.
- Performance management.
- Spam prevention.
- Risk assessment.
- Customer experience improvements.

These technologies help improve operational efficiency but are not intended to replace meaningful human decision-making where required by applicable law.

5.12 Your Choices

Depending on your browser settings, device configuration, and applicable privacy laws, you may be able to:

- Control cookie preferences.
- Disable certain tracking technologies.
- Adjust browser privacy settings.
- Limit personalized advertising.
- Delete stored cookies.
- Clear browser data.
- Configure consent preferences where available.

Please note that disabling certain technologies may affect the functionality, security, personalization, or performance of some parts of the TELLs Website.

SECTION 06

Cookies & Tracking Technologies

To provide a secure, reliable, and personalized experience, TELLs uses cookies and other tracking technologies on our Website.

These technologies help us operate essential Website functions, remember your preferences, improve performance, understand how visitors interact with our Website, measure the effectiveness of our services, and, where permitted by law, deliver more relevant content and advertising.

Some of these technologies are necessary for the Website to function properly, while others are optional and may only be used with your consent where required by applicable law.

6.1 What Are Cookies?

Cookies are small text files that are placed on your computer, smartphone, tablet, or other internet-connected device when you visit a website.

Cookies allow websites to recognize your browser or device during future visits and may remember certain information about your preferences or previous interactions.

Cookies do not normally contain information that directly identifies you by name. However, depending on applicable law, information associated with cookies may be considered Personal Information when it can reasonably be linked to an identifiable individual.

6.2 Why We Use Cookies

TELLs uses cookies and similar technologies for a variety of legitimate business purposes.

These purposes may include:

- Operating the Website.
- Maintaining secure browsing sessions.
- Protecting customer accounts.
- Remembering shopping cart contents.
- Saving customer preferences.
- Remembering language settings.
- Improving Website functionality.
- Measuring Website performance.
- Understanding customer behavior.
- Preventing fraud.
- Detecting security threats.
- Troubleshooting technical issues.
- Improving customer experience.
- Personalizing Website content.
- Measuring marketing effectiveness.
- Supporting advertising activities where legally permitted.

6.3 Types of Cookies We May Use

Depending on how you interact with our Website, we may use different categories of cookies.

Essential Cookies

Essential cookies are necessary for the operation of our Website.

Without these cookies, certain features may not function correctly.

Examples include cookies that help:

- Maintain secure sessions.
- Process purchases.
- Remember shopping cart contents.
- Complete checkout.
- Protect customer accounts.
- Prevent fraudulent activity.
- Balance server traffic.
- Maintain Website security.

Because these cookies are necessary for core Website functionality, they generally cannot be disabled through our Website.

Functional Cookies

Functional cookies help improve your browsing experience by remembering certain preferences.

Examples include:

- Preferred language.
- Preferred region.
- Display settings.
- Accessibility preferences.
- Previously entered information.
- User interface preferences.

These cookies make future visits more convenient by reducing the need to repeatedly configure the Website.

Performance Cookies

Performance cookies help us understand how visitors use our Website.

These cookies may collect information regarding:

- Pages visited.
- Popular products.
- Navigation paths.
- Session duration.
- Website loading times.
- Error reports.
- Customer interactions.
- Feature usage.

This information helps us continuously improve Website performance and usability.

Analytics Cookies

Analytics cookies help us better understand customer behavior.

They may collect information regarding:

- Visitor numbers.
- Returning visitors.
- Geographic trends.
- Device usage.
- Traffic sources.
- Conversion measurements.

- Customer engagement.
- Website performance metrics.

Analytics information is generally used in aggregated form to improve our products and services.

Advertising Cookies

Where permitted by applicable law, advertising cookies may be used to:

- Measure advertising effectiveness.
- Prevent repetitive advertisements.
- Understand campaign performance.
- Deliver more relevant advertisements.
- Build audience insights.
- Improve future marketing activities.

These cookies may be provided by advertising partners or other authorized service providers acting on our behalf.

6.4 Similar Tracking Technologies

In addition to cookies, TELLs may use similar technologies, including:

- Web beacons.
- Pixels.
- Tracking tags.
- Local storage.
- Session storage.
- Software Development Kits (SDKs), where applicable.
- Device identifiers.
- Log files.
- Server-side tracking technologies.
- Similar technologies developed in the future.

These technologies may perform functions similar to cookies or support security, analytics, fraud prevention, Website optimization, and marketing activities.

6.5 Third-Party Technologies

Certain cookies or tracking technologies may be placed or operated by trusted third-party service providers that support our business operations.

These providers may assist with:

- Website hosting.
- Payment processing.
- Customer authentication.
- Fraud prevention.
- Security monitoring.
- Website analytics.
- Advertising measurement.
- Customer communications.
- Marketing automation.
- Performance monitoring.
- Cloud infrastructure.

Where third-party technologies are used, those providers may also process information according to their own privacy policies and applicable legal obligations.

6.6 Cookie Duration

Cookies may remain on your device for different periods of time.

Generally, they fall into two categories:

Session Cookies

Session cookies exist only while your browser session remains active.

They are automatically removed when you close your browser.

Persistent Cookies

Persistent cookies remain on your device after your browsing session ends.

They continue to function until:

- They expire automatically.
- They are deleted manually.
- Your browser removes them.
- Your device settings remove them.

Persistent cookies help remember preferences between visits.

6.7 Managing Cookie Preferences

Depending on your location and applicable law, you may be able to manage your cookie preferences through:

- Our cookie preference tools, where available.
- Your browser settings.
- Your device settings.
- Privacy controls provided by your operating system.
- Advertising preference tools offered by participating organizations.

You may choose to:

- Accept cookies.
- Reject non-essential cookies.
- Delete existing cookies.
- Block future cookies.
- Restrict certain categories of tracking technologies.

Please note that disabling certain cookies may affect the functionality, performance, or availability of some Website features.

6.8 Browser Controls

Most internet browsers allow users to control cookies through their settings.

Depending on your browser, you may be able to:

- View stored cookies.
- Delete cookies.
- Block cookies.
- Receive notifications before cookies are stored.
- Restrict third-party cookies.
- Clear browsing data.

Browser settings differ depending on the browser and device you use.

6.9 Do Not Track Signals

Some internet browsers offer a "Do Not Track" (DNT) setting.

Because browser-based Do Not Track (DNT) signals are not governed by one universally accepted response standard, we may not respond to DNT signals unless applicable law requires otherwise.

Where required by applicable law, we will honor legally recognized opt-out preference signals, including Global Privacy Control (GPC) where applicable, as a valid request to opt out of covered sale or sharing activities.

6.10 Future Technologies

Technology continues to evolve.

As new technologies become available, TELLs may adopt additional methods for improving Website functionality, enhancing security, measuring performance, preventing fraud, or improving customer experience.

Whenever new tracking technologies materially affect the processing of Personal Information, we will update this Privacy Policy and, where required by law, obtain any necessary consent before implementing those technologies.

6.11 Your Choices

You remain in control of many aspects of how cookies and similar technologies are used.

Depending on applicable law, your location, and the technologies involved, you may have the ability to:

- Withdraw previously granted consent.
- Modify cookie preferences.
- Disable optional cookies.
- Restrict advertising technologies.
- Limit analytics technologies.
- Delete stored browser data.
- Exercise applicable privacy rights.

Choosing to disable certain technologies may reduce personalization, affect Website performance, or prevent certain features from functioning as intended.

SECTION 07

Analytics

Understanding how visitors interact with our Website is essential to improving the products, services, and overall experience offered by TELLs.

For this reason, we may use analytics technologies that help us better understand how our Website performs, how customers navigate our pages, and how our services can be continuously improved.

Analytics information is primarily used to evaluate overall Website performance and customer experience rather than to identify individual visitors.

Whenever reasonably possible, we seek to use aggregated, anonymized, or de-identified information for analytical purposes.

7.1 Purpose of Analytics

Analytics allows TELLs to better understand how visitors interact with our Website and helps us make informed business decisions.

Analytics information may be used to:

- Improve Website functionality.
- Enhance customer experience.
- Optimize page performance.
- Improve navigation.
- Identify technical issues.
- Monitor Website stability.
- Measure customer engagement.
- Improve product discovery.
- Evaluate marketing performance.
- Improve checkout experiences.
- Support future product development.
- Understand customer preferences.
- Improve accessibility.
- Enhance Website security.

7.2 Information We May Analyze

Depending on your interaction with our Website, analytics information may include:

- Pages visited.
- Products viewed.
- Collections viewed.
- Categories visited.
- Search terms.
- Time spent on pages.
- Session duration.
- Navigation paths.
- Click activity.
- Scroll behavior.
- Shopping cart interactions.
- Checkout progression.

- Purchase completion.
- Returning visitor activity.
- Device type.
- Browser type.
- Operating system.
- Screen resolution.
- Approximate geographic region.
- Traffic source.
- Referral information.
- Website performance metrics.

Analytics information generally does not include sensitive payment credentials or confidential financial information.

7.3 Website Performance

Analytics helps us evaluate the technical performance of our Website.

Examples include monitoring:

- Website loading speed.
- Server response times.
- Broken pages.
- System availability.
- Error frequency.
- Browser compatibility.
- Mobile responsiveness.
- Feature performance.
- Resource usage.
- Technical reliability.

This information helps ensure that our Website remains stable, secure, and accessible.

7.4 Customer Experience

Analytics enables TELLs to better understand how customers interact with different parts of our Website.

Examples include:

- Which pages receive the most visits.
- Which collections are viewed most frequently.
- Which products attract the greatest interest.
- Navigation patterns.
- Customer journeys.
- Search behavior.
- Checkout completion rates.
- Customer engagement.
- Feature usage.

These insights help us improve usability and create a better shopping experience.

7.5 Product Insights

Analytics may also help us better understand customer interest in our products.

Examples include:

- Popular products.
- Popular categories.
- Seasonal demand.
- Product performance.
- Customer browsing behavior.
- Shopping trends.
- Product engagement.
- Collection performance.

These insights help guide inventory planning, product development, merchandising, and future collections.

7.6 Marketing Performance

Analytics allows us to evaluate the effectiveness of our marketing activities.

This may include measuring:

- Campaign performance.
- Website traffic sources.
- Advertising effectiveness.
- Promotional engagement.
- Email campaign performance.
- Referral performance.
- Customer acquisition.
- Conversion rates.

Understanding marketing performance allows us to improve future communications while reducing unnecessary or ineffective marketing activities.

7.7 Aggregated and Anonymous Information

Where reasonably possible, TELLs may use aggregated, statistical, anonymized, or de-identified information for analytical purposes.

Examples include:

- Total Website visitors.
- Overall sales trends.
- Popular product categories.
- Average browsing duration.
- Regional traffic patterns.
- Device distribution.
- Customer behavior trends.

Aggregated information does not identify individual customers and may be used for business reporting, forecasting, research, and operational planning.

7.8 Third-Party Analytics Providers

To help us better understand Website performance, TELLs may work with trusted third-party analytics providers.

These providers may assist with:

- Website measurement.
- Performance reporting.
- Customer journey analysis.
- Technical diagnostics.
- Error monitoring.
- Conversion measurement.
- Website optimization.
- Audience reporting.

Such providers process information only to the extent reasonably necessary to provide their services and in accordance with applicable contractual and legal obligations.

7.9 Improving Our Services

Information obtained through analytics may be used to improve:

- Website design.
- Navigation.
- Checkout experience.
- Search functionality.
- Product presentation.
- Mobile experience.
- Customer communications.
- Website accessibility.
- Security measures.
- Overall customer satisfaction.

Analytics helps ensure that TELLs continues to evolve based on genuine customer needs and usage patterns.

7.10 Data Retention

Analytics information may be retained for different periods depending on:

- Operational requirements.
- Security needs.
- Legal obligations.
- Technical requirements.
- Business reporting.
- Fraud prevention.
- System maintenance.

Where reasonably possible, analytics information is retained only for as long as necessary to fulfill the purposes described in this Privacy Policy.

7.11 Your Choices

Depending on applicable law and the technologies used, you may have the ability to:

- Control analytics cookies.
- Withdraw consent for optional analytics technologies.
- Adjust browser privacy settings.
- Limit certain tracking technologies.

- Delete stored browser data.
- Exercise applicable privacy rights.

Please note that disabling certain analytics technologies may reduce our ability to improve Website performance and customer experience, but it will not normally prevent you from browsing our Website or making purchases where essential technologies remain enabled.

7.12 Microsoft Clarity

TELLS is owned and operated by ALFARAJ HOLDINGS LLC. We use Microsoft Clarity to help us understand and improve Website performance, usability, and customer experience through interaction data, session recordings, and heatmaps. Sensitive information, including passwords, payment information, and Personal Information entered into forms, is masked or excluded from recordings where applicable. Clarity cookies and analytics technologies are used in accordance with the visitor's consent where consent is required.

For more information, please review the Microsoft Privacy Statement:
<https://privacy.microsoft.com/privacystatement>.

SECTION 08

Marketing Communications

TELLS may communicate with you to keep you informed about our products, collections, services, events, promotions, and other information that may be relevant to your interests.

Marketing communications are intended to help customers discover new products, stay informed about brand developments, receive exclusive offers, and enjoy a more personalized shopping experience.

Where required by applicable law, marketing communications will only be sent after obtaining the appropriate consent or where another lawful basis for communication exists.

8.1 Types of Marketing Communications

Depending on your preferences and your relationship with TELLs, marketing communications may include:

- Product announcements.
- New collection launches.
- Exclusive releases.
- Promotional campaigns.
- Seasonal offers.
- Limited-time events.
- Special discounts.
- Brand news.
- Style inspiration.
- Editorial content.
- Shopping recommendations.
- Customer surveys.
- Invitations to participate in promotions or events.
- Loyalty or membership updates, where available.
- Other communications relating to our products or services.

8.2 Communication Channels

Marketing communications may be delivered through one or more communication channels, including:

- Email.
- SMS messages, where available.
- WhatsApp, where permitted.
- Mobile notifications, where available.
- Website notifications.
- Personalized Website content.
- Social media communications.
- Digital advertising.
- Other communication methods that you choose to use with TELLs.

The availability of specific communication channels may vary depending on your country, device, account settings, and applicable legal requirements.

8.3 Subscription to Marketing Communications

You may choose to receive marketing communications by:

- Subscribing to our newsletter.
- Creating a customer account.
- Providing your contact information during checkout.
- Participating in promotions.
- Requesting updates from TELLs.
- Providing consent through Website forms or other communication channels.

Where consent is required by applicable law, we will request your permission before sending promotional communications.

Providing consent to receive marketing communications is entirely voluntary.

Your decision not to subscribe will not affect your ability to browse our Website or purchase our products.

8.4 Personalized Communications

Where permitted by applicable law, TELLs may personalize certain marketing communications based on information such as:

- Previous purchases.
- Products viewed.
- Shopping preferences.
- Saved favorites.
- Browsing activity.
- Geographic region.
- Language preferences.
- Customer interests.
- Previous interactions with our Website.
- Responses to earlier communications.

Personalization helps us provide communications that are more relevant to your interests while reducing unnecessary or repetitive marketing messages.

8.5 Frequency of Communications

The number of marketing communications you receive may vary depending on:

- Your subscription preferences.
- Your interactions with our Website.
- Your participation in promotions.
- Seasonal campaigns.
- Product launches.
- Brand announcements.
- Marketing campaigns.

We aim to communicate responsibly and avoid sending unnecessary or excessive promotional messages.

8.6 Transactional Communications

Certain communications are necessary for the operation of our services and are not considered marketing communications.

These communications may include:

- Order confirmations.

- Payment confirmations.
- Shipping notifications.
- Delivery updates.
- Account security alerts.
- Password reset emails.
- Customer support responses.
- Return or refund updates.
- Legal notices.
- Privacy or policy updates.
- Important service announcements.

Because these communications are necessary to provide our services or comply with legal obligations, you may continue to receive them even if you opt out of marketing communications.

8.7 Managing Your Preferences

You may manage your marketing preferences at any time.

Depending on the services available, you may:

- Update your communication preferences through your customer account.
- Use the unsubscribe link included in our marketing emails.
- Contact our customer support team.
- Adjust your notification settings where available.
- Modify your cookie or advertising preferences where applicable.

Preference updates may require a reasonable period of time before becoming fully effective.

8.8 Unsubscribing

You may unsubscribe from promotional communications at any time.

After receiving and processing your request, we will stop sending marketing communications through the communication channel from which you unsubscribed, except where continued communication is necessary to:

- Complete an existing transaction.
- Provide customer support.
- Fulfill contractual obligations.
- Protect account security.
- Comply with legal requirements.
- Respond to your requests.

Unsubscribing from marketing communications does not automatically delete your customer account or remove information that we are legally or operationally required to retain.

8.9 Marketing Partners

To support our marketing activities, TELLs may work with carefully selected service providers that assist with:

- Email delivery.
- Marketing automation.
- Customer relationship management.
- Campaign management.
- Audience measurement.
- Advertising performance.

- Communication analytics.
- Customer engagement.
- Website personalization.

These providers may process Personal Information only to the extent reasonably necessary to perform the services requested by TELLs, and they are expected to protect such information in accordance with applicable contractual obligations and relevant privacy laws.

8.10 Promotional Campaigns

From time to time, TELLs may conduct promotional campaigns, competitions, giveaways, surveys, or other marketing initiatives.

Participation in these activities is entirely voluntary.

Additional information may be collected depending on the specific campaign, and any applicable terms or privacy notices provided for that campaign will supplement this Privacy Policy where appropriate.

8.11 Respecting Your Choices

We respect your communication preferences.

Our goal is to ensure that marketing communications remain relevant, useful, and aligned with your interests.

We will not require you to receive promotional communications as a condition of purchasing products or using our Website, except where participation in a specific promotion or service reasonably depends on receiving related communications.

8.12 Changes to Marketing Practices

As TELLs continues to evolve, we may introduce new communication methods, technologies, or marketing services.

Where these changes materially affect the processing of Personal Information, we will update this Privacy Policy and, where required by applicable law, provide additional notice or obtain any necessary consent before implementing such changes.

SECTION 09

How We Use Your Information

TELLS uses Personal Information only for legitimate business purposes that are consistent with this Privacy Policy, our contractual obligations, applicable legal requirements, and the services requested by our customers.

The way we use Personal Information depends on the nature of your relationship with TELLs, the products or services you use, the permissions you provide, and the legal obligations that apply to our business.

We are committed to processing Personal Information responsibly, transparently, and only for purposes that are reasonably necessary to operate our business, provide our services, protect our customers, improve our Website, and comply with applicable laws.

9.1 Providing Our Products and Services

One of the primary reasons we collect Personal Information is to provide the products and services requested by our customers.

Depending on the circumstances, we may use your information to:

- Create and manage customer accounts.
- Process orders.
- Confirm purchases.
- Verify customer information.
- Prepare order and product specifications for authorized operational partners.
- Coordinate product fulfillment.
- Arrange shipping and delivery.
- Generate invoices.
- Process payments.
- Manage approved post-purchase claims and refunds.
- Provide customer support.
- Respond to inquiries.
- Deliver digital services.
- Maintain order history.
- Provide post-purchase assistance.

Without certain Personal Information, we may not be able to provide the requested products or services.

9.2 Managing Customer Accounts

If you choose to create an account with TELLs, we may use your information to:

- Authenticate your identity.
- Maintain your account.
- Remember your preferences.
- Store saved addresses.
- Display order history.
- Provide account security.
- Enable password recovery.
- Synchronize account settings.
- Personalize your shopping experience.
- Improve future interactions with our Website.

9.3 Processing Payments

Personal Information may be used to facilitate payment-related activities, including:

- Processing transactions.
- Verifying payment authorization.
- Preventing fraudulent payments.
- Managing refunds.
- Handling payment disputes.
- Detecting suspicious transactions.
- Complying with financial regulations.
- Maintaining accounting records.

Sensitive payment information is generally processed by authorized payment service providers rather than directly by TELLs.

9.4 Manufacturing and Order Fulfillment

To prepare, fulfill, and deliver the products you purchase, we may use relevant Personal Information to:

- Prepare order specifications and operational instructions.
- Support authorized product production and preparation.
- Prepare products according to applicable order specifications.
- Coordinate fulfillment.
- Prepare shipping documentation.
- Generate packing information.
- Complete delivery processes.
- Verify fulfillment accuracy.
- Resolve product-preparation or fulfillment issues.
- Support approved post-purchase resolutions.

Only the Personal Information reasonably necessary for these purposes will be shared with authorized production, fulfillment, warehousing, or logistics providers.

9.5 Shipping and Delivery

We use Personal Information to ensure that your order reaches its intended destination.

This may include:

- Verifying shipping addresses.
- Preparing shipping labels.
- Coordinating with delivery providers.
- Providing shipment tracking.
- Responding to delivery issues.
- Confirming successful delivery.
- Managing failed delivery attempts.
- Assisting with lost shipment investigations.

9.6 Customer Support

Personal Information helps us provide efficient and accurate customer support.

We may use your information to:

- Respond to inquiries.
- Verify customer identity.
- Locate orders.
- Investigate complaints.
- Resolve disputes.
- Process warranty requests.
- Handle post-purchase claims.
- Provide technical assistance.
- Improve customer satisfaction.
- Maintain communication records.

9.7 Improving Our Website

We continuously improve the TELLs Website.

Personal Information and usage information may be used to:

- Improve Website performance.
- Enhance navigation.
- Improve accessibility.
- Fix technical issues.
- Optimize mobile experiences.
- Improve search functionality.
- Improve checkout experiences.
- Develop new features.
- Improve Website security.
- Improve overall usability.

9.8 Personalizing Customer Experience

Where appropriate and permitted by law, we may use Personal Information to personalize your experience.

Examples include:

- Recommending products.
- Displaying relevant collections.
- Remembering preferences.
- Showing recently viewed products.
- Remembering shopping carts.
- Suggesting products based on previous purchases.
- Displaying localized content.
- Customizing communications.
- Improving product discovery.

Personalization is intended to make your interactions with TELLs more relevant and convenient.

9.9 Marketing and Brand Communications

Subject to applicable law and your communication preferences, we may use Personal Information to:

- Send newsletters.

- Announce new collections.
- Share promotional offers.
- Notify customers about events.
- Provide editorial content.
- Recommend products.
- Conduct customer surveys.
- Measure campaign effectiveness.
- Improve future marketing activities.

You remain in control of your marketing preferences and may unsubscribe at any time.

9.10 Analytics and Business Intelligence

We use Personal Information and technical information to better understand how our Website performs and how customers interact with our services.

This information helps us:

- Understand customer behavior.
- Improve products.
- Improve Website functionality.
- Measure customer engagement.
- Evaluate business performance.
- Support forecasting.
- Improve operational efficiency.
- Develop future collections.
- Make informed business decisions.

Whenever reasonably possible, we seek to use aggregated or de-identified information for analytical purposes.

9.11 Security and Fraud Prevention

Protecting our customers and our business is one of our highest priorities.

We may use Personal Information to:

- Detect fraudulent activity.
- Verify customer identity.
- Prevent unauthorized access.
- Protect customer accounts.
- Identify suspicious transactions.
- Investigate security incidents.
- Monitor Website integrity.
- Prevent abuse.
- Enforce our Terms & Conditions.
- Protect our employees, customers, partners, and systems.

9.12 Legal and Regulatory Compliance

Personal Information may be processed where necessary to:

- Comply with applicable laws.
- Respond to lawful requests.

- Fulfill regulatory obligations.
- Maintain accounting records.
- Meet tax obligations.
- Prevent financial crime.
- Cooperate with law enforcement where legally required.
- Protect legal rights.
- Resolve disputes.
- Enforce contractual obligations.

9.13 Internal Business Operations

We may use Personal Information to support the internal operation of TELLs, including:

- Business planning.
- Financial reporting.
- Operational management.
- Employee training.
- Quality assurance.
- Risk management.
- Auditing.
- Recordkeeping.
- Service improvement.
- Strategic planning.

9.14 Business Transfers

If TELLs or ALFARAJ HOLDINGS LLC undergoes a merger, acquisition, restructuring, financing, asset sale, investment transaction, or similar corporate event, Personal Information may be used and, where legally permitted, transferred as part of that transaction.

Any successor organization receiving Personal Information will be expected to continue protecting it in accordance with this Privacy Policy or provide notice of any material changes where required by applicable law.

9.15 Research and Innovation

We may use Personal Information, including aggregated or de-identified information where appropriate, to:

- Develop new products.
- Improve existing products.
- Evaluate customer needs.
- Conduct internal research.
- Improve operational efficiency.
- Test new Website features.
- Improve customer satisfaction.
- Support innovation across our business.

9.16 Other Legitimate Business Purposes

We may also use Personal Information for other purposes that are:

- Consistent with this Privacy Policy.
- Compatible with the reason the information was originally collected.

- Required or permitted by applicable law.
- Necessary to protect our legitimate business interests.
- Reasonably expected by our customers based on the nature of their relationship with TELLs.

Where applicable law requires additional notice or consent for a new purpose, we will provide such notice or obtain the required consent before processing Personal Information for that purpose.

SECTION 10

Legal Bases for Processing (GDPR)

If you are located in the European Economic Area (EEA), the United Kingdom (UK), Switzerland, or another jurisdiction where similar privacy laws apply, TELLs processes Personal Information only where we have a valid legal basis for doing so.

The legal basis for processing depends on the nature of the Personal Information involved, the purpose for which it is processed, the relationship between you and TELLs, and the applicable legal requirements.

In certain situations, more than one legal basis may apply to the same processing activity.

10.1 Performance of a Contract

One of the primary legal bases for processing Personal Information is the necessity to perform a contract with you or to take steps at your request before entering into a contract.

This legal basis applies whenever processing your Personal Information is necessary to provide the products or services you have requested.

Examples include:

- Creating customer accounts.
- Processing purchases.
- Confirming orders.
- Processing payments.
- Coordinating authorized product production.
- Preparing products for shipment.
- Delivering orders.
- Providing customer support.
- Managing approved post-purchase claims and refunds.
- Verifying order information.
- Responding to service requests.
- Maintaining order history.

Without processing the required Personal Information, we may be unable to fulfill our contractual obligations.

10.2 Compliance With Legal Obligations

We may process Personal Information where necessary to comply with legal or regulatory obligations applicable to TELLs or ALFARAJ HOLDINGS LLC.

Such obligations may include:

- Tax reporting.
- Financial recordkeeping.
- Accounting requirements.
- Regulatory compliance.
- Fraud prevention.
- Anti-money laundering obligations where applicable.
- Responding to lawful government requests.
- Court orders.
- Legal investigations.
- Consumer protection requirements.
- Product safety obligations.

- Maintaining legally required business records.

Processing carried out for these purposes is necessary to comply with applicable law and does not generally require separate customer consent.

10.3 Legitimate Interests

We may process Personal Information where doing so is necessary for our legitimate business interests, provided that those interests are not overridden by your fundamental rights and freedoms.

Our legitimate interests may include:

- Operating our business.
- Improving our Website.
- Enhancing customer experience.
- Protecting our systems.
- Preventing fraud.
- Maintaining Website security.
- Conducting business analysis.
- Developing new products.
- Measuring Website performance.
- Managing customer relationships.
- Responding to customer inquiries.
- Enforcing our Terms & Conditions.
- Defending legal claims.
- Improving operational efficiency.
- Protecting our intellectual property.
- Maintaining internal records.

Whenever we rely on legitimate interests, we seek to carefully balance our business needs against your privacy rights and expectations.

10.4 Consent

In certain situations, TELLs relies on your consent as the legal basis for processing Personal Information.

Consent may be requested for activities including:

- Receiving marketing communications.
- Using optional cookies.
- Personalized advertising.
- Participation in surveys.
- Promotional campaigns.
- Optional Website features.
- Certain personalization services.
- Other processing activities where consent is required by applicable law.

Where processing is based on consent:

- Consent is voluntary.
- Consent may be withdrawn at any time.
- Withdrawal does not affect processing carried out before consent was withdrawn.
- Refusing consent will not normally prevent you from using the essential functions of our Website.

Where required by law, consent requests will be presented in a clear, specific, and easily understandable manner.

10.5 Protection of Vital Interests

In exceptional circumstances, we may process Personal Information where necessary to protect the vital interests of an individual or another natural person.

Examples may include situations involving:

- Serious threats to personal safety.
- Medical emergencies where legally appropriate.
- Protection of life.
- Emergency response situations.
- Other circumstances recognized under applicable law.

Such situations are expected to occur only rarely.

10.6 Public Interest

Where permitted or required by applicable law, Personal Information may be processed for reasons of public interest or in the exercise of official authority.

Examples may include:

- Regulatory investigations.
- Public safety obligations.
- Consumer protection requirements.
- Product recalls.
- Legal reporting obligations.
- Government requests supported by applicable law.

Processing under this legal basis occurs only where legally authorized or required.

10.7 Multiple Legal Bases

Certain processing activities may rely on more than one legal basis simultaneously.

For example:

Processing an order may involve:

- Performance of a contract.
- Compliance with legal obligations.
- Legitimate business interests.

Similarly, fraud prevention activities may involve:

- Legitimate interests.
- Legal obligations.
- Protection of vital interests in exceptional circumstances.

The existence of multiple legal bases does not expand the scope of processing beyond what is reasonably necessary for the stated purpose.

10.8 Changes to the Legal Basis

As our business evolves, the legal basis relied upon for particular processing activities may change.

Where a material change affects how your Personal Information is processed, TELLs will update this Privacy Policy and, where required by applicable law, provide additional notice or obtain your consent before implementing such changes.

10.9 Your Rights Under the GDPR

Where the General Data Protection Regulation or similar privacy legislation applies, you may have rights including:

- The right to be informed.
- The right of access.
- The right to rectification.
- The right to erasure.
- The right to restrict processing.
- The right to data portability.
- The right to object to processing.
- The right not to be subject to certain automated decisions.
- The right to withdraw consent where consent is the legal basis.
- The right to lodge a complaint with a competent supervisory authority.

The availability of these rights depends on the circumstances of the processing activity and the applicable legal requirements.

10.10 Commitment to Lawful Processing

TELLS is committed to processing Personal Information lawfully, fairly, and transparently.

Whenever Personal Information is processed, we seek to ensure that an appropriate legal basis exists before processing begins and that such processing remains limited to what is reasonably necessary for the relevant purpose.

We regularly review our privacy practices to help ensure that our processing activities continue to align with applicable privacy laws, evolving regulatory expectations, and our commitment to protecting the privacy and rights of our customers.

SECTION 11

Sharing Information with Service Providers

In order to operate efficiently and provide our products and services, TELLs may share Personal Information with carefully selected third-party service providers that perform services on our behalf or support our business operations.

We do not sell Personal Information to Service Providers.

Information is shared only when reasonably necessary to provide our services, fulfill customer requests, operate our business, protect our Website, comply with legal obligations, or support other legitimate purposes described in this Privacy Policy.

Whenever possible, we seek to limit the information shared to only what is necessary for the specific service being provided.

11.1 Why We Share Information

Service Providers assist TELLs in delivering products, operating our Website, maintaining security, improving customer experience, and supporting our day-to-day business operations.

Depending on the services involved, Personal Information may be shared to:

- Process customer orders.
- Support authorized product production and preparation.
- Support product preparation according to applicable order specifications.
- Prepare shipments.
- Deliver purchases.
- Process payments.
- Prevent fraud.
- Verify transactions.
- Provide customer support.
- Operate our Website.
- Store business data.
- Improve Website performance.
- Conduct analytics.
- Deliver communications.
- Measure marketing performance.
- Maintain Website security.
- Comply with legal obligations.
- Support internal business operations.

11.2 Categories of Service Providers

Depending on the nature of your interaction with TELLs, Personal Information may be shared with providers supporting one or more of the following services:

Website Infrastructure

Providers responsible for hosting, maintaining, securing, and operating our Website and related digital services.

Payment Services

Authorized financial institutions and payment service providers responsible for securely processing transactions, verifying payments, preventing fraud, and managing payment-related activities.

Production and Product Operations

Authorized production and product-operations providers that support the preparation of products offered by TELLs.

Only the Personal Information reasonably necessary to support the relevant product or order operation is shared.

Fulfillment Services

Partners responsible for preparing customer orders, packaging products, managing inventory where applicable, and coordinating fulfillment operations.

Shipping and Logistics

Shipping carriers, logistics companies, customs service providers, and delivery partners responsible for transporting purchased products to customers.

Information shared may include only what is necessary to complete delivery and provide shipment tracking.

Customer Support Services

Providers assisting us in responding to customer inquiries, managing communications, resolving support requests, and maintaining customer service operations.

Communications Providers

Providers supporting email delivery, notifications, customer messaging, newsletters, transactional communications, and related communication services.

Analytics Providers

Providers assisting us in measuring Website performance, customer engagement, Website functionality, and operational effectiveness.

Whenever reasonably possible, analytics information is used in aggregated or de-identified form.

Marketing Services

Providers assisting with:

- Marketing automation.
- Campaign management.
- Audience measurement.
- Advertising performance.
- Customer engagement.
- Website personalization where permitted by law.

Security Providers

Organizations supporting cybersecurity, fraud prevention, identity verification, system monitoring, threat detection, and protection against unauthorized activity.

Cloud Infrastructure

Providers responsible for secure cloud storage, system infrastructure, database management, backup services, disaster recovery, and operational continuity.

Professional Advisors

Law firms, accountants, auditors, consultants, insurers, and other professional advisers where their services are reasonably necessary for operating TELLs or complying with legal obligations.

11.3 Information That May Be Shared

Depending on the service involved, information shared with Service Providers may include:

- Name.
- Email address.
- Telephone number.
- Billing address.
- Shipping address.

- Country.
- Order number.
- Purchased products.
- Product quantities.
- Product variations.
- Size selections.
- Color selections.
- Delivery instructions.
- Payment confirmation.
- Transaction identifiers.
- Customer support information.
- Device information where necessary.
- Technical information.
- Security-related information.
- Fraud prevention indicators.

We seek to avoid sharing information that is not reasonably necessary for the specific service being performed.

11.4 Confidentiality and Security

We expect our Service Providers to implement appropriate administrative, technical, organizational, and physical safeguards designed to protect Personal Information against:

- Unauthorized access.
- Unauthorized disclosure.
- Misuse.
- Accidental loss.
- Destruction.
- Alteration.
- Unauthorized processing.

Where appropriate, we require Service Providers to process Personal Information only for the purposes specified by TELLs and in accordance with applicable contractual obligations and relevant privacy laws.

11.5 Independent Processing

Certain Service Providers may independently determine how they process Personal Information in connection with the services they provide.

Examples may include payment institutions, shipping carriers, financial organizations, or governmental authorities acting under their own legal responsibilities.

In such cases, those organizations may act as independent controllers, businesses, or equivalent entities under applicable privacy laws.

Their handling of Personal Information may be governed by their own privacy policies and legal obligations.

11.6 International Service Providers

Some Service Providers supporting TELLs may operate in countries other than your country of residence.

As a result, Personal Information may be transferred internationally where reasonably necessary to provide our services.

Whenever international transfers occur, we seek to implement appropriate safeguards consistent with applicable privacy laws.

11.7 Business Changes

If TELS or ALFARAJ HOLDINGS LLC undergoes:

- A merger.
- Acquisition.
- Corporate restructuring.
- Investment transaction.
- Sale of assets.
- Business transfer.
- Financing transaction.
- Similar corporate event.

Personal Information may be disclosed or transferred as part of that transaction where permitted by applicable law.

Any successor organization will be expected to continue protecting Personal Information in accordance with this Privacy Policy or provide appropriate notice where legally required.

11.8 Legal Disclosure

We may disclose Personal Information to Service Providers or other third parties where reasonably necessary to:

- Comply with applicable laws.
- Respond to lawful governmental requests.
- Comply with court orders.
- Protect legal rights.
- Investigate fraud.
- Prevent unlawful activity.
- Protect customers.
- Protect employees.
- Protect business partners.
- Protect our property.
- Protect public safety.
- Enforce our legal agreements.

Such disclosures are made only where we believe there is an appropriate legal basis for doing so.

11.9 Our Commitment

TELLS carefully considers the necessity of sharing Personal Information before doing so.

We strive to work only with organizations that demonstrate appropriate standards of privacy, confidentiality, security, and legal compliance.

Sharing Personal Information with Service Providers does not transfer ownership of your Personal Information.

We remain committed to protecting your information throughout its lifecycle and to ensuring that Personal Information is shared responsibly, transparently, and only to the extent reasonably necessary to provide our products, operate our business, and fulfill our obligations to our customers.

SECTION 12

Payment Processing

At TELLs, protecting the security of financial transactions is one of our highest priorities.

All payments made through our Website are processed using secure payment technologies designed to help protect customer information during the checkout process.

We strive to ensure that every transaction is processed through trusted payment systems that use appropriate technical, administrative, and security measures to safeguard payment information.

12.1 Payment Methods

Depending on your country, region, device, and the payment options available at the time of purchase, TELLs may offer one or more authorized payment methods.

Available payment methods may include:

- Credit cards.
- Debit cards.
- Digital wallets.
- Bank-based payment services.
- Local payment methods.
- Alternative payment solutions.
- Installment payment services, where available.
- Other payment methods introduced in the future.

Available payment options may change without prior notice as our business evolves.

12.2 Payment Information

When you make a purchase, certain payment-related information may be collected in order to complete your transaction.

Depending on the payment method used, this information may include:

- Cardholder name.
- Billing address.
- Billing country.
- Payment method.
- Transaction amount.
- Currency.
- Payment authorization status.
- Transaction identifier.
- Payment confirmation.
- Fraud prevention indicators.
- Limited payment verification information.

The exact information collected depends on the payment method selected and the requirements of the payment service involved.

12.3 Secure Payment Processing

For your protection, payment transactions are generally processed through authorized third-party payment providers using secure technologies.

These providers are responsible for securely transmitting, authorizing, and completing payment transactions.

Sensitive payment credentials are generally processed directly by those providers rather than by TELLs.

12.4 Information We Do Not Store

As a general business practice, TELLs does not intentionally store complete payment card information on its own systems.

This includes, where applicable:

- Full payment card numbers.
- Card Verification Values (CVV or CVC).
- Full magnetic stripe data.
- Payment PINs.
- Banking authentication credentials.
- Security authentication codes.

Where payment information must be temporarily processed to complete a transaction, appropriate security measures are used throughout the process.

12.5 Payment Verification

To help protect customers and our business, payment transactions may be reviewed using automated and manual verification procedures.

Verification activities may include:

- Payment authorization checks.
- Address verification.
- Fraud prevention screening.
- Transaction consistency checks.
- Device verification.
- Identity verification where appropriate.
- Risk assessment.
- Security monitoring.

Certain transactions may require additional verification before they can be completed.

12.6 Fraud Prevention

Protecting customers from fraudulent activity is an important part of our payment process.

We may use payment-related information to:

- Detect suspicious transactions.
- Prevent unauthorized purchases.
- Identify fraudulent activity.
- Investigate payment disputes.
- Reduce financial risk.
- Protect customer accounts.
- Comply with legal obligations.
- Support payment security investigations.

If we reasonably believe that a transaction presents an elevated risk, we may delay, decline, cancel, or request additional verification before processing the order.

12.7 Payment Authorization

Submitting payment information does not automatically guarantee that an order will be accepted.

Orders remain subject to:

- Payment authorization.
- Product availability.
- Fraud prevention review.
- Compliance verification.
- Internal order review where necessary.

If payment authorization cannot be successfully completed, the associated order may be delayed, cancelled, or declined.

12.8 Refund Processing

Where a refund is approved, it will generally be issued using the original payment method whenever reasonably possible.

The time required for refunded funds to appear in your account may vary depending on:

- Your financial institution.
- Your payment provider.
- Processing schedules.
- Banking systems.
- Applicable legal or regulatory requirements.

While TELLs may initiate an approved refund promptly, we cannot control the processing times of financial institutions or payment providers.

12.9 Chargebacks and Payment Disputes

If a payment dispute or chargeback is initiated, TELLs may use relevant transaction records, order information, shipping records, communications, and other supporting documentation to respond to the dispute and protect its legal rights.

Customers are encouraged to contact our support team before initiating a chargeback whenever possible so that we may attempt to resolve the matter directly.

12.10 Currency and Pricing

Product prices, currencies, taxes, duties, and payment amounts displayed during checkout may vary depending on:

- Customer location.
- Currency selection.
- Applicable taxes.
- Shipping destination.
- Promotional discounts.
- Payment method.
- Local legal requirements.

Your financial institution may also apply currency conversion fees or other banking charges that are outside the control of TELLs.

12.11 Payment Security

We continually seek to maintain appropriate safeguards designed to protect payment-related activities.

These safeguards may include:

- Secure encrypted connections.
- Access controls.
- Fraud monitoring.
- Risk assessment systems.
- Transaction verification.

- Security logging.
- Internal security procedures.
- Regular operational reviews.

Although we take reasonable measures to protect payment information, no online payment system can guarantee absolute security.

Customers should also take reasonable precautions to protect their own payment credentials, devices, and account information.

12.12 Future Payment Services

As TELLs continues to grow, we may introduce additional payment methods, financial technologies, or payment service providers to improve customer convenience and support new markets.

Where these changes materially affect the processing of Personal Information, this Privacy Policy will be updated accordingly, and any additional notice or consent required by applicable law will be provided before such changes take effect.

SECTION 13

Production, Fulfillment & Logistics Partners

To prepare, fulfill, store, and deliver products offered through TELLs, we may work with carefully selected production, warehousing, fulfillment, and logistics providers.

These providers support product preparation, quality control, order handling, inventory operations where applicable, fulfillment, and delivery while helping us maintain a consistent customer experience.

Certain Personal Information may need to be shared with authorized operational providers when reasonably necessary to prepare, fulfill, or deliver your purchase.

We carefully consider the necessity of every data transfer and seek to share only the information reasonably required for the specific services being performed.

13.1 Why We Share Information With Operational Partners

Authorized production, warehousing, fulfillment, and logistics providers may assist TELLs with services such as:

- Coordinating authorized product production.
- Product specification and preparation support.
- Quality inspection.
- Packaging.
- Order preparation.
- Inventory management where applicable.
- Order fulfillment.
- Shipping coordination.
- Approved post-purchase resolution support.
- Post-purchase quality review support.

Without sharing limited order information, these providers may be unable to perform the operational services necessary to complete your purchase.

13.2 Information We May Share

Depending on the product purchased and the services required, we may share information including:

- Customer name.
- Shipping name.
- Shipping address.
- Telephone number where required for delivery.
- Email address where operationally necessary.
- Country or region.
- Order number.
- Product details.
- Product quantities.
- Product sizes.
- Product colors.
- Product variations.
- Packaging instructions.
- Shipping method.
- Delivery requirements.

We seek to limit the information shared to only what is reasonably necessary for completing your order.

13.3 Information We Do Not Share

Unless specifically required for a legitimate operational or legal purpose, TELLs does not intentionally provide production, warehousing, fulfillment, or logistics providers with information such as:

- Complete payment card numbers.
- Card security codes.
- Online banking credentials.
- Customer account passwords.
- Security authentication credentials.
- Government-issued identification documents.
- Sensitive personal information unrelated to order fulfillment.

Providers receive only the information reasonably required to perform authorized services for TELLs.

13.4 Confidentiality Requirements

We expect authorized operational providers to handle Personal Information responsibly and in accordance with applicable contractual, operational, and legal requirements.

Where appropriate, partners are expected to:

- Protect Personal Information.
- Limit internal access.
- Use appropriate security measures.
- Prevent unauthorized disclosure.
- Prevent unauthorized use.
- Protect information during storage.
- Protect information during transmission.
- Comply with applicable privacy laws.

13.5 Limited Purpose Processing

Personal Information shared with authorized operational providers is intended solely for purposes related to preparing, fulfilling, delivering, or supporting customer orders and related TELLs services.

Examples include:

- Producing purchased products.
- Preparing products according to order specifications.
- Preparing packaging.
- Coordinating shipment.
- Supporting approved post-purchase resolutions.
- Resolving production issues.
- Supporting quality control.
- Handling fulfillment-related customer requests.

We do not authorize partners to use Personal Information for unrelated commercial purposes except where independently permitted or required by applicable law.

13.6 International Operations

Operational services may be performed in different countries depending on factors such as product availability, service capacity, customer location, shipping destination, and other legitimate operational requirements.

- Product type.
- Product availability.
- Production capacity.
- Customer location.
- Shipping destination.
- Operational requirements.

As a result, Personal Information may be transferred internationally where reasonably necessary to complete your order.

Whenever such transfers occur, TELLs seeks to implement appropriate safeguards consistent with applicable privacy laws.

13.7 Quality Assurance

Authorized operational providers may use limited order information to:

- Verify production accuracy.
- Confirm sizing.
- Verify product specifications.
- Prevent product-preparation or fulfillment errors.
- Support product and fulfillment quality.
- Review reported product or fulfillment issues.
- Support approved post-purchase resolutions.
- Investigate product-preparation or fulfillment issues.

These activities help verify order accuracy and support the review of product or fulfillment issues.

13.8 Post-Purchase Claims and Resolutions

Where a customer reports a damaged, defective, incorrect, delayed, lost, or other potentially qualifying order issue, relevant order, product, fulfillment, or shipment information may be shared with authorized providers where reasonably necessary to review the claim and support an approved resolution under applicable TELLs policies.

- Verify relevant product or operational records.
- Support any approved operational resolution where appropriate.
- Investigate reported product issues.
- Confirm relevant product specifications or operational details.
- Support qualifying post-purchase claims.
- Support the review and resolution of fulfillment issues.

Only information reasonably necessary for these purposes will be shared.

13.9 Changes to Our Production Network

As TELLs grows, we may introduce or change production facilities, warehousing arrangements, fulfillment centers, logistics providers, other operational partners, or supporting technologies.

The addition or replacement of production partners does not necessarily require changes to this Privacy Policy, provided that Personal Information continues to be processed in accordance with the principles described in this document.

Whenever material changes affect the processing of Personal Information, we will update this Privacy Policy and provide any additional notice required by applicable law.

13.10 Our Commitment

TELLS is committed to working with authorized operational providers that demonstrate appropriate standards of quality, reliability, operational excellence, privacy, and responsible data handling.

We strive to ensure that every partner receiving Personal Information does so only for legitimate operational purposes and only to the extent reasonably necessary to fulfill customer orders and support our business operations.

Although order preparation, fulfillment, and delivery may involve multiple authorized providers across different regions, our commitment to protecting Personal Information remains consistent throughout the order lifecycle.

SECTION 14

Shipping Partners

To deliver your purchases safely and efficiently, TELLs may work with carefully selected shipping carriers, logistics providers, transportation companies, customs service providers, and other authorized delivery partners.

These partners assist us in transporting products from the relevant fulfillment or dispatch location to the delivery address provided during checkout.

In order to complete the delivery process, certain Personal Information must be shared with these partners.

We carefully evaluate the necessity of every disclosure and seek to share only the information reasonably required to complete the shipment and related delivery services.

14.1 Purpose of Sharing Information

Shipping and logistics partners help TELLs provide reliable delivery services to customers around the world.

Personal Information may be shared for purposes including:

- Preparing shipments.
- Creating shipping labels.
- Coordinating transportation.
- Scheduling deliveries.
- Providing shipment tracking.
- Confirming successful delivery.
- Managing delivery exceptions.
- Investigating delayed shipments.
- Resolving lost package claims.
- Managing carrier-returned or undeliverable shipments.
- Supporting approved delivery resolutions.
- Complying with customs or transportation requirements.

Without sharing limited shipping information, delivery of customer orders would not be possible.

14.2 Information We May Share

Depending on the destination and shipping method selected, we may share information including:

- Customer name.
- Recipient name.
- Shipping address.
- Country or region.
- Postal or ZIP code.
- Telephone number where required.
- Email address where operationally necessary.
- Order number.
- Shipment reference number.
- Delivery instructions provided by the customer.
- Package dimensions.
- Package weight.
- Shipping method.

- Tracking information.
- Customs information where required.

Only information reasonably necessary for transportation and delivery is shared.

14.3 Delivery Tracking

To improve transparency throughout the delivery process, shipping partners may generate tracking information for customer shipments.

Tracking information may include:

- Shipment status.
- Pickup confirmation.
- Transit updates.
- Distribution center activity.
- Customs processing status.
- Delivery attempts.
- Delivery confirmation.
- Estimated delivery dates.
- Exception notifications.
- Carrier-return or undeliverable shipment updates.

This information helps customers monitor the progress of their orders and allows TELLs to provide timely support when delivery issues arise.

14.4 International Deliveries

Because TELLs serves customers in multiple countries, many shipments may involve international transportation.

International deliveries may require cooperation with:

- International shipping carriers.
- Customs authorities.
- Border agencies.
- Import processing organizations.
- Local delivery companies.
- Regional logistics providers.

As a result, Personal Information may be transferred across national borders where reasonably necessary to complete the delivery process.

Whenever international transfers occur, we seek to implement appropriate safeguards consistent with applicable privacy laws.

14.5 Customs and Regulatory Requirements

Certain countries require shipping providers to disclose limited shipment information to customs authorities or other governmental agencies.

Where required by applicable law, shipment information may be shared for purposes including:

- Customs clearance.
- Import processing.
- Export documentation.
- Regulatory inspections.
- Transportation security.
- Tax or duty assessment.

- Border compliance.

Such disclosures are made only where required or authorized by applicable law.

14.6 Failed Deliveries

If a shipment cannot be successfully delivered, shipping partners may provide information necessary to resolve the issue.

Examples include:

- Incorrect address notifications.
- Delivery refusal.
- Recipient unavailable.
- Failed delivery attempts.
- Carrier-returned or undeliverable shipments.
- Damaged packages.
- Delivery restrictions.
- Customs delays.

This information helps TELLs determine the appropriate next steps and provide customer assistance.

14.7 Shipping Security

To help protect shipments and reduce fraud, shipping partners may use operational information for purposes including:

- Shipment verification.
- Address validation.
- Delivery confirmation.
- Identity verification where appropriate.
- Fraud prevention.
- Risk assessment.
- Package security.
- Loss prevention.

These activities help improve the security and reliability of the delivery process.

14.8 Independent Responsibilities

Shipping carriers and logistics providers may process Personal Information under their own legal obligations and operational responsibilities.

For example, shipping partners may independently process information for:

- Transportation management.
- Customs compliance.
- Delivery verification.
- Regulatory reporting.
- Fraud prevention.
- Operational recordkeeping.
- Transportation security.

In such cases, the processing of Personal Information may also be governed by the privacy policies and legal obligations applicable to those organizations.

14.9 Future Shipping Partners

As TELLs expands into new regions and markets, we may introduce additional shipping carriers, logistics providers, fulfillment networks, transportation technologies, or delivery solutions.

The addition or replacement of shipping partners does not necessarily require changes to this Privacy Policy, provided that Personal Information continues to be processed in accordance with the principles described in this document.

Where material changes affect the processing of Personal Information, we will update this Privacy Policy and provide any additional notice required by applicable law.

14.10 Our Commitment

TELLs is committed to working with shipping partners that demonstrate professionalism, reliability, operational excellence, and appropriate standards of privacy and information security.

We seek to ensure that Personal Information shared during the shipping process is limited to what is reasonably necessary, protected throughout the delivery lifecycle, and handled responsibly by every authorized logistics partner involved in transporting your order.

Our commitment to safeguarding your Personal Information continues throughout the shipment and delivery lifecycle.

SECTION 15

Fraud Prevention & Security

Protecting our customers, our Website, our employees, our business partners, and our business operations is one of the highest priorities of TELLs.

For this reason, we implement a variety of administrative, technical, organizational, and operational measures designed to help protect Personal Information, reduce security risks, prevent fraud, detect unauthorized activities, and maintain the integrity of our Website and services.

Security is an ongoing process rather than a single technology or procedure. As our business grows and technology evolves, we continuously review and improve our security practices to address emerging threats and changing operational requirements.

15.1 Why We Process Information for Security

We may process Personal Information where reasonably necessary to:

- Protect customer accounts.
- Verify customer identity.
- Detect fraudulent transactions.
- Prevent unauthorized purchases.
- Secure payment activities.
- Prevent account compromise.
- Protect our Website.
- Protect our systems.
- Prevent abuse of our services.
- Detect suspicious behavior.
- Respond to cybersecurity incidents.
- Investigate security concerns.
- Protect our employees.
- Protect our business partners.
- Protect our intellectual property.
- Comply with legal obligations.

These activities help us maintain a secure shopping environment for all customers.

15.2 Security Monitoring

To protect our Website and customers, we may monitor operational and security-related activities.

Monitoring may include:

- Login activity.
- Account access attempts.
- Authentication events.
- Device consistency.
- Browser characteristics.
- IP address activity.
- Transaction behavior.
- Checkout activity.
- Website usage patterns.

- Security alerts.
- System events.
- Error reports.
- Administrative actions.
- Access logs.
- Network activity.

Monitoring activities are performed for security, operational integrity, fraud prevention, and legal compliance.

15.3 Fraud Detection

We may use automated systems, manual reviews, or a combination of both to identify transactions or activities that appear unusual or potentially fraudulent.

Examples include:

- Unusual purchasing behavior.
- High-risk transactions.
- Repeated payment failures.
- Multiple failed login attempts.
- Rapid account activity.
- Inconsistent billing information.
- Suspicious shipping information.
- Unusual device behavior.
- Abnormal Website activity.
- Indicators commonly associated with fraud or abuse.

Fraud detection measures are intended to protect both customers and TELLs from financial loss and unauthorized activity.

15.4 Identity Verification

In certain circumstances, we may request additional information to verify the identity of a customer before:

- Processing an order.
- Approving a refund.
- Updating account information.
- Providing access to sensitive account details.
- Responding to privacy requests.
- Resolving payment disputes.
- Investigating suspicious activity.

Identity verification helps reduce the risk of fraud and unauthorized access.

15.5 Account Protection

Customers are responsible for maintaining the confidentiality of their account credentials.

We encourage customers to:

- Use strong passwords.
- Protect login credentials.
- Avoid sharing passwords.
- Keep recovery information up to date.
- Log out of shared devices.

- Notify TELS immediately if unauthorized account activity is suspected.

Although we implement security measures to protect customer accounts, customers also play an important role in maintaining account security.

15.6 Technical Security Measures

To help safeguard Personal Information, TELS may implement appropriate technical measures including:

- Encrypted data transmission.
- Secure communication protocols.
- Access controls.
- Authentication procedures.
- Network monitoring.
- Security logging.
- System backups.
- Malware protection.
- Vulnerability management.
- Software updates.
- Infrastructure monitoring.
- Data integrity controls.

The specific technologies used may change over time as security standards evolve.

15.7 Administrative and Organizational Measures

Security is supported not only through technology but also through internal business practices.

Examples include:

- Internal security policies.
- Employee confidentiality obligations.
- Access limitation based on operational need.
- Security awareness practices.
- Operational procedures.
- Incident response planning.
- Vendor risk management.
- Recordkeeping.
- Periodic reviews of security practices.

These measures help ensure that Personal Information is handled responsibly throughout our organization.

15.8 Security Incidents

Despite our efforts, no Website, network, or electronic storage system can guarantee absolute security.

If we become aware of a security incident affecting Personal Information, we will investigate the matter promptly and take reasonable steps to:

- Contain the incident.
- Assess the impact.
- Protect affected systems.
- Restore normal operations.
- Reduce future risk.

- Comply with applicable legal obligations.
- Notify affected individuals or regulatory authorities where required by law.

Our response to any security incident will depend on the nature of the incident, the information involved, and the legal requirements applicable to the situation.

15.9 Unauthorized Activities

Where reasonably necessary, TELLs may suspend, restrict, delay, or refuse transactions or account activities that appear to involve:

- Fraud.
- Identity theft.
- Unauthorized access.
- Payment abuse.
- Security threats.
- Website misuse.
- Illegal activity.
- Violations of our Terms & Conditions.
- Activities that may place customers or our business at risk.

Such actions are taken to protect customers, our business, and the integrity of our services.

15.10 Cooperation With Authorities

Where required or permitted by applicable law, TELLs may cooperate with law enforcement agencies, regulatory authorities, financial institutions, or other authorized organizations in connection with:

- Fraud investigations.
- Cybersecurity incidents.
- Financial crime investigations.
- Court orders.
- Regulatory compliance.
- Consumer protection matters.
- Criminal investigations.
- National security requirements where legally applicable.

Any disclosure of Personal Information will be made only where there is an appropriate legal basis for doing so.

15.11 Customer Responsibilities

Customers can also help protect their Personal Information by:

- Keeping account credentials confidential.
- Using trusted internet connections.
- Maintaining updated devices and browsers.
- Avoiding phishing attempts.
- Monitoring account activity.
- Reporting suspicious communications.
- Contacting TELLs promptly if security concerns arise.

Working together helps create a safer online shopping experience for everyone.

15.12 Continuous Improvement

Cybersecurity threats continue to evolve.

For this reason, TELLs regularly reviews its security practices, operational procedures, technologies, and risk management processes to strengthen the protection of Personal Information.

As new technologies, security standards, and legal requirements emerge, we may introduce additional safeguards designed to enhance the confidentiality, integrity, availability, and resilience of our systems.

Our commitment to protecting Personal Information remains an ongoing responsibility throughout every stage of our business operations.

SECTION 16

International Data Transfers

As TELLs continues to serve customers around the world, Personal Information may be transferred to, processed in, stored in, or accessed from countries outside your country or region of residence.

These international transfers are a normal part of operating a global business and may be necessary to provide our products, fulfill customer orders, process payments, operate our Website, maintain security, communicate with customers, comply with legal obligations, and support other legitimate business activities described in this Privacy Policy.

Whenever Personal Information is transferred internationally, TELLs seeks to ensure that appropriate safeguards are implemented to protect your information in accordance with applicable privacy laws.

16.1 Why International Transfers May Occur

International transfers of Personal Information may occur for purposes including:

- Processing customer orders.
- Coordinating authorized product production.
- Product specification and preparation support.
- Order fulfillment.
- International shipping.
- Payment processing.
- Fraud prevention.
- Customer support.
- Website hosting.
- Cloud infrastructure.
- Website security.
- Analytics.
- Marketing services.
- Technical support.
- Legal compliance.
- Business continuity.
- Operational management.

These transfers are carried out only where reasonably necessary for the operation of TELLs.

16.2 Countries Where Information May Be Processed

Personal Information may be processed in countries where:

- TELLs conducts business.
- Our production partners operate.
- Our fulfillment partners operate.
- Shipping partners provide services.
- Payment providers maintain infrastructure.
- Cloud service providers host systems.
- Customer support providers operate.
- Technology providers deliver services.
- Professional advisers perform services.

- Other authorized Service Providers maintain operations.

The countries involved may change over time as our business expands or our operational requirements evolve.

16.3 Different Privacy Laws

Privacy and data protection laws vary from one country to another.

Some countries may provide privacy protections that differ from those available in your country of residence.

Whenever Personal Information is transferred internationally, TELLs seeks to ensure that appropriate measures are implemented to protect your information regardless of where it is processed.

Our objective is to maintain a consistent standard of responsible data handling throughout our global operations.

16.4 Safeguards for International Transfers

Where required by applicable law, TELLs seeks to implement appropriate safeguards before transferring Personal Information internationally.

Depending on the circumstances, these safeguards may include:

- Contractual data protection obligations.
- Confidentiality agreements.
- Technical security measures.
- Organizational security controls.
- Access restrictions.
- Encryption technologies where appropriate.
- Risk assessments.
- Vendor due diligence.
- Operational security procedures.
- Other safeguards recognized under applicable privacy laws.

The specific safeguards used may vary depending on the nature of the transfer and the legal requirements involved.

16.5 Service Providers Outside Your Country

Many of the Service Providers supporting TELLs operate internationally.

As a result, Personal Information may be accessed by authorized personnel located outside your country where reasonably necessary to:

- Process customer orders.
- Respond to support requests.
- Maintain Website infrastructure.
- Provide technical assistance.
- Prevent fraud.
- Investigate security incidents.
- Manage cloud infrastructure.
- Improve Website performance.
- Fulfill contractual obligations.

Access to Personal Information is limited to individuals who require such access to perform authorized business functions.

16.6 International Shipping

Where international shipping is requested, Personal Information may be shared with logistics providers, customs authorities, transportation companies, and delivery partners operating in multiple countries.

Information shared for shipping purposes is limited to what is reasonably necessary to:

- Transport products.
- Complete customs procedures.
- Verify shipments.
- Deliver orders.
- Resolve shipping issues.
- Comply with transportation regulations.

16.7 Business Expansion

As TELLs grows, we may establish new operations, introduce additional production partners, expand into new markets, or engage new Service Providers located in different countries.

Such expansion may result in additional international transfers of Personal Information.

Whenever these changes materially affect the processing of Personal Information, we will update this Privacy Policy and provide any additional notice required by applicable law.

16.8 Customer Rights

Depending on your location and applicable privacy laws, you may have rights relating to the international transfer of your Personal Information.

These rights may include:

- Requesting additional information regarding international transfers.
- Requesting access to your Personal Information.
- Requesting correction of inaccurate information.
- Requesting deletion of Personal Information.
- Restricting certain processing activities.
- Objecting to certain processing activities.
- Withdrawing consent where consent is the legal basis.
- Exercising other rights provided under applicable privacy laws.

The availability of these rights depends on the applicable legal framework governing the processing of your Personal Information.

16.9 Data Security During International Transfers

International transfers do not reduce our commitment to protecting Personal Information.

Regardless of where Personal Information is processed, TELLs seeks to maintain appropriate administrative, technical, organizational, and contractual safeguards designed to protect information against:

- Unauthorized access.
- Unauthorized disclosure.
- Loss.
- Misuse.
- Alteration.
- Destruction.
- Unlawful processing.

Although no international transmission or storage system can guarantee absolute security, we continuously review our security practices to reduce risks associated with cross-border data transfers.

16.10 Our Commitment

As a global brand, TELLs recognizes that international data transfers are an essential part of providing products and services to customers worldwide.

We are committed to handling Personal Information responsibly, regardless of where it is processed, and to implementing reasonable safeguards designed to protect privacy throughout every stage of the international data lifecycle.

We regularly review our international data handling practices to help ensure continued compliance with evolving privacy laws, industry standards, and our commitment to maintaining the trust of our customers around the world.

SECTION 17

Data Retention

TELLS retains Personal Information only for as long as it is reasonably necessary to fulfill the purposes described in this Privacy Policy, comply with applicable legal obligations, resolve disputes, enforce our agreements, protect our legitimate business interests, and maintain appropriate business records.

The length of time we retain Personal Information depends on several factors, including the type of information involved, the purpose for which it was collected, applicable legal requirements, operational needs, contractual obligations, and the nature of your relationship with TELLs.

We regularly review the Personal Information we hold and seek to ensure that it is not retained longer than reasonably necessary.

17.1 Factors Determining Retention Periods

Retention periods may vary depending on factors including:

- The purpose for which the information was collected.
- The type of Personal Information involved.
- Whether an active customer relationship exists.
- Outstanding customer requests.
- Open orders.
- Product warranties.
- Payment disputes.
- Fraud investigations.
- Legal proceedings.
- Regulatory requirements.
- Tax obligations.
- Accounting requirements.
- Business continuity needs.
- Security investigations.
- Operational recordkeeping.

Different categories of Personal Information may therefore be retained for different periods.

17.2 Customer Account Information

Information associated with your customer account may be retained while your account remains active.

If your account becomes inactive or is closed, certain information may continue to be retained where reasonably necessary to:

- Maintain business records.
- Comply with legal obligations.
- Prevent fraud.
- Resolve disputes.
- Enforce contractual rights.
- Respond to lawful requests.
- Protect our business.
- Support customer service.

Where appropriate, inactive account information may eventually be deleted, anonymized, or otherwise securely disposed of.

17.3 Order Information

Order records may be retained for an extended period where reasonably necessary to:

- Process purchases.
- Maintain order history.
- Provide customer support.
- Process post-purchase claims.
- Manage refunds.
- Investigate disputes.
- Respond to qualifying product or order issue claims.
- Maintain accounting records.
- Comply with tax regulations.
- Fulfill legal obligations.
- Protect against fraudulent claims.

Order information is generally retained for longer than certain other categories of Personal Information because of legal, financial, and operational requirements.

17.4 Payment Information

Payment-related information may be retained only to the extent reasonably necessary for:

- Transaction verification.
- Financial reporting.
- Fraud prevention.
- Accounting obligations.
- Regulatory compliance.
- Payment disputes.
- Chargeback investigations.
- Internal auditing.

Sensitive payment credentials are generally processed by authorized payment providers rather than retained by TELLs.

17.5 Customer Communications

Communications between customers and TELLs may be retained for purposes including:

- Responding to future inquiries.
- Providing ongoing customer support.
- Improving service quality.
- Resolving disputes.
- Investigating complaints.
- Maintaining operational records.
- Training customer support personnel.
- Protecting legal rights.

Communication records may be securely deleted or anonymized when no longer reasonably necessary.

17.6 Website Usage Information

Technical information, analytics data, Website logs, and usage information may be retained for varying periods depending on:

- Security requirements.
- Website performance analysis.
- Fraud prevention.
- Technical troubleshooting.
- Operational reporting.
- Business analytics.
- Legal obligations.

Whenever reasonably possible, older analytics information may be aggregated, anonymized, or de-identified.

17.7 Marketing Information

Information relating to marketing communications may be retained while:

- You remain subscribed.
- Consent remains valid where required.
- Marketing communications remain appropriate.
- Business records are reasonably necessary.

If you unsubscribe from marketing communications, we may retain limited information necessary to:

- Respect your communication preferences.
- Maintain suppression lists.
- Prevent unwanted communications.
- Demonstrate compliance with applicable laws.

17.8 Legal and Regulatory Retention

Certain Personal Information may be retained for longer periods where required or permitted by applicable law.

Examples include information retained for:

- Tax compliance.
- Financial reporting.
- Accounting obligations.
- Consumer protection requirements.
- Regulatory investigations.
- Court proceedings.
- Legal claims.
- Government requests.
- Audit requirements.
- Recordkeeping obligations.

Such information will be retained only for the period reasonably required under the applicable legal framework.

17.9 Fraud Prevention and Security

Information relating to fraud prevention, cybersecurity, account security, and system protection may be retained where reasonably necessary to:

- Detect recurring fraud.
- Investigate security incidents.
- Protect customer accounts.
- Maintain system integrity.

- Prevent abuse.
- Respond to legal requests.
- Improve security practices.
- Protect our legitimate business interests.

Retention periods for security information may differ from those applicable to ordinary customer records.

17.10 Deletion and Anonymization

When Personal Information is no longer reasonably necessary for the purposes described in this Privacy Policy, TELLs will seek to:

- Securely delete the information.
- Permanently anonymize the information.
- De-identify the information.
- Archive information where legally required.
- Restrict further processing where appropriate.

Anonymized or aggregated information that can no longer reasonably identify an individual may be retained for business analysis, research, operational planning, statistical reporting, service improvement, or other lawful purposes.

17.11 Customer Requests

Where applicable privacy laws provide the right to request deletion, correction, restriction, or other actions relating to Personal Information, TELLs will review such requests in accordance with applicable legal requirements.

Please note that certain information may need to be retained despite a deletion request where retention is necessary to:

- Comply with legal obligations.
- Complete ongoing transactions.
- Resolve disputes.
- Detect fraud.
- Protect legal rights.
- Enforce agreements.
- Maintain required business records.

Where complete deletion is not legally possible, we may instead restrict processing or retain only the minimum information necessary to satisfy those obligations.

17.12 Periodic Review

TELLs periodically reviews its data retention practices to help ensure that Personal Information is retained only for appropriate periods.

These reviews consider:

- Operational necessity.
- Customer expectations.
- Security requirements.
- Technological developments.
- Applicable legal obligations.
- Industry best practices.
- Business continuity needs.

Where appropriate, retention schedules may be updated to reflect changes in our business operations or applicable legal requirements.

17.13 Our Commitment

TELLS is committed to maintaining responsible data retention practices that balance operational needs, legal obligations, customer expectations, and privacy rights.

We seek to retain Personal Information only for as long as reasonably necessary and to securely delete, anonymize, or otherwise appropriately dispose of information when continued retention is no longer justified.

By regularly reviewing our retention practices, we aim to ensure that Personal Information remains protected throughout its lifecycle while supporting the continued operation, security, and integrity of our business.

SECTION 18

Your Privacy Rights

At TELS, we believe that individuals should have meaningful control over their Personal Information.

Depending on your country of residence and the privacy laws that apply to you, you may have certain rights regarding the Personal Information we collect, use, store, disclose, or otherwise process.

Some of these rights apply universally, while others are available only under specific privacy laws or within certain jurisdictions.

We are committed to reviewing and responding to privacy requests in accordance with applicable legal requirements.

18.1 Right to Be Informed

You have the right to understand how your Personal Information is collected, used, stored, shared, retained, and protected.

This Privacy Policy is intended to provide clear and transparent information regarding our privacy practices.

Where required by applicable law, we will also provide additional privacy notices when new processing activities are introduced.

18.2 Right of Access

Subject to applicable law, you may request confirmation as to whether TELS processes your Personal Information.

Where applicable, you may also request access to information including:

- Categories of Personal Information processed.
- Purposes of processing.
- Categories of recipients.
- Sources of Personal Information where applicable.
- Retention practices.
- Applicable privacy rights.
- Information regarding international transfers where required by law.

We may request reasonable verification of your identity before responding to an access request.

18.3 Right to Correct Information

If you believe that Personal Information maintained by TELS is inaccurate, incomplete, or outdated, you may request that it be corrected or updated.

Keeping accurate information helps us provide reliable services, process orders correctly, and maintain appropriate business records.

18.4 Right to Delete Personal Information

Depending on applicable law, you may request that we delete certain Personal Information that we hold about you.

Where appropriate, we will review your request and delete Personal Information unless we are legally permitted or required to retain it for purposes such as:

- Completing ongoing transactions.
- Fulfilling contractual obligations.
- Complying with legal requirements.
- Maintaining accounting records.
- Preventing fraud.
- Protecting legal rights.
- Resolving disputes.
- Enforcing agreements.

- Maintaining business continuity.

Where complete deletion is not possible, we may instead restrict processing or retain only the minimum information necessary to satisfy those obligations.

18.5 Right to Restrict Processing

In certain circumstances, you may request that we temporarily restrict the processing of your Personal Information.

Examples may include situations where:

- The accuracy of the information is disputed.
- Processing is being challenged.
- Information is required for legal claims.
- An objection to processing is under review.

While processing is restricted, certain information may continue to be retained where required by law.

18.6 Right to Object

Where permitted by applicable law, you may object to certain processing activities carried out by TELLs.

Depending on the circumstances, this may include objections relating to:

- Direct marketing.
- Certain forms of personalization.
- Processing based on legitimate interests.
- Certain analytics activities where applicable.

We will carefully evaluate each objection in accordance with applicable legal requirements.

18.7 Right to Data Portability

Where applicable, you may request a copy of certain Personal Information you have provided to TELLs in a structured, commonly used, and machine-readable format.

Where technically feasible and legally permitted, you may also request that such information be transmitted directly to another organization.

This right applies only under circumstances recognized by applicable privacy laws.

18.8 Right to Withdraw Consent

Where Personal Information is processed based on your consent, you have the right to withdraw that consent at any time.

Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal became effective.

Withdrawing consent may affect the availability of certain optional services or features.

18.9 Right to Opt Out of Marketing

You may choose to stop receiving promotional communications from TELLs at any time.

You may exercise this choice by:

- Using the unsubscribe link included in marketing emails.
- Updating your communication preferences through your customer account where available.
- Contacting our customer support team.
- Adjusting applicable notification preferences.

Please note that opting out of marketing communications does not affect transactional or service-related communications.

18.10 Right to Lodge a Complaint

If you believe that your Personal Information has been processed in a manner inconsistent with applicable privacy laws, you may have the right to submit a complaint to the competent supervisory authority or other regulatory body responsible for privacy protection in your jurisdiction.

We encourage you to contact TELLs first so that we have the opportunity to understand your concerns and work toward a prompt and appropriate resolution.

18.11 Exercising Your Rights

To exercise any applicable privacy rights, you may contact TELLs using the contact information provided in this Privacy Policy.

When submitting a request, we may ask you to provide information reasonably necessary to:

- Verify your identity.
- Confirm your authority to make the request.
- Locate the relevant information.
- Protect the privacy and security of other individuals.

We will review your request and respond within the time period required by applicable law.

18.12 Authorized Representatives

Where permitted by applicable law, you may authorize another individual to submit a privacy request on your behalf.

Before responding to such requests, TELLs may require reasonable evidence of the representative's authority as well as verification of your identity where appropriate.

18.13 Limitations

Certain privacy rights may be limited by applicable law.

For example, TELLs may decline, delay, or partially fulfill a request where doing so is necessary to:

- Comply with legal obligations.
- Protect the rights of others.
- Prevent fraud.
- Protect Website security.
- Maintain required business records.
- Complete ongoing transactions.
- Enforce legal agreements.
- Defend legal claims.
- Comply with regulatory requirements.

Where a request cannot be fully satisfied, we will provide an explanation to the extent permitted by applicable law.

18.14 No Discrimination

TELLs will not unlawfully discriminate against individuals for exercising applicable privacy rights.

Subject to applicable law, exercising your privacy rights will not result in:

- Denial of access to our services.
- Different pricing solely because you exercised a privacy right.
- Reduced quality of service.
- Unjustified limitations on your ability to purchase products.
- Retaliatory treatment.

However, certain services may become unavailable where the requested Personal Information is necessary for us to provide those services.

18.15 Our Commitment

Respecting privacy is a fundamental part of how TELLs operates.

We are committed to providing individuals with meaningful transparency, appropriate control over their Personal Information, and fair opportunities to exercise their rights under applicable privacy laws.

As privacy legislation continues to evolve around the world, we will regularly review and update our privacy practices to help ensure that the rights of our customers remain protected and respected throughout every stage of their relationship with TELLs.

SECTION 19

California Privacy Rights (CCPA/CPRA)

If you are a resident of the State of California, you may have certain privacy rights under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), and other applicable California privacy laws.

This section supplements the remainder of this Privacy Policy and applies solely to individuals whose Personal Information is subject to California privacy laws.

Where this section conflicts with another part of this Privacy Policy, this section will apply to the extent required by applicable California law.

19.1 Categories of Personal Information Collected

During the preceding twelve (12) months, TELLs may have collected categories of Personal Information including:

- Identifiers.
- Contact information.
- Commercial information.
- Purchase history.
- Payment-related information.
- Internet or network activity.
- Device information.
- Geolocation information derived from IP addresses.
- Customer communications.
- Customer preferences.
- Marketing information.
- Technical information.
- Security information.
- Other information voluntarily provided by customers.

The specific information collected depends on how you interact with our Website and services.

19.2 Sources of Personal Information

We may collect Personal Information from sources including:

- Information you provide directly.
- Customer accounts.
- Orders.
- Communications.
- Website activity.
- Cookies and similar technologies.
- Payment-related activities.
- Shipping information.
- Production and fulfillment activities.
- Authorized Service Providers.
- Analytics providers.
- Marketing activities.
- Other lawful sources described in this Privacy Policy.

19.3 Business Purposes for Collection

We collect and process Personal Information for legitimate business purposes including:

- Providing products and services.
- Processing orders.
- Coordinating authorized product production.
- Coordinating fulfillment.
- Processing payments.
- Delivering purchases.
- Customer support.
- Website operation.
- Fraud prevention.
- Security.
- Analytics.
- Marketing.
- Business operations.
- Legal compliance.
- Protecting our rights.
- Improving customer experience.

Additional details regarding these purposes are described throughout this Privacy Policy.

19.4 Disclosure of Personal Information

During the ordinary course of operating TELLs, we may disclose Personal Information to authorized recipients including:

- Payment service providers.
- Manufacturing partners.
- Fulfillment partners.
- Shipping providers.
- Website infrastructure providers.
- Cloud service providers.
- Customer support providers.
- Marketing providers.
- Analytics providers.
- Security providers.
- Professional advisers.
- Government authorities where legally required.
- Other authorized Service Providers described in this Privacy Policy.

Information is disclosed only where reasonably necessary to provide services or comply with legal obligations.

19.5 Sale or Sharing of Personal Information

TELLs does not sell Personal Information for money.

Certain disclosures involving advertising technologies, analytics services, or cross-context behavioral advertising may nevertheless be treated as a "sale" or "sharing" under California law even where no money is exchanged.

Where applicable, California residents may have the right to opt out of such processing.

Where applicable California law treats a TELLs activity as a sale or sharing, we will provide the required opt-out mechanisms and will honor valid opt-out preference signals, such as Global Privacy Control (GPC), where legally required.

19.6 Sensitive Personal Information

TELLs does not use or disclose Sensitive Personal Information for purposes beyond those reasonably necessary to provide our products, operate our business, protect security, comply with legal obligations, or otherwise as permitted by applicable California law.

Where Sensitive Personal Information is processed, it will be handled in accordance with applicable legal requirements.

19.7 Your California Privacy Rights

Subject to applicable law, California residents may have rights including:

- The right to know.
- The right to access Personal Information.
- The right to request deletion.
- The right to request correction.
- The right to data portability.
- The right to opt out of the sale of Personal Information where applicable.
- The right to opt out of the sharing of Personal Information for cross-context behavioral advertising where applicable.
- The right to limit certain uses of Sensitive Personal Information where applicable.
- The right to receive equal service regardless of exercising privacy rights.

The availability of these rights depends on the circumstances and applicable legal requirements.

19.8 Exercising Your Rights

California residents may submit requests regarding their Personal Information by contacting TELLs using the contact information provided in this Privacy Policy.

Before responding, we may request information reasonably necessary to:

- Verify your identity.
- Confirm your authority.
- Protect customer privacy.
- Prevent fraudulent requests.
- Locate relevant records.

Requests will be processed within the timeframes required by applicable California law.

19.9 Authorized Agents

California residents may designate an authorized agent to submit certain privacy requests on their behalf.

Before responding to such requests, TELLs may require:

- Verification of your identity.
- Documentation confirming the agent's authority.
- Additional information reasonably necessary to protect against fraudulent or unauthorized requests.

19.10 Non-Discrimination

TELLs will not discriminate against California residents for exercising any rights provided under applicable California privacy laws.

Subject to applicable law, exercising your privacy rights will not result in:

- Refusal of service.

- Different pricing solely because you exercised a privacy right.
- Reduced service quality.
- Unfair treatment.
- Retaliation.

However, certain products or services may require specific Personal Information in order to function properly.

19.11 Retention of Personal Information

Personal Information collected from California residents is retained only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, comply with legal obligations, resolve disputes, protect our legitimate interests, and maintain required business records.

Retention periods are determined based on the factors described in the Data Retention section of this Privacy Policy.

19.12 Changes to California Privacy Rights

California privacy laws continue to evolve.

If changes in applicable law materially affect the rights of California residents or the way TELLs processes Personal Information, we will update this section accordingly and provide any notices required by applicable law.

We remain committed to honoring the privacy rights provided under California law and to maintaining transparent, responsible, and lawful data handling practices for all California residents.

SECTION 20

European Privacy Rights (GDPR)

If you are located in the European Economic Area (EEA), the United Kingdom (UK), Switzerland, or another jurisdiction that provides similar privacy protections, you may have certain rights regarding your Personal Information under the General Data Protection Regulation (GDPR), the UK GDPR, applicable national data protection laws, and other relevant privacy legislation.

This section supplements the remainder of this Privacy Policy and applies only where such laws govern the processing of your Personal Information.

Where this section conflicts with another part of this Privacy Policy, this section shall apply to the extent required by applicable law.

20.1 Right to Be Informed

You have the right to receive clear, transparent, and understandable information regarding how TELLs collects, uses, stores, shares, transfers, and protects your Personal Information.

This Privacy Policy is intended to provide that information and explain your rights under applicable privacy laws.

Where required by law, we will provide additional notices before processing Personal Information for new purposes.

20.2 Right of Access

You may request confirmation as to whether TELLs processes your Personal Information.

Where applicable, you may also request access to information including:

- The Personal Information we hold about you.
- The purposes for which it is processed.
- The categories of Personal Information involved.
- The recipients or categories of recipients.
- Information regarding international transfers.
- Applicable retention practices.
- Available privacy rights.

We may request reasonable verification of your identity before providing access.

20.3 Right to Rectification

If you believe that Personal Information maintained by TELLs is inaccurate, incomplete, or outdated, you may request that it be corrected without undue delay.

Maintaining accurate information helps us provide reliable services, process orders correctly, and comply with our legal obligations.

20.4 Right to Erasure

Subject to applicable law, you may request that TELLs erase certain Personal Information concerning you.

This right may apply where:

- The information is no longer necessary.
- Consent has been withdrawn where consent is the legal basis.
- You successfully object to certain processing activities.
- The information has been processed unlawfully.
- Deletion is required by applicable law.

We may retain certain information where retention is necessary to comply with legal obligations, establish or defend legal claims, prevent fraud, complete ongoing transactions, or exercise other rights permitted by law.

20.5 Right to Restrict Processing

Under certain circumstances, you may request that we restrict the processing of your Personal Information.

Examples include situations where:

- The accuracy of the information is being verified.
- Processing is being challenged.
- Information is needed for legal claims.
- An objection to processing is under consideration.

During periods of restriction, Personal Information may continue to be stored where permitted by applicable law.

20.6 Right to Data Portability

Where applicable, you may request a copy of certain Personal Information you have provided to TELLs in a structured, commonly used, and machine-readable format.

Where technically feasible and legally permitted, you may also request that such information be transmitted directly to another organization.

This right applies only in circumstances recognized under applicable privacy laws.

20.7 Right to Object

You may object to certain processing activities carried out by TELLs, particularly where processing is based on our legitimate interests.

You may also object to:

- Direct marketing.
- Certain profiling activities.
- Certain personalization activities where applicable.
- Other processing permitted under applicable privacy laws.

If you object to direct marketing, we will stop using your Personal Information for that purpose unless another lawful basis applies.

20.8 Right to Withdraw Consent

Where processing is based on your consent, you may withdraw that consent at any time.

Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal became effective.

Withdrawing consent may affect the availability of certain optional services or features that rely on your consent.

20.9 Rights Relating to Automated Decision-Making

Subject to applicable law, you may have the right not to be subject to decisions based solely on automated processing, including profiling, where such decisions produce legal effects or similarly significant consequences.

Where applicable, you may request:

- Human review.
- Additional information regarding the decision.
- An opportunity to express your views.
- Reconsideration of the decision.

TELLs seeks to ensure that significant decisions affecting individuals are handled responsibly and in accordance with applicable legal requirements.

20.10 Right to Lodge a Complaint

If you believe that TELLs has processed your Personal Information in violation of applicable data protection laws, you may have the right to lodge a complaint with the competent supervisory authority in your country or region.

We encourage you to contact TELLs first so that we have the opportunity to understand your concerns and work toward a timely and appropriate resolution.

20.11 Exercising Your Rights

To exercise any applicable European privacy rights, you may contact TELLs using the contact information provided in this Privacy Policy.

Before responding, we may request information reasonably necessary to:

- Verify your identity.
- Protect the privacy of other individuals.
- Confirm your authority to submit the request.
- Locate the relevant information.
- Prevent fraudulent or unauthorized requests.

Requests will be handled within the time periods required by applicable law.

20.12 International Data Transfers

Where Personal Information is transferred outside the European Economic Area, the United Kingdom, Switzerland, or other jurisdictions with similar privacy protections, TELLs seeks to ensure that appropriate safeguards are implemented in accordance with applicable privacy laws.

Additional information regarding international transfers is provided in the International Data Transfers section of this Privacy Policy.

20.13 Our Commitment

TELLs is committed to respecting the privacy rights of individuals protected under the GDPR and other applicable European privacy laws.

We strive to process Personal Information lawfully, fairly, and transparently while maintaining appropriate technical, organizational, and administrative safeguards designed to protect the rights and freedoms of our customers.

As privacy laws continue to evolve, we will regularly review and update our privacy practices to help ensure ongoing compliance with applicable legal requirements and our commitment to responsible data protection.

SECTION 21

Children's Privacy

Protecting the privacy of children is important to TELLs.

Our Website, products, and services are intended for a general audience and are not directed toward children or individuals who are below the minimum age required to provide valid consent under the laws applicable in their country or region.

We do not knowingly collect Personal Information directly from children where such collection is prohibited by applicable law.

21.1 Intended Audience

The TELLs Website is designed for individuals who are legally capable of entering into binding transactions or who are using our Website under the supervision of a parent, legal guardian, or other responsible adult where permitted by applicable law.

We do not intentionally design our Website, products, marketing materials, or services to attract children.

21.2 Information Collected From Children

TELLs does not knowingly request, collect, use, or disclose Personal Information from children in violation of applicable privacy laws.

If we become aware that Personal Information has been collected directly from a child where such collection was not legally permitted, we will take reasonable steps to investigate the matter and, where appropriate, delete the information without undue delay.

21.3 Parental or Guardian Responsibility

Parents and legal guardians are encouraged to supervise children's online activities and help ensure that children do not provide Personal Information without appropriate permission.

If you believe that a child has submitted Personal Information to TELLs, we encourage you to contact us promptly using the contact information provided in this Privacy Policy.

21.4 Requests From Parents or Guardians

Where permitted by applicable law, parents or legal guardians may contact TELLs to:

- Request confirmation regarding Personal Information relating to a child.
- Request correction of inaccurate information.
- Request deletion of Personal Information.
- Request restriction of certain processing activities.
- Ask questions regarding our privacy practices.

Before responding to such requests, we may request reasonable information to verify the identity and legal authority of the requesting individual.

21.5 Educational or Family Purchases

From time to time, products purchased through TELLs may be intended as gifts or purchased by adults for children or other family members.

In such cases, Personal Information provided during the purchase process is generally collected from the adult placing the order rather than from the child receiving the product.

We process this information solely for purposes related to fulfilling the purchase, providing customer support, and meeting our contractual and legal obligations.

21.6 Marketing to Children

TELLs does not knowingly send direct marketing communications specifically targeted at children where prohibited by applicable law.

Our marketing activities are intended for individuals who are legally permitted to make purchasing decisions or who otherwise meet the minimum age requirements established under applicable laws.

21.7 International Requirements

Because TELLs serves customers in multiple countries, the age at which an individual may lawfully provide consent for the processing of Personal Information may vary depending on the applicable jurisdiction.

Where required by applicable law, we may rely on the consent or authorization of a parent or legal guardian before processing the Personal Information of a child.

21.8 Reporting Concerns

If you believe that TELLs has unintentionally collected Personal Information from a child in a manner inconsistent with this Privacy Policy or applicable law, please contact us as soon as possible.

We will review the matter promptly and take appropriate action where necessary, including deleting the information or restricting its processing where required.

21.9 Our Commitment

TELLs is committed to respecting the privacy and safety of children.

We continually review our privacy practices to help ensure that Personal Information relating to children is handled responsibly, lawfully, and with appropriate safeguards.

Where applicable laws impose additional protections for children, TELLs will seek to comply with those requirements and update this Privacy Policy as necessary to reflect evolving legal standards and best practices.

SECTION 22

Data Security

At TELLs, protecting Personal Information is a fundamental part of our business operations.

We recognize the importance of maintaining the confidentiality, integrity, and availability of Personal Information entrusted to us, and we strive to implement appropriate administrative, technical, physical, and organizational safeguards designed to protect that information throughout its lifecycle.

Our security program is continuously reviewed and improved to address evolving technologies, operational changes, emerging cybersecurity threats, and applicable legal requirements.

22.1 Our Security Approach

Our approach to information security is based on multiple layers of protection rather than relying on any single security measure.

These safeguards are designed to help protect Personal Information against:

- Unauthorized access.
- Unauthorized disclosure.
- Unauthorized alteration.
- Accidental loss.
- Destruction.
- Misuse.
- Theft.
- Unlawful processing.
- System compromise.
- Operational disruption.

Security measures are regularly evaluated and updated as our business and technology continue to evolve.

22.2 Administrative Safeguards

To support responsible data protection, TELLs maintains administrative measures that may include:

- Internal privacy policies.
- Information security policies.
- Employee confidentiality obligations.
- Operational procedures.
- Access management practices.
- Vendor management procedures.
- Risk assessments.
- Security awareness initiatives.
- Internal reviews.
- Business continuity planning.

These measures help ensure that Personal Information is handled consistently and responsibly throughout our organization.

22.3 Technical Safeguards

We implement technical safeguards designed to protect Personal Information during collection, transmission, storage, and processing.

Depending on the nature of our systems, these safeguards may include:

- Encrypted communications.
- Secure network connections.
- Authentication controls.
- Authorization controls.
- Role-based access management.
- Security monitoring.
- System logging.
- Data backup procedures.
- Malware protection.
- Vulnerability management.
- Software maintenance.
- Infrastructure monitoring.
- Security testing where appropriate.

The specific technologies used may change over time as industry standards continue to evolve.

22.4 Physical Safeguards

Where Personal Information is processed or stored within physical environments, we seek to implement appropriate physical protections.

Examples may include:

- Controlled facility access.
- Secure work environments.
- Protection of computing equipment.
- Secure storage of business records.
- Visitor management procedures.
- Environmental protections where appropriate.

Physical safeguards are intended to complement our administrative and technical security measures.

22.5 Access Controls

Access to Personal Information is limited to individuals who require access in order to perform authorized business responsibilities.

Access decisions are based on operational necessity and may include:

- Role-based permissions.
- Authentication requirements.
- Authorization procedures.
- Access reviews.
- Activity logging.
- Confidentiality obligations.

We seek to minimize unnecessary access to Personal Information whenever reasonably possible.

22.6 Data Transmission

Whenever Personal Information is transmitted electronically, we seek to use appropriate safeguards designed to reduce the risk of unauthorized interception or disclosure.

Information transmitted between customers and the TELLs Website is intended to be protected through secure communication methods appropriate for modern electronic commerce.

22.7 Data Storage

Personal Information may be stored using systems operated by TELLs or by carefully selected Service Providers supporting our business operations.

Regardless of where Personal Information is stored, we seek to ensure that appropriate safeguards are implemented to protect information against unauthorized access, alteration, loss, or misuse.

Access to stored information is limited to authorized individuals who require access for legitimate business purposes.

22.8 Security Monitoring

We continuously monitor the security of our systems to help identify, investigate, and respond to potential risks.

Monitoring activities may include:

- System performance monitoring.
- Security event monitoring.
- Access monitoring.
- Threat detection.
- Operational diagnostics.
- Infrastructure monitoring.
- Error analysis.
- Incident investigations.
- Network monitoring.
- Availability monitoring.

These activities help us maintain the reliability and security of our services.

22.9 Third-Party Security

Because TELLs works with authorized Service Providers, production partners, payment providers, fulfillment partners, and logistics partners, we seek to work with organizations that demonstrate appropriate standards of privacy and information security.

Where appropriate, we expect such organizations to implement reasonable safeguards designed to protect Personal Information processed on our behalf.

Although we carefully evaluate our business relationships, each independent organization remains responsible for maintaining the security of the systems under its own control.

22.10 Security Incidents

Despite our efforts, no technology, network, Website, electronic communication, or data storage system can guarantee absolute security.

If TELLs becomes aware of a security incident involving Personal Information, we will investigate the matter promptly and take reasonable steps to:

- Contain the incident.
- Assess potential impact.
- Protect affected systems.
- Restore operations.
- Reduce future risks.
- Comply with applicable legal obligations.
- Notify affected individuals or regulatory authorities where required by applicable law.

Our response will depend on the specific circumstances of the incident and the legal requirements that apply.

22.11 Customer Responsibilities

Customers also play an important role in protecting their Personal Information.

We encourage customers to:

- Use strong and unique passwords.
- Keep login credentials confidential.
- Enable available security features.
- Keep devices updated.
- Use trusted internet connections.
- Monitor account activity.
- Be cautious of phishing attempts.
- Contact TELLs immediately if unauthorized activity is suspected.

Working together helps strengthen the security of customer information.

22.12 Continuous Improvement

Information security is an ongoing process.

As technology evolves and new cybersecurity risks emerge, TELLs will continue to evaluate and improve its administrative, technical, organizational, and operational security measures.

We regularly review our security practices to help ensure that Personal Information remains protected throughout its lifecycle and that our security program continues to support evolving legal requirements, industry standards, and customer expectations.

22.13 Our Commitment

TELLs is committed to maintaining a security program designed to protect Personal Information through responsible governance, appropriate safeguards, continuous monitoring, and ongoing improvement.

While no security system can provide absolute protection, we strive to apply reasonable and appropriate measures that reduce risk, safeguard customer information, and support the continued confidentiality, integrity, and availability of the Personal Information entrusted to us.

By combining technology, operational procedures, employee awareness, and responsible business practices, TELLs seeks to maintain a secure environment in which customers can confidently interact with our Website, products, and services.

SECTION 23

Third-Party Links

The TELLs Website may contain links to third-party websites, applications, platforms, services, social media pages, payment providers, shipping providers, or other online resources that are not owned, operated, or controlled by TELLs.

These links are provided for convenience, functionality, customer service, or informational purposes only.

Your decision to access any third-party website or service is entirely voluntary and subject to the terms, privacy policies, and practices of the applicable third party.

23.1 Independent Websites

Third-party websites operate independently from TELLs.

Once you leave our Website or interact with an external service, your activities are governed by that organization's own privacy policy, terms of use, security practices, and legal obligations.

TELLs does not control the privacy practices of independent third-party websites.

23.2 Information Collected by Third Parties

Third-party websites or services may collect Personal Information directly from you.

Depending on the service involved, such information may include:

- Contact information.
- Payment information.
- Device information.
- Usage information.
- Location information.
- Account information.
- Cookies.
- Tracking technologies.
- Other information requested by the third party.

The collection, use, storage, sharing, and protection of that information are governed by the privacy policies of those third parties rather than this Privacy Policy.

23.3 No Responsibility for Third-Party Practices

TELLs is not responsible for:

- The privacy practices of third parties.
- The content of third-party websites.
- Security measures implemented by third parties.
- Information collected by third parties.
- Services provided by third parties.
- Products sold by third parties.
- Business practices of third parties.
- Availability of third-party services.

We encourage you to carefully review the privacy policies and terms of use of any third-party website before providing Personal Information.

23.4 Social Media Platforms

Our Website may include links to official TELLs pages on social media platforms.

If you choose to interact with us through social media, your interactions may also be subject to the privacy policies, terms, and data processing practices of the relevant platform.

The information that you choose to make publicly available through social media may also become visible to other users according to the privacy settings of that platform.

23.5 External Services

Certain features available through the TELLs Website may involve interaction with external services operated by independent organizations.

Examples may include services relating to:

- Payments.
- Shipping.
- Customer authentication.
- Maps.
- Customer communications.
- Embedded media.
- Social media integrations.
- Analytics.
- Marketing technologies.
- Customer support.

Where such services are used, Personal Information may be processed in accordance with the privacy practices of the organization providing that service.

23.6 Third-Party Content

Our Website may display or reference content provided by third parties.

Such content may include:

- Embedded media.
- Product reviews.
- Maps.
- Videos.
- Social media content.
- Interactive tools.
- External resources.

The availability, functionality, and privacy practices associated with such content are determined by the respective third-party provider.

23.7 Security of External Websites

Although TELLs seeks to work with reputable organizations, we cannot guarantee the security, availability, reliability, or ongoing operation of external websites or services.

Customers should exercise appropriate caution whenever leaving our Website or providing Personal Information to any third-party organization.

23.8 Changes to Third-Party Services

The third-party services, technologies, and external resources referenced by TELLs may change over time.

We may add, remove, replace, or modify third-party integrations as our business evolves.

Such operational changes do not necessarily require changes to this Privacy Policy unless they materially affect the way Personal Information is processed.

23.9 Our Recommendation

Before using any third-party website, application, or service linked from the TELLs Website, we recommend that you:

- Review the applicable Privacy Policy.
- Read the Terms of Use.
- Understand how your Personal Information will be processed.
- Review available privacy settings.
- Consider your security preferences before sharing Personal Information.

Making informed decisions helps protect your privacy when interacting with services outside the control of TELLs.

23.10 Our Commitment

TELLs strives to link only to reputable third-party services that support the operation of our business and enhance the customer experience.

However, because independent organizations maintain their own privacy practices, security standards, and operational policies, we encourage all customers to review those policies carefully before providing Personal Information.

Our commitment to protecting your privacy applies to the TELLs Website and the Personal Information processed by us in accordance with this Privacy Policy.

SECTION 24

Changes to This Privacy Policy

As TELLs continues to grow and evolve, we may update this Privacy Policy from time to time to reflect changes in our business operations, products, services, technologies, legal obligations, industry standards, or privacy practices.

We encourage you to review this Privacy Policy periodically so that you remain informed about how we collect, use, protect, and process your Personal Information.

24.1 Reasons for Updates

We may update this Privacy Policy for reasons including:

- Changes to our products or services.
- Introduction of new Website features.
- Expansion into new countries or markets.
- Changes in applicable privacy laws or regulations.
- New legal or regulatory requirements.
- Improvements to our security practices.
- Changes to our business operations.
- Changes involving Service Providers.
- Introduction of new technologies.
- Updates to our data processing practices.
- Operational improvements.
- Other legitimate business or legal reasons.

24.2 Effective Date

Each version of this Privacy Policy will include an Effective Date indicating when the updated version becomes effective.

Where appropriate, we may also include a Last Updated date to help customers identify the most recent version of this Privacy Policy.

The latest version published on the TELLs Website replaces all previous versions unless otherwise stated.

24.3 Notice of Material Changes

If we make material changes that significantly affect the way Personal Information is collected, used, shared, or otherwise processed, TELLs will provide appropriate notice where required by applicable law.

Depending on the nature of the changes, such notice may be provided through:

- A notice on our Website.
- Customer account notifications.
- Email communications.
- Checkout notifications.
- Other appropriate communication channels.

The method of notification will depend on the significance of the changes and the legal requirements applicable at that time.

24.4 Continued Use of Our Services

Unless otherwise required by applicable law, your continued access to or use of the TELLs Website after an updated Privacy Policy becomes effective constitutes your acknowledgment of the revised Privacy Policy.

Where applicable law requires your consent before certain changes take effect, we will obtain such consent before processing Personal Information in accordance with the updated practices.

24.5 Previous Versions

For legal, regulatory, operational, or recordkeeping purposes, TELLs may retain previous versions of this Privacy Policy.

Previous versions may be maintained to:

- Demonstrate legal compliance.
- Respond to regulatory inquiries.
- Resolve disputes.
- Maintain business records.
- Support internal auditing.
- Protect legal rights.
- Preserve historical documentation.

Retention of previous versions does not necessarily mean that all previous practices remain in effect.

24.6 Customer Responsibility

We encourage all customers to review this Privacy Policy periodically, particularly before:

- Creating an account.
- Making a purchase.
- Providing Personal Information.
- Using new Website features.
- Participating in promotional activities.
- Submitting privacy-related requests.

Remaining informed about our privacy practices helps ensure that you understand how your Personal Information is handled.

24.7 Our Commitment

TELLs is committed to maintaining transparency regarding our privacy practices.

Whenever changes to this Privacy Policy become necessary, we will seek to communicate those changes clearly and implement them in accordance with applicable privacy laws and industry best practices.

Our goal is to ensure that this Privacy Policy continues to accurately reflect the way we collect, use, protect, and manage Personal Information while supporting the ongoing growth of TELLs and maintaining the trust of our customers worldwide.

SECTION 25

Contact Information

If you have any questions, concerns, requests, or comments regarding this Privacy Policy or the way TELLs collects, uses, stores, shares, protects, or otherwise processes your Personal Information, we encourage you to contact us using the information provided below.

We are committed to responding to privacy-related inquiries in a timely, professional, and transparent manner.

25.1 Privacy Inquiries

For general questions regarding this Privacy Policy or our privacy practices, please contact:

TELLS

Owned and operated by ALFARAJ HOLDINGS LLC

Privacy & Legal Department

legal@alfarajholdings.com

25.2 Customer Support

For questions relating to orders, Shipping & Delivery, Returns & Exchanges, refunds, products, or general customer support, please contact:

Customer Support

support@tellswear.com

Phone & WhatsApp

+1 (307) 337-0133

25.3 Privacy Requests

If you wish to exercise any applicable privacy rights described in this Privacy Policy, including requests relating to:

- Access to Personal Information.
- Correction of Personal Information.
- Deletion of Personal Information.
- Restriction of processing.
- Objection to processing.
- Withdrawal of consent.
- Data portability.
- Marketing preferences.
- California privacy rights.
- European privacy rights.
- Other applicable privacy rights.

Please contact our Privacy & Legal Department using the contact information provided in this section.

To help us process your request efficiently, please include sufficient information to identify yourself and describe your request in reasonable detail.

25.4 Identity Verification

To help protect your privacy and the security of your Personal Information, TELLs may request additional information to verify your identity before responding to certain requests.

Verification procedures help ensure that Personal Information is disclosed only to the appropriate individual or an authorized representative acting on their behalf.

Where permitted by applicable law, requests that cannot be reasonably verified may be declined until sufficient verification has been completed.

25.5 Response Time

We strive to acknowledge and respond to privacy-related requests as promptly as reasonably possible.

Response times may vary depending on:

- The nature of the request.
- The complexity of the request.
- The amount of information involved.
- Applicable legal requirements.
- Identity verification procedures.

Where privacy laws establish mandatory response periods, TELLs will seek to comply with those legal requirements.

25.6 Authorized Representatives

Where permitted by applicable law, an authorized representative may submit certain privacy requests on behalf of another individual.

Before responding to such requests, TELLs may require documentation reasonably demonstrating the representative's authority together with any additional verification necessary to protect Personal Information.

25.7 Policy Updates

Questions regarding future updates to this Privacy Policy may also be directed to our Privacy & Legal Department.

Whenever material changes are made to our privacy practices, we will provide notice as described in the Changes to This Privacy Policy section of this document.

25.8 Our Commitment

At TELLs, protecting your privacy is an ongoing responsibility.

We value the trust that our customers place in us and remain committed to handling Personal Information responsibly, lawfully, fairly, and transparently.

If you have any questions about our privacy practices or believe that your Personal Information has not been handled in accordance with this Privacy Policy, we encourage you to contact us. We will carefully review your inquiry and make every reasonable effort to address your concerns in accordance with applicable privacy laws and our commitment to protecting your rights.

END OF DOCUMENT

Privacy & Legal Contact

TELLS

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support@tellswear.com

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