



HAYDEN WONDER CO.

Privacy Policy

Effective Date: April 24, 2026 | Last Updated: April 24, 2026

Hayden Wonder Company LLC ("Hayden Wonder Co.," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit haydenwonderco.com (the "Site") or purchase our products.

Please read this policy carefully. If you disagree with its terms, please discontinue use of the Site.

1. Information We Collect

1.1 Information You Provide Directly

We may collect the following personal information when you interact with our Site, sign up for our mailing list, or place an order:

- Name and contact information (email address, phone number, mailing address)
- Billing and shipping address
- Order details and purchase history
- Communications you send to us (e.g., customer service inquiries)
- Email address submitted to join our mailing list

1.2 Information Collected Automatically

When you visit our Site, certain information is collected automatically through cookies and similar technologies, including:

- IP address and approximate location (city/region level)
- Browser type, device type, and operating system
- Pages visited, time spent on pages, and referring URLs
- Clickstream data and interaction data

We use third-party analytics tools to help us understand how visitors use our Site. These tools use cookies to collect aggregated, anonymized usage data. You can control cookie settings through your browser (see Section 3).

Our Site uses a third-party live chat service to facilitate customer support communications. This service may collect information you submit through the chat widget, including your name, email address, and the contents of your conversation, as well as technical information such as your IP address and browser type. Chat interactions may be processed by automated AI systems on behalf of this service provider. This service provider is bound by a Data Processing Agreement with Hayden Wonder Company LLC and is contractually obligated to handle your information in accordance with applicable privacy laws. Their handling of your data is also governed by their own privacy policy.

1.3 Payment Information

Payments made directly on our Site are processed by Stripe, a third-party payment processor. We do not store your full credit card number, CVV, or payment credentials on our servers. Stripe's handling of your payment data is governed by Stripe's own Privacy Policy, available at stripe.com/privacy.

1.4 Information From Third-Party Sales Platforms

If you purchase from us through our Etsy store, your transaction data is collected and governed by Etsy's Privacy Policy. We may receive limited order information (such as your name, shipping address, and items ordered) from Etsy to fulfill your order.

1.5 Information From Third-Party Support and Communication Tools

We use third-party tools to facilitate customer support communications. Information you submit through these tools, including your name, email address, and the contents of your support conversations, is collected and processed by the applicable service provider on our behalf. These providers are bound by a Data Processing Agreement with Hayden Wonder Company LLC and are contractually obligated to handle your information in accordance with applicable privacy laws. Their handling of your data is also governed by their own privacy policies. Please avoid submitting sensitive personal or financial information through chat or messaging tools.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To process and fulfill orders, including sending order confirmations and shipping notifications
- To communicate with you about your order or customer service inquiries
- To send you marketing emails and promotional content (only if you have opted in; see Section 5)
- To analyze Site traffic and improve the performance and content of our Site
- To detect and prevent fraudulent transactions and other illegal activities
- To comply with applicable legal obligations

3. Cookies and Tracking Technologies

Our Site uses cookies (small text files stored on your device) to enhance your browsing experience and collect analytics data. The types of cookies we use include:

- Essential cookies: required for the Site to function properly
- Analytics cookies: used to collect aggregated, anonymized data about how visitors interact with our Site

You can control cookie settings through your browser. Most browsers allow you to refuse cookies or delete existing cookies. Please note that disabling certain cookies may affect the functionality of our Site.

4. How We Share Your Information

We do not sell, rent, or trade your personal information to third parties for their marketing purposes. We may share your information only in the following circumstances:

- Service providers: We share information with trusted third-party vendors who assist us in operating our Site and fulfilling orders, including Stripe (payment processing), shipping carriers, and email marketing platforms. These vendors are contractually obligated to keep your information confidential and use it only for services they perform on our behalf.
- Live chat and customer support: We use a third-party platform to facilitate customer support. This provider may receive information you submit through the chat widget, including personal information and conversation content, solely for the purpose of delivering support services on our behalf.
- Etsy: If you purchase through our Etsy store, your information is shared with and governed by Etsy.
- Legal requirements: We may disclose your information if required by law, regulation, legal process, or governmental request.
- Business transfers: In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred to the acquiring entity.

5. Email Marketing and Communications

We collect email addresses for the purpose of sending marketing communications, including product updates, promotions, and news about Hayden Wonder Co. We will only send you marketing emails if you have opted in by subscribing through our Site or at checkout.

You may unsubscribe from marketing emails at any time by clicking the "unsubscribe" link in any email we send, or by contacting us at legal@haydenwonderco.com. Note that even after unsubscribing from marketing emails, we may still send you transactional emails related to your orders.

Our email communications comply with the CAN-SPAM Act. Each marketing email will include our physical mailing address and a clear mechanism to opt out.

6. Children's Privacy (COPPA)

Our products are designed for children, but our Site and marketing communications are directed exclusively to adults (parents and guardians). We do not knowingly collect personal information from children under the age of 13. If you are a parent or guardian and believe your child under 13 has provided us with personal information, please contact us immediately at legal@haydenwonderco.com and we will promptly delete such information.

We comply with the Children's Online Privacy Protection Act (COPPA).

7. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, including to comply with our legal obligations, resolve disputes, and enforce our agreements. Order records are generally retained for a minimum of five (5) years for tax and accounting purposes.

8. Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal information. As an Illinois-based business serving U.S. customers, we provide the following rights to all users:

- Access: You may request a copy of the personal information we hold about you.
- Correction: You may request that we correct inaccurate or incomplete personal information.
- Deletion: You may request that we delete your personal information, subject to certain legal exceptions (e.g., records we are required to retain).
- Opt-out of marketing: You may opt out of marketing emails at any time (see Section 5).

To exercise any of these rights, please contact us at legal@haydenwonderco.com. We will respond to verified requests within 30 days.

9. Third-Party Links

Our Site may contain links to third-party websites, including our Etsy store. We are not responsible for the privacy practices of these third-party sites. We encourage you to review their privacy policies before providing any personal information.

10. Security

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, or misuse. However, no method of transmission over the internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

11. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. When we make material changes, we will update the "Last Updated" date at the top of this page. Your continued use of the Site after any changes constitutes your acceptance of the revised Privacy Policy. We encourage you to review this page periodically.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

Hayden Wonder Company LLC

Hayden Wonder Co.

Email: legal@haydenwonderco.com

Website: haydenwonderco.com