

PRIVACY POLICY — KUSHIONS LLC

Effective Date: July 18, 2026

Kushions LLC

Michigan, USA

Email: info@kushionsapparel.com

This Privacy Policy explains how Kushions LLC (“Kushions,” “we,” “us,” or “our”) collects, uses, discloses, retains, and protects personal information when you visit or use our website, purchase merchandise, create an account, participate in rewards or authenticity programs, communicate with us, or otherwise interact with our services.

This Policy applies to both in-stock and preorder purchases.

NOTICE AT COLLECTION

We may collect the categories of personal information described in Section 2 for the business and commercial purposes described in Section 4.

We do not sell personal information for money.

Certain advertising, analytics, or retargeting activities may be legally considered “selling,” “sharing,” or targeted advertising under some state privacy laws even when no money is exchanged. Where applicable, we will provide required notices and opt-out methods.

1. SCOPE

This Privacy Policy applies to information collected through:

- a. the Kushions website and online store;
- b. checkout and order fulfillment;
- c. customer accounts;
- d. rewards and loyalty programs;
- e. Strainz authenticity and transfer features;
- f. customer-support communications;
- g. returns, defect claims, and delivery investigations;
- h. email and SMS communications;
- i. surveys, reviews, and promotions; and
- j. related services operated on behalf of Kushions.

This Policy does not control the independent privacy practices of Wix, payment processors, carriers, financing providers, social-media platforms, or other third parties.

2. INFORMATION WE COLLECT

2.1 Identifiers and Contact Information

We may collect:

- a. first and last name;
- b. email address;
- c. telephone number;
- d. billing address;

- e. shipping address;
- f. account username or identifier;
- g. IP address; and
- h. other similar identifiers.

2.2 Order and Transaction Information

We may collect:

- a. products viewed or purchased;
- b. size, color, quantity, and product variation;
- c. in-stock or preorder status;
- d. order number;
- e. purchase date;
- f. purchase amount;
- g. discounts and rewards used;
- h. shipping method;
- i. fulfillment and delivery status;
- j. return, refund, cancellation, and exchange history;
- k. sales-tax information; and
- l. related transaction records.

2.3 Payment Information

Payments are processed by third-party payment providers.

Kushions does not ordinarily store complete payment-card numbers or security codes.

We may receive limited payment-related information, such as:

- a. payment method type;
- b. last four digits of a card;
- c. billing name and address;
- d. payment authorization status;
- e. transaction identifier; and
- f. fraud-screening or risk information.

2.4 Account Information

If you create an account, we may collect:

- a. login credentials in protected or hashed form;
- b. account preferences;
- c. saved addresses;
- d. purchase history;
- e. rewards activity;
- f. communication preferences; and
- g. account-security events.

2.5 Rewards Information

For the Kush Coins program, we may collect:

- a. enrollment status;
- b. eligible spending;
- c. coin earnings;
- d. redemptions;
- e. adjustments;
- f. tier status;
- g. early-access eligibility;
- h. referral or promotional activity, if enabled; and
- i. suspected rewards abuse.

2.6 Strainz Authenticity Information

For authenticity claims and transfers, we may collect:

- a. product serial number;
- b. unique claim code;
- c. claim or transfer date;
- d. customer email address;
- e. optional display name or social-media handle;
- f. photographs of the merchandise, tag, packaging, or proof;

- g. proof-of-purchase information;
- h. transfer information;
- i. an optional private transfer phrase;
- j. verification decisions; and
- k. fraud-prevention records.

2.7 Return, Defect, and Delivery-Claim Information

We may collect:

- a. explanation of the issue;
- b. photographs or videos;
- c. images of merchandise, tags, packaging, shipping labels, or damage;
- d. carrier records;
- e. police, property-management, or delivery reports voluntarily supplied;
- f. correspondence concerning the claim;
- g. inspection results; and
- h. refund, replacement, or denial records.

2.8 User Content and Communications

We may collect:

- a. emails and support messages;

- b. reviews;
- c. survey responses;
- d. photographs or videos submitted to us;
- e. social-media handles or content when you interact with us;
- f. testimonials;
- g. product feedback; and
- h. other communications.

2.9 Device and Usage Information

We and our providers may automatically collect:

- a. IP address;
- b. browser type;
- c. device type;
- d. operating system;
- e. approximate location derived from IP address;
- f. pages viewed;
- g. links clicked;
- h. referring and exit pages;
- i. date and time of access;
- j. session activity;

- k. shopping-cart activity;
- l. error logs; and
- m. cookie or device identifiers.

2.10 Cookies and Similar Technologies

We may use:

- a. cookies;
- b. pixels;
- c. tags;
- d. local storage;
- e. software-development kits;
- f. analytics identifiers; and
- g. similar technologies.

These technologies may support:

- a. login sessions;
- b. shopping carts;
- c. checkout;
- d. security;
- e. fraud prevention;
- f. preferences;

- g. analytics;
- h. marketing attribution; and
- i. advertising or retargeting, if enabled.

2.11 Information You Choose Not to Provide

You may decline to provide certain information.

However, some information is necessary to process an order, provide customer support, complete an authenticity claim, operate a rewards account, or comply with law.

3. SOURCES OF INFORMATION

We may obtain information:

- a. directly from you;
- b. automatically from your browser or device;
- c. from Wix and related ecommerce applications;
- d. from payment processors;
- e. from shipping carriers;
- f. from package-protection providers;
- g. from analytics or advertising services;
- h. from email and SMS providers;
- i. from financing providers;
- j. from social-media platforms when you interact with us;

- k. from fraud-prevention providers; and
- l. from publicly available sources where reasonably necessary to prevent fraud or resolve a dispute.

4. HOW WE USE INFORMATION

We may use personal information to:

4.1 Provide the Site

- a. operate and maintain the Site;
- b. provide account functionality;
- c. remember preferences;
- d. maintain shopping carts; and
- e. troubleshoot technical problems.

4.2 Process Orders

- a. accept and process payments;
- b. verify orders;
- c. fulfill in-stock purchases;
- d. manage preorders and production updates;
- e. provide order confirmations;
- f. arrange shipping;
- g. provide tracking; and
- h. communicate delays or product availability changes.

4.3 Customer Support

- a. respond to questions;
- b. assist with sizing or product information;
- c. process cancellations;
- d. process returns and exchanges;
- e. investigate delivery issues;
- f. resolve defects or fulfillment errors; and
- g. document customer-service interactions.

4.4 Rewards and Loyalty

- a. enroll customers;
- b. calculate Kush Coins;
- c. process redemptions;
- d. determine tier status;
- e. provide early access;
- f. adjust balances following returns or cancellations; and
- g. detect rewards abuse.

4.5 Authenticity Program

- a. validate serial numbers and claim codes;
- b. prevent duplicate claims;

- c. maintain ownership or claim records;
- d. review transfer requests;
- e. prevent fraud;
- f. annotate replaced or retired serials; and
- g. communicate claim decisions.

4.6 Communications

- a. send order and shipping messages;
- b. send production and preorder updates;
- c. respond to support requests;
- d. send service notices;
- e. send rewards or authenticity updates;
- f. send promotional email with consent or as otherwise permitted by law; and
- g. send SMS messages when enabled and consented to.

4.7 Security and Fraud Prevention

- a. verify identity or payment information;
- b. detect unauthorized transactions;
- c. investigate chargebacks;
- d. prevent return, delivery, rewards, or authenticity abuse;

- e. protect accounts;
- f. enforce our Terms and policies; and
- g. protect Kushions, customers, and service providers.

4.8 Analytics and Improvement

- a. understand Site use;
- b. evaluate product interest;
- c. improve navigation and checkout;
- d. measure marketing effectiveness;
- e. forecast inventory and demand;
- f. improve products and customer service; and
- g. diagnose technical issues.

4.9 Legal and Business Purposes

- a. comply with tax, accounting, recordkeeping, and legal obligations;
- b. respond to lawful requests;
- c. establish, exercise, or defend legal claims;
- d. conduct audits;
- e. complete a merger, financing, acquisition, sale, or restructuring; and
- f. protect legal rights and safety.

5. HOW WE DISCLOSE INFORMATION

We may disclose personal information to the following categories of recipients.

5.1 Ecommerce and Hosting Providers

We may disclose information to Wix and related services or applications used to operate the website, accounts, checkout, loyalty features, forms, and automations.

5.2 Payment Processors

We may disclose transaction and identity information to payment providers such as Wix Payments, Stripe, PayPal, Apple Pay, Google Pay, or other enabled payment methods.

5.3 Shipping and Logistics Providers

We may disclose names, addresses, telephone numbers, email addresses, order details, and delivery instructions to USPS, UPS, FedEx, or other shipping and logistics providers.

5.4 Manufacturers and Fulfillment Providers

Where necessary, we may disclose limited order or product information to manufacturers, decorators, printers, embroiderers, fulfillment providers, or packaging vendors.

We will not ordinarily provide more customer information than reasonably necessary for production or fulfillment.

5.5 Email and SMS Providers

We may disclose contact information and communication activity to providers used for transactional messages, marketing, customer support, or automation.

5.6 Analytics and Advertising Providers

If enabled, we may disclose device, usage, cookie, conversion, or shopping activity to analytics and advertising providers.

Depending on applicable law, some advertising disclosures may be considered “sharing,” “selling,” or targeted advertising.

5.7 Fraud, Security, and Professional Providers

We may disclose information to:

- a. fraud-prevention providers;
- b. cybersecurity providers;
- c. insurers;
- d. accountants;
- e. attorneys;
- f. auditors; and
- g. other professional advisers.

5.8 Financing Providers

If buy-now-pay-later or other financing is enabled, information may be disclosed to the selected financing provider.

The provider independently determines eligibility, terms, and repayment requirements.

5.9 Legal and Safety Disclosures

We may disclose information when we reasonably believe it is necessary to:

- a. comply with law, subpoena, court order, or lawful government request;
- b. enforce our Terms or policies;
- c. investigate fraud or unlawful activity;
- d. protect rights, property, or safety; or
- e. respond to an emergency.

5.10 Business Transactions

Information may be disclosed or transferred as part of a merger, acquisition, financing, reorganization, asset sale, bankruptcy, or transfer of all or part of the business.

6. SALE, SHARING, AND TARGETED ADVERTISING

We do not sell personal information for money.

If we use advertising pixels, retargeting tools, or cross-context behavioral advertising, those activities may be

legally classified as a “sale,” “sharing,” or targeted advertising in certain states.

Where legally required, we will provide:

- a. a “Do Not Sell or Share My Personal Information” or similar link;
- b. a method to opt out of targeted advertising;
- c. cookie controls; and
- d. recognition of legally required browser-based opt-out signals, including Global Privacy Control where applicable.

We do not knowingly sell or share personal information of individuals under 16.

7. COOKIES AND TRACKING TECHNOLOGIES

7.1 Essential Cookies

Essential technologies may be used for:

- a. account login;
- b. shopping carts;
- c. checkout;
- d. security;
- e. fraud prevention;
- f. load balancing; and
- g. Site functionality.

Disabling essential cookies may prevent the Site from functioning correctly.

7.2 Analytics Cookies

Analytics technologies help us understand how visitors use the Site and identify technical or usability issues.

7.3 Advertising Cookies

If enabled, advertising technologies may help:

- a. measure advertisements;
- b. attribute purchases;
- c. create audiences;
- d. provide relevant advertising; and
- e. retarget visitors across websites or services.

7.4 Cookie Choices

You may control cookies through:

- a. the Site's cookie banner or preference center, when available;
- b. browser settings;
- c. device settings;
- d. platform advertising settings; or
- e. legally recognized opt-out signals.

Blocking cookies may affect Site functionality.

8. LEGAL BASES FOR INTERNATIONAL USERS

Where a legal basis is required, we may process information based on:

- a. performance of a contract, such as processing an order;
- b. legitimate interests, such as security, analytics, customer service, and business improvement;
- c. consent, such as optional marketing cookies or SMS enrollment;
- d. compliance with legal obligations; and
- e. establishment, exercise, or defense of legal claims.

Where processing relies on consent, consent may generally be withdrawn, although withdrawal does not invalidate prior lawful processing.

9. DATA RETENTION

We retain information for as long as reasonably necessary for the purposes described in this Policy, including providing services, complying with law, preventing fraud, resolving disputes, and enforcing agreements.

Typical retention periods may include:

9.1 Order, Payment, and Tax Records

Order, payment, shipping, refund, and tax records may be retained for up to seven years or longer when required by law, audit, dispute, or legal hold.

9.2 Customer Accounts

Account information may be retained while an account remains active and for a reasonable period afterward.

9.3 Customer-Service Records

Support communications may be retained for up to seven years depending on the nature of the issue, transaction, or dispute.

9.4 Marketing Records

Marketing contact information may be retained until unsubscribe, account deletion where applicable, or after an extended period of inactivity.

Suppression records may be retained after unsubscribe to ensure that the opt-out continues to be honored.

9.5 Rewards Records

Rewards balances and transaction history may be retained while the program or account is active and for a reasonable period afterward for accounting, dispute, and fraud-prevention purposes.

9.6 Authenticity Records

Strainz claim and transfer records may be retained for up to seven years after the last activity, or longer where reasonably necessary to maintain registry integrity, prevent fraud, resolve ownership disputes, or comply with law.

9.7 Return and Fraud Records

Return, replacement, chargeback, delivery-claim, and fraud-prevention records may be retained for up to seven years or longer if reasonably necessary for an active investigation, dispute, or legal hold.

9.8 User Content

Public reviews or other authorized public content may remain published until removed by Kushions or upon a valid removal request where required.

10. DATA SECURITY

We use reasonable administrative, technical, and physical safeguards appropriate to the nature of the information and the size of our business.

Measures may include:

- a. use of established ecommerce and payment providers;
- b. access restrictions;
- c. account authentication;
- d. secure transmission methods where supported;
- e. fraud monitoring;

- f. software and platform updates; and
- g. vendor controls.

No transmission or storage method is completely secure.

We cannot guarantee that unauthorized access, loss, misuse, or disclosure will never occur.

Customers should use unique passwords and protect their account and device credentials.

11. STATE PRIVACY RIGHTS

Depending on your state of residence and whether applicable legal thresholds are met, you may have rights concerning your personal information.

These may include the right to:

- a. confirm whether we process personal information;
- b. access personal information;
- c. correct inaccurate information;
- d. delete certain information;
- e. obtain a portable copy of information;
- f. opt out of sale or sharing;
- g. opt out of targeted advertising;
- h. opt out of certain profiling;
- i. limit use or disclosure of certain sensitive information;

- j. appeal a denied request; and
- k. receive equal service without unlawful discrimination for exercising a privacy right.

Not every right applies in every state or circumstance.

We may deny or limit a request where an exception applies, such as when information must be retained to complete a transaction, comply with law, prevent fraud, protect security, or establish or defend legal claims.

12.CALIFORNIA PRIVACY NOTICE

If the California Consumer Privacy Act, as amended by the California Privacy Rights Act, applies to Kushions and your information, California residents may have rights to:

- a. know the categories and specific pieces of personal information collected;
- b. know the sources, purposes, and categories of recipients;
- c. request deletion;
- d. request correction;
- e. opt out of sale or sharing;
- f. limit certain uses of sensitive personal information; and
- g. avoid unlawful discrimination for exercising rights.

The categories we may collect include:

- a. identifiers;

- b. customer-record information;
- c. commercial information;
- d. internet or electronic-network activity;
- e. approximate geolocation;
- f. audio, electronic, visual, or similar information;
- g. inferences derived from activity; and
- h. sensitive information when voluntarily provided or required for a specific transaction.

We do not use sensitive personal information to infer characteristics about consumers.

13.SUBMITTING A PRIVACY REQUEST

To submit a request, email info@kushionsapparel.com with the subject “Privacy Request.”

Include:

- a. your full name;
- b. email address associated with your account or purchases;
- c. applicable order number, when relevant;
- d. state of residence;
- e. the right you are requesting to exercise; and
- f. enough information for us to understand the request.

Do not email full payment-card numbers, account passwords, government identification numbers, or claim codes unless specifically requested through a secure process.

14. VERIFICATION

We may verify a request by matching information supplied with information already maintained.

Depending on the request, verification may require:

- a. confirmation through the email associated with an account;
- b. recent order information;
- c. shipping or billing information;
- d. account authentication; or
- e. additional documentation where reasonably necessary and legally permitted.

We will request only information reasonably necessary to verify the requester and protect against unauthorized disclosure.

15. AUTHORIZED AGENTS

Where applicable law permits an authorized agent to submit a request, we may require:

- a. proof that the agent is authorized;
- b. verification of the consumer's identity; and

c. direct confirmation that the consumer authorized the request.

16.PRIVACY APPEALS

Where state law provides an appeal right, you may appeal a denied privacy request by emailing info@kushionsapparel.com with the subject “Privacy Appeal.”

Include the original request and explain why you believe the decision should be reconsidered.

17.EMAIL MARKETING

You may subscribe to promotional email through checkout, account settings, or Site forms.

You may unsubscribe by:

- a. using the unsubscribe link in a promotional email; or
- b. contacting info@kushionsapparel.com.

Unsubscribing from promotional email does not prevent essential transactional messages concerning orders, accounts, security, returns, or program administration.

18.SMS MARKETING, IF ENABLED

If you affirmatively opt into SMS:

- a. you consent to recurring automated promotional or transactional texts;
- b. consent is not a condition of purchase;

- c. message frequency varies;
- d. message and data rates may apply;
- e. reply STOP to opt out; and
- f. reply HELP or contact info@kushionsapparel.com for assistance.

Opting out of SMS does not automatically unsubscribe you from email.

19.DO NOT TRACK AND GLOBAL PRIVACY CONTROL

Some browsers offer a “Do Not Track” setting. Because no universally accepted response standard applies to all Do Not Track signals, the Site may not respond to traditional Do Not Track settings.

Where required, we will recognize Global Privacy Control or another legally recognized universal opt-out signal for sale, sharing, or targeted-advertising choices.

20.CHILDREN’S PRIVACY

The Site is intended for adults age 18 and older.

We do not knowingly collect personal information from children under 13.

We also do not knowingly direct our products or marketing to children under 18.

If you believe a child has submitted personal information, contact info@kushionsapparel.com so we can review and delete it where appropriate.

21. INTERNATIONAL USERS

Kushions is based in the United States.

If you access the Site from outside the United States, your information may be processed and stored in the United States or other locations where our providers operate.

Privacy laws in those locations may differ from those in your country.

Where legally required, appropriate safeguards will be used for international transfers.

22. THIRD-PARTY LINKS AND SERVICES

The Site may contain links to third-party websites, social-media pages, payment providers, financing providers, or other services.

Their privacy practices are governed by their own policies.

We encourage users to review third-party privacy notices before supplying information.

23. SOCIAL MEDIA

When you communicate with Kushions through a social-media platform, both Kushions and the platform may receive information.

Your interactions are also governed by the platform's privacy policy and account settings.

Public comments, tags, mentions, photographs, and messages may be visible to other users depending on your settings.

24.PUBLIC REVIEWS AND SUBMISSIONS

Reviews or content submitted for public display may include your chosen name, rating, review text, photographs, or other information you elect to publish.

Do not include private information in a public review.

We may use publicly submitted reviews and content as described in the Terms of Use.

Return evidence, identity-verification information, and private support communications are not treated as public marketing submissions unless separate consent is obtained.

25.BUSINESS TRANSFERS

If Kushions is involved in a merger, acquisition, financing, restructuring, bankruptcy, asset sale, or transfer of the business, personal information may be reviewed or transferred as part of that transaction.

The recipient will be required to handle personal information consistently with applicable law and any promises that remain binding.

26.CHANGES TO THIS POLICY

We may update this Privacy Policy to reflect changes in law, technology, providers, products, or business practices.

The updated Effective Date will be posted at the top.

Material changes may be communicated through the Site, email, account notice, or another appropriate method.

27.CONTACT

For privacy questions or requests, contact:

Kushions LLC
Michigan, USA
Email: info@kushionsapparel.com

Mailing Address:
5495 Terrace Blvd.
South Boardman, MI 49680
United States

Please do not include full payment-card numbers, passwords, or other unnecessary sensitive information in an email.

This Privacy Policy is provided for general business-policy purposes and is not a substitute for advice from a licensed privacy attorney.