

# Privacy Policy

Last Updated: 18 July 2025

Caraway Home, Inc. and its affiliates and subsidiaries (“**Caraway**,” “**we**,” “**us**,” or “**our**”) respect your privacy. This Privacy Policy describes the processing of Personal Information (defined below) that is provided, collected, or disclosed in the course of providing our products or services to you (“*Services*”) and on the websites, applications, social media pages, other platforms that link to this Privacy Policy, including when you apply for a job with us. It also describes rights you may have under applicable laws.

We may provide you with a different privacy notice or notice in certain specific situations, in which case that privacy notice or policy will apply to the Personal Information collected or processed in that specific situation, rather than this one.

If you provide us with Personal Information related to anyone other than yourself, please note that you are responsible for complying with all privacy and data protection laws prior to providing that information to Caraway (including obtaining consent, if required).

## 1. Personal Information We Collect

We may collect a range of Personal Information. “*Personal Information*” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to you.

The types of Personal Information we collect may include:

*Contact Information* – If you submit an inquiry, register for an account, or provide information on or through our Services, we may collect your contact information. This may include your name, address, email address, demographic information, and phone number.

*Commercial Information* – This includes information about purchases, information about subscriptions, Services you have shown interest in, and other commercial information. If you make any purchases, we will collect your financial information, including your name and payment information. We may use a third- party service, such as Shop Pay, Amazon Pay, Google Pay, Apple Pay, AfterPay, PayPal, or a social media platform, to collect this information.

*Usage Information* – When you use our website, our servers may automatically record information, including your Internet Protocol address (IP Address), geolocation of your device, browser type, referring URLs (e.g., the website you visited before coming to our website), domain names associated with your internet service provider, or other information regarding your interaction with our website.

*Professional or Employment-related Information* – If you apply for a job with us, we will collect your employment and work history, as well as other Personal Information related to your potential employment. This may include your education and employment history, address and contact information, demographic information, and any other information included in your resume or application.

*Communication Information* – We may collect the contents of your communications with us, whether via e-mail, chat functionality, social media, telephone or otherwise, and inferences we may make from other Personal Information we collect. Where permitted by applicable law, we may collect and maintain records of calls and chats with our agents, representatives, or employees via message, chat, post, or similar functionality.

## **2. How We Collect Your Personal Information**

*Directly From You* – We collect Personal Information that you provide to us, for example, if you choose to contact us or request or purchase Services or information from us.

*From Third Parties* – We may collect Personal Information from third parties including, business partners, subcontractors, advertising networks, analytics providers, and search information providers, who may provide us with Personal Information about you.

*Through Online Tracking Technologies* – We use cookies and similar technologies such as pixels and web beacons to collect Personal Information related to online activities. For additional information regarding our use of these technologies, see the *Cookies and Other Tracking Technologies* section below.

## **3. How We Use Personal Information**

To the extent permitted by applicable law, we use Personal Information:

*To provide and personalize our Services*, such as processing or fulfilling orders and transactions, providing our Services, processing payments, providing customer service,

maintaining or servicing accounts, verifying customer information, creating and maintaining business records, and undertaking or providing similar services.

For *internal research and development*, such as testing and verifying the quality of our Services, improving the quality of our Services, and creating new Services.

For *marketing and advertising*, including using your information to send you messages, notices, newsletters, surveys, promotions, or event invitations about our own or third parties' goods and services that may be of interest to you. We also use Personal Information to conduct interest-based advertising as discussed in the *Cookies and Other Tracking Technologies* section below.

For *communicating with you*, including through or service providers, such as responding to your questions and comments and notifying you of updates to our Services.

For *legal, security, or safety reasons*, such as protecting our and our users' safety, property, or rights, complying with legal requirements, enforcing our terms, conditions, and policies, detecting, preventing, and responding to security incidents, and protecting against malicious, deceptive, fraudulent, or illegal activity.

As *part of a corporate transaction*, such as in connection with the sale of part or all of our assets or business, the acquisition of part or all of another business or another business' assets, or another corporate transaction, including bankruptcy.

If you are applying for a position with us, we use your Personal Information for the following purposes. Please note that this Privacy Policy does not form part of any contract of employment offered to job applicants hired by Caraway.

- *To Manage the Application Process.* We use your Personal Information to process your job application, to verify the information you have provided in your application, to communicate with you regarding your application, to answer your questions regarding the application process and to confirm your eligibility for a position. We may also save your information for future job openings within Caraway.
- *To Manage the Hiring Process.* We may use your Personal Information in the hiring process to conduct interviews. We may also use your Personal Information to perform background and reference checks, with your consent, if you are offered a position.

- *Recruiting.* We may use Personal Information to communicate with you regarding the recruiting process, to learn where you heard about Caraway, and to evaluate and improve our recruiting process.
- *To Communicate with You.* We may use your Personal Information to provide information to you, to respond to your questions, or to notify you of any changes or updates.

#### **4. Disclosure of Personal Information**

We may disclose your Personal Information in the following circumstances:

*Service Providers* – We disclose your Personal Information with third party service providers as necessary to enable them to support our Services or other aspects of our business.

*Affiliates and Subsidiaries* – We may disclose your information to the Caraway family of companies for their and our business purposes and for marketing purposes, including to provide you information about the products or services we think may interest you.

*Business Partners* – We may disclose Personal Information with trusted business partners or corporate affiliates. For example, we may disclose your Personal Information with a company whose products or services we think may be of interest to you or who we co-sponsor a promotion or service with.

*Legal Obligation or Safety Reasons* – When we have a good faith belief that access, use, preservation or disclosure of Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of any agreement you have with us, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of Caraway, its users, or the public against harm.

*Merger or Change of Control* – If we are involved in a merger, acquisition, or any other transaction involving a change of control in our business including but not limited to a bankruptcy or similar proceeding, Personal Information may be transferred along with the business. Where legally required, we will give you prior notice prior to such a transfer.

#### **5. Cookies and Other Tracking Technologies**

We and our service providers may use cookies and similar technologies such as pixels, web beacons, and local storage to collect usage and browser information about how you use our website. We process the information collected through such technologies, which may include or be combined with Personal Information, to help operate certain features of our website, to enhance your experience through personalization, and to help us better understand the features of our website that you and other users are most interested in.

We allow or enable third parties to collect Personal Information in order to provide their interest-based advertising services, and we use Google Ads, Shopify, and other third parties to serve ads for our Services across various websites. To opt-out of this type of advertising by Google, to customize your ad preferences, or to limit Google's collection or use of your data, visit [Google's Safety Center](#) and [Google's Ad Settings](#) and follow [Google's personalized ad opt-out instructions](#). Opting out will not affect your use of our Services. To understand how Shopify uses your Personal Information, please refer to the [Shopify Consumer Privacy Policy](#).

We use analytics services, including Google Analytics, to assist us with analyzing our website traffic. These services utilize cookies and other technologies that collect your Personal Information. To learn more about how Google uses data, visit Google's Privacy Policy and Google's page on "[How Google uses data when you use our partners' websites or apps](#)." You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#).

In order to manage your preferences with respect to these technologies, please visit our [preferences page](#). In addition, most browsers provide you with the ability to block, delete, or disable cookies, and your mobile device may allow you to disable transmission of unique identifiers and location data. If you choose to reject cookies or block device identifiers, some features of our Services may not be available, or some functionality may be limited or unavailable. Please review the help pages of your browser or mobile device for assistance with changing your settings.

## **6. How Long Do We Keep Your Personal Information**

We will retain each category of your Personal Information for as long as necessary to fulfill the purposes described in the *How We Use Personal Information* section above, unless otherwise required by applicable laws. Criteria we will use to determine how long

we will retain your Personal Information include whether we need your Personal Information to provide you with our Services you have requested; we continue to have a relationship with you; you have requested information or Services from us; we have a legal right or obligation to continue to retain your Personal Information; we have an obligation to a third party that involves your Personal Information; our retention or recordkeeping policies and obligations dictate that we retain your Personal Information; we have an interest in providing you with Personal Information about our Services; and we have another business purpose for retaining your Personal Information.

## **7. How We Protect Your Personal Information**

We use commercially reasonable efforts to protect the confidentiality and security of Personal Information we process. However, despite these efforts to store Personal Information in a secure operating environment, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems.

## **8. Your Privacy Rights**

Depending on where you live, you may have the following rights with respect to your Personal Information under applicable data protection laws:

*Access* – You may have the right to know what Personal Information we have collected about you and to access such data.

*Data portability* – You may have the right to receive a copy of your information in a portable and readily usable format.

*Deletion* – You may have the right to delete your Personal Information that we have obtained, subject to certain exceptions.

*Correction* – You may have the right to correct inaccuracies in your Personal Information.

*Opt out of certain processing* – You may have the right to: (a) opt out of the processing of your Personal Information for purposes of targeted advertising, (b) opt out of the sale of your Personal Information; (c) limit the use of your Sensitive Personal Information (if applicable), and (d) opt out of the processing of your Personal Information for profiling in furtherance of decisions that produce legal or similarly significant effect concerning you.

To exercise any of these rights available to you, see the *Exercising Your Individual Privacy Rights* section below.

To opt out of marketing emails, please email us at [privacy@carawayhome.com](mailto:privacy@carawayhome.com) or by following the instructions included in the email or text correspondence. Please note that, even if you unsubscribe from certain correspondence, we may still need to contact you with important transactional or administrative information, as permitted by law. Additionally, if you withdraw your consent or object to processing of your Personal Information, or if you choose not to provide certain Personal Information, we may be unable to provide some or all of our Services to you.

## **9. International Use of our Services**

Our website is hosted in the United States. If you are visiting our website from outside of the United States, please note that by providing your Personal Information, it is being transferred to, stored, collected, or processed in the United States, where our data center and servers are located and operated.

*For individuals in the European Union, European Economic Area, Switzerland, and United Kingdom:* Caraway will transfer Personal Information to third parties located outside of this region only where it has ensured appropriate safeguards for such Personal Information through use of the standard contractual clauses or other lawful and approved methods. To request a copy of applicable cross-border data transfer agreements, please reach out using the information in the *Contact Us* section.

## **10. Children's Privacy**

We do not knowingly collect or solicit any Personal Information from children under the age of 16. In the event that we learn that we have collected Personal Information from a child, we will promptly take steps to delete that information. If you are a parent or legal guardian and think your child has given us their Personal Information, you can email us at [privacy@carawayhome.com](mailto:privacy@carawayhome.com) or contact us using the information listed in the *Contact Us* section below.

## **11. Links to Third-Party Websites**

We are not responsible for the practices employed by any websites or services linked to or from our Services, including the information or content contained within them. We encourage you to investigate and ask questions before disclosing Personal Information

to third parties, since any Personal Information disclosed will be subject to the applicable third party's privacy notice.

## 12. Notice to California Residents

This section applies to our collection and use of Personal Information if you are a resident of California, as required by the California Consumer Privacy Act of 2018 and its implementing regulations, as amended by the California Privacy Rights Act ("CCPA"), where "*Personal Information*" has the definition set forth in the CCPA.

Caraway makes the following disclosures regarding the Personal Information Caraway has collected within the 12-month period preceding the Effective Date of this Privacy Policy:

### Sources of Personal Information

We collect Personal Information from the categories of sources detailed in the *How We Collect Personal Information* section above.

### Use of Personal Information

We collect Personal Information for the business and commercial purposes detailed in the *How We Use Personal Information* section above.

### Disclosure of Personal Information

The categories of third parties to which we disclose Personal Information for a business or commercial purpose or to whom we Sell or Share Personal Information (as those terms are defined in the CCPA) are summarized in the chart below. We do not knowingly Sell or Share the Personal Information of minors under the age of 16.

Categories of Personal Information We Collect	Categories of Recipients to Which We Disclose Personal Information for a Business or Commercial Purpose	Categories of Third Parties to Which We May Sell or Share Personal Information
Identifiers	- Affiliates and subsidiaries - Service providers - Business partners - For legal, security, and safety purposes - In connection with a corporate transaction - Entities to which you have consented to the disclosure	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Site.



Personal information, as defined in the California customer records law	- Affiliates and subsidiaries - Service providers - Business partners - For legal, security, and safety purposes - In connection with a corporate transaction- Entities to which you have consented to the disclosure	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Site.
Commercial Information	- Affiliates and subsidiaries - Service providers - Business partners - For legal, security, and safety purposes - In connection with a corporate transaction - Entities to which you have consented to the disclosure	We do not Sell or Share Personal Information.
Characteristics of protected classifications under California or Federal Law	- Affiliates and subsidiaries - Service providers - Business partners - For legal, security, and safety purposes - In connection with a corporate transaction - Entities to which you have consented to the disclosure	We do not Sell or Share this category of Personal Information.
Internet or other similar network activity	- Affiliates and subsidiaries - Service providers - Business partners - For legal, security, and safety purposes - In connection with a corporate transaction - Entities to which you have consented to the disclosure	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Site.
Geolocation data	- Affiliates and subsidiaries - Service providers - Business partners - For legal, security, and safety purposes - In connection with a corporate transaction - Entities to which you have consented to the disclosure	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Site.
Inferences drawn from other Personal Information	- Affiliates and subsidiaries - Service providers - Business partners - For legal, security, and	Third-party marketers and other third parties that set cookies and

	safety purposes - In connection with a corporate transaction - Entities to which you have consented to the disclosure	other online tracking technologies on our Site.
Professional or employment-related information	- Affiliates and subsidiaries - Service providers - For legal, security, and safety purposes - In connection with a corporate transaction - Entities to which you have consented to the disclosure	We do not Sell or Share this category of Personal Information.

### Other California Privacy Rights

Under California Civil Code Section 1798.83, individual customers who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of Personal Information to third parties for the third parties' direct marketing purposes, if any. To make such a request, please contact us using the information in the *Contact Us* section below. Please be aware that not all information disclosures are covered by these California privacy rights requirements and only information on covered disclosures will be included in our response. This request may be made no more than once per calendar year.

### 13. Exercising Your Individual Privacy Rights

To exercise any of the privacy rights afforded to you under applicable data protection laws, please submit a request to us by one of the following methods:

E-mailing us at [privacy@carawayhome.com](mailto:privacy@carawayhome.com)

Clicking on the [opt out links](#) at the bottom of our website

You may also initiate any opt outs by broadcasting an Opt-Out Preference Signal, such as the Global Privacy Control (GPC). We honor Opt-Out Preference Signals, including GPC. If you choose to use an Opt-Out Preference Signal, you will need to turn it on for each supported browser or browser extension you use.

You will not be discriminated against in any way by virtue of your exercise of the rights listed in this Privacy Policy which means we will not deny goods or Services to you, provide different prices or rates for goods or Services to you, or provide a different level or quality of goods or Services to you. Only you, or an authorized agent that you

authorize to act on your behalf, may make a request related to your Personal Information. You may also make a request on behalf of your minor child.

We must verify your identity before fulfilling your requests, and we cannot respond to your request or provide you with Personal Information if we cannot verify your identity and confirm the Personal Information relates to you. If we cannot initially verify your identity, we may request additional information to complete the verification process. We will only use Personal Information provided in a request to verify the requestor's identity. If you are an authorized agent making a request on behalf of a consumer, we will also need to verify your identity, which may require proof of your written authorization or evidence of a power of attorney. We endeavor to respond to requests within the time period required by applicable law. If we require more time, we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

We do not charge a fee to process or respond to your requests unless it is excessive or repetitive. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

We may deny certain requests, or only fulfill some in part, as permitted or required by law. For example, if you request to delete Personal Information, we may retain Personal Information that we need to retain for legal purposes.

If you are not satisfied with the resolution of your request and you are afforded a right to appeal such decision, you will be notified of our appeal process in our response to your request.

#### **14. Individuals in the European Union, European Economic Area, Switzerland, and the United Kingdom**

This section provides additional information regarding Caraway's processing of personal data of people located in the European Union (EU), European Economic Area (EEA), Switzerland, and the United Kingdom (UK) in accordance with the EU Data Protection Regulation, UK Data Protection Regulation, and the Swiss Federal Data Protection Act.

##### *Legal Bases for Processing*

Our legal basis for processing Personal Information depends on the Personal Information involved and the context in which we process it. Where Caraway acts as a controller, we process your Personal Information: with your consent; where necessary to perform a contract; to comply with our legal obligations; and where doing so is in our legitimate interests (including the purposes described in this Notice) and such interests are not outweighed by your rights and freedoms.

#### *Special Category Data*

Caraway does not intend to collect any Special Category Data, which is any data that reveals your racial or ethnic origin, political opinions, religious, moral or philosophical beliefs, trade union membership, political views, the processing of genetic data, biometric data for the purpose of identifying a person, and data concerning health or a person's sex life and/or sexual orientation. Please refrain from sending us any Special Category Data.

### **15. Changes to this Privacy Policy**

Please note that we may modify or update this Privacy Policy from time to time, so please review it periodically. We will notify you if material changes are made. Unless otherwise indicated, any changes to this Privacy Policy will apply immediately upon posting to our website.

### **16. Contact us**

If you have any questions about our practices or this Privacy Policy, please contact us at [privacy@carawayhome.com](mailto:privacy@carawayhome.com). You may also write to us at:

Caraway Home, Inc.

228 Park Ave S PMB 75861

New York, New York 10003