

Privacy Policy

Last Updated September 7, 2026

CLOUT ("CLOUT", "cloutworld.com", "we", "our", and/or "us") values the privacy of individuals who use our websites and related services (collectively, our "Services"). This privacy policy (the "Privacy Policy") explains how we collect, use, and share information from users of our Services ("Users"). By using our Services, you agree to the collection, use, disclosure, and procedures this Privacy Policy describes. Beyond the Privacy Policy, your use of our Services is also subject to our [Terms of Service](#).

What Is Covered By This Privacy Policy

This privacy policy covers situations where we, **CLOUT**, access, collect, store, process, use, disclose or transfer your personal information in paper or electronic form. It also covers situations where approved partners or other members of **CLOUT** use your personal information on our behalf. This privacy policy does not cover products or services you might use as provided by other companies acting on their own account.

Information We Collect

We may collect a variety of information from or about you or your devices from various sources, as described below: We collect information that identifies you or that we can associate with you (your "personal information") as well as information that does not identify you (e.g. anonymous, deidentified, or aggregated data), and we may collect various categories of information directly (from you), or indirectly (from others), as more fully described below. The personal information that we or our service providers collect are:

- Identifiers (such as your name, nickname, account name, unique personal identifier, online identifier/screenname, IP address, driver's license number or signature);
- Contact Information (such as your physical or mailing address, telephone number or email address);
- Profile information (such as commercial information and inferences, including products or services purchased or considered, purchasing histories or tendencies, interactions with us, preferences, psychological traits/ predispositions, behavior, attitudes, intelligence or abilities/aptitudes, some of which may be assigned by probabilistic methods);
- Education information (such as your education status or history);
- Employment information (such as your employment status or history, or your professional information);
- Internet activity (such as search history on our websites, clicks and other interactions with our websites, or social media information);
- Demographic information (such as your age, date of birth, sex or gender, race or ethnicity, sexual orientation, religion or national origin);
- Physical characteristics or biometric information (such as your size, height, weight or other information relevant to your footwear and apparel preferences, audio, electronic, visual, thermal or olfactory information);
- Financial information (such as your bank account number, credit card number, debit

card number, other payment information, or insurance information); and

- Location data (such as the geographical location information indicated by your mobile device or computer).

How Information About You Is Collected

When you interact with us, we may collect information about you directly. Examples of direct interaction with us include when you visit our websites, shop in our stores, communicate with our customer service representatives, attend our events, use our mobile applications, participate in our marketing efforts (including contests sweepstakes and virtual events), participate in our customer loyalty programs, or any other way you interact with us. When we collect information about you directly, we may ask you to affirmatively furnish the information to us (such as when we ask you for your telephone number), or we may collect the information from your electronic device (such as when you download and use our mobile applications) or by observing your activity (such as when you visit our websites). We and some of our service providers and other third parties collect identifiers matched to your mobile or other devices, which can be used to deliver customized ads or content via the internet, across different devices or browsers (sometimes called “cross-device tracking”). In some cases, we may engage service providers to help us operate our business, and they may collect data on our behalf in the course of the services they provide to us. In other cases, third parties may obtain information about you independently, and we may acquire that data from a third party (for example, by purchasing the data from a data broker).

Why Your Information Is Collected And Used

We use the personal information we collect directly and indirectly to conduct our business, communicate with you, and provide better products, services, and experiences, as further described below. The specific purposes for which we or our service providers may collect and use information about you are (1) to provide the products and services that you have ordered or requested, and to communicate about your orders; (2) to enable and improve our customer service; (3) to address your comments, questions or complaints; (4) to personalize your experiences; (5) to understand your opinions, preferences and usage habits; (6) to analyze trends and statistics; (7) to analyze and improve our websites, mobile applications, facilities, products and services; (8) to market our products and services to you, including by sending you marketing communications and other information regarding our products, services, or special events, and to improve our marketing efforts; (9) to share reviews, testimonials, or other user-generated content; (10) to conduct market research; (11) to formulate our business strategies; (12) to enable us to monitor and evaluate our third party service providers and their activities; (13) to manage our gift card programs, loyalty programs, other stored value programs; (14) to keep records of transactions; (15) to comply with our contractual obligations; (16) to detect and address actual or potential fraud; (17) to establish and maintain data back-ups for our business continuity and disaster recovery; and (18) to comply with various legal obligations or other rules to which we are subject.

What Information About You Is Shared

We may share your personal information with service providers who provide services to us or conduct activities on our behalf. When we share your personal information with our service providers, we instruct them to limit their use and further sharing of your personal information so that they only use or share your personal information for the intended purposes (which are limited to those listed above). One example of our information sharing with a service provider is when we share your name, address, and similar contact information with a courier service for the purpose of delivering a product to you and notifying you of the status of the shipment. The categories of information that we may share with third parties (including our service providers) for business purposes are the following: Identifiers; Contact information; Profile information; Education information; Employment information; Internet activity; Demographic information; Physical characteristics or biometric information; Financial information; and Location data. We share these categories of information for the same purposes we collect and use them, as described above under the caption "Why Your Information Is Collected and Used. We do not sell your personal information.

How You Can Opt Out of Online Advertising Or Other Promotional Communications

Our websites use a variety of technologies to understand more about your interaction with our websites and CLOUT. You can manage how your mobile device, mobile browser and other devices share information with our websites and mobile apps, as well as how your browser handles cookies and other tracking technologies, by adjusting the privacy, security and Wi-Fi settings on your device. Please refer to instructions provided by your mobile service provider or the manufacturer of your device to learn how to adjust your settings. Our websites currently do not have a mechanism to recognize an Internet browser's "Do Not Track" signals, and we cannot follow those signals. Several of the companies who utilize cookies or other tracking or monitoring mechanisms enable you to opt out of advertising through mechanisms established by trade groups. If you wish to reduce this type of third-party, interest-based advertising, you may opt out of advertising from members of the National Advertising Initiative [here](#), and from members of the Digital Advertising Alliance [here](#). Please note the links in the prior sentence will not opt you out of receiving all marketing communications from us. There are other ways in which you can tell us whether or not you want to receive promotional communications from us. When you set-up an account or log into your account on website or mobile applications, you may have an opportunity to make or change your communication preferences. You also will have an opportunity to opt-out of advertising email messages from us by clicking on an "unsubscribe" hyperlink contained in commercial emails we send you. If you receive a text message (SMS or MMS) from us and would like to opt out of receiving further text messages, you may do so by replying "STOP" or following the opt-out instructions within the text message.

Children's Privacy

We do not intend to collect personal information from anyone who is under the age of 16. If you are under the age of 16 you should not provide any personal information to us. If you are a parent or guardian of a child under the age of 16 and suspect they have provided personal information to us, you may contact us using our [contact form](#) to exercise your rights as a parent or guardian.

Keeping Your Personal Information Secure

We have implemented reasonable security procedures and measures that are intended to protect your personal information and our information technology systems that store personal information. Unfortunately, no transmission of information over the Internet nor storage of information electronically can be guaranteed to be 100% secure. In order to help protect personal information you provide to us, you: (i) should not share your password or account information with others, (ii) should use a secure internet connection and web browser, (iii) should select a unique, complex, secure password, (iv) should change your password frequently and (v) should not use the same password elsewhere. If you become aware of any loss, theft or unauthorized use of a password, please contact us immediately using the contact information below. By providing your email address in connection with a purchase, or your use of our websites, mobile applications or services, you are consenting to receive electronic notice of any information security issues using your most recent email address in our records.

Links To Other Websites

Our websites and mobile applications may contain links to third-party websites to which this Privacy Statement does not apply ("Linked Websites"). Your use of Linked Websites will be governed by the terms of use, privacy policies, and other terms, notices, and policies set forth on or referenced in those Linked Websites.

Jurisdiction

This Privacy Statement applies to all users of cloutsworld.com.

Your Options Regarding Personal Information

- **Request to Know:** You may ask us to furnish you with (i) the categories and specific pieces of personal information we have collected about you; (ii) the categories of sources from which we collect information about you; (iii) the business or commercial purposes for collecting information about you; and (iv) the categories of third parties with whom we share personal information about you.
- **Request to Delete:** You may ask us to delete any personal information that we have collected from you and to direct our service providers to delete your personal information from their records. After verifying your request, we reserve the right to not comply with your request for any basis or reason.

How Your Identity Will Be Verified

For your privacy and security, and to prevent fraud and other harmful activities, when we receive a request through one of our Communication Methods ("contact form" or "client services email address"), we need to ensure that the person submitting the request is the person they purport to be. Accordingly, we may take reasonable measures to verify the identity of the person submitting the request. Initially, we would ask you to provide basic personal information when you submit a request, whether through our contact form or client services email address. This information may include your first name, middle name, last name, email address, shipping address, or telephone number. Providing accurate information that matches our records is necessary so that we can locate the correct information within our systems and among our service providers. To verify your request, we may ask you to submit information beyond your basic personal information in order to prove your identity. You may submit this information simultaneously with your initial request (using our interactive web form) or after your request (as a second step). For requests of specific pieces of personal information about a consumer, we will verify your identity to a reasonably high degree of certainty; whereas for requests to know the categories of personal information collected and used about a consumer, we will verify your identity to a reasonable degree of certainty. We may give you options, such as (i) submitting a signed statement and a redacted copy of identifying information (such as a government-issued ID), (ii) verifying your identity with a third-party verification company that we hire for this purpose, or (iii) showing your identifying information to an associate at one of our physical locations. If we ask you to verify your identity, you must promptly cooperate with our efforts so that we can fulfill your request. If you do not comply, your request cannot be fulfilled; and if you delay in complying, the fulfillment of your request is likely to be delayed, and may be denied, as a result.

Requests from Authorized Agents

If you submit a consumer privacy request on behalf of another person, you will be required to demonstrate your legal authority to act on behalf of that person, and we may contact you for verification purposes. For the protection of our customers, we must receive all information requested and must verify your authority to our satisfaction before we can fulfill your request.

Changes to This Privacy Statement

We will review our Privacy Statement periodically (at least annually), and we reserve the right, in our sole discretion, to revise, change or modify this Privacy Statement at any time. We will post any changes to this Privacy Statement to this page and they will be effective as of the date of posting. We encourage you to visit this page periodically to review this information. By engaging with us, including by visiting our website(s) or mobile application(s), after this Privacy Statement has been updated, you agree to the updated terms of this Privacy Statement.

Governing Law Clause

This document is governed by the Law of CLOUT.