



THE ROOMPLACE DIRECT WEBSITE PRIVACY NOTICE

Last Revised: December 2025

1. General

We know that your privacy is important to you, and we work hard to earn and keep your trust. TRP Acquisition Inc. d/b/a The RoomPlace, Apt2B, TRP Brands, LLC., and Harlem Furniture (collectively, “Company,” “we,” “us,” and “our”) respects your privacy and is committed to protecting your privacy through our compliance with this Privacy Notice (the “Notice”).

This Notice describes:

- The types of information we collect from you or that you may provide when you visit our website available at: <https://www.theroomplace.com/>, as well as any websites and blogs directly owned by the Company where this Notice is linked (collectively, our “Website”).
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Notice applies to information we collect on this Website or in emails and other electronic messages between you and this Website, and information gathered when you interact with our advertising on third-party websites.

Please read this Notice carefully to understand our practices regarding your information and how we will treat it. If you do not agree with our policies and practices, then please do not use our Website. By using our Website, you agree to the terms of this Notice. This Notice may change from time to time (see below, “Changes to this Notice”). Your continued use of our Website after we make changes is deemed to be acceptance of those changes, so please check the Notice periodically for updates.

2. Website Terms of Use; Other Agreements

This Notice should be read in conjunction with our [Terms and Conditions](#).

3. What We Collect and How We Collect It

We collect several types of information from and about visitors to our Website, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number or any other identifier by which you may be contacted online or offline (“**personal information**”);
- That is about you but individually does not identify you, such as sales order/purchase order information, third-party portal identification and customer notification to customer service and/or;
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us, including when you interact with our online stores or otherwise purchase our goods or services;
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies; and
- From third parties, for example, our business partners.

Information You Provide to Us

The information we collect from you directly on or through our Website may include:

- *Communications data* such as correspondence or messages (including emails, SMS or chat or social media messages or comments) and other personal information which you provide to within these;
- *Contact data* such as your postal address, e-mail address and telephone number(s);
- *Identity data* such as your first name, last name and title
- *Technical data* includes technical information (through the use of cookies or similar technologies, including your IP address, device identifier, browsing patterns on our website, click stream data, and HTP protocol elements) information.
- *Transaction Data* includes details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.
- Information about your visits to other websites, which are provided to us by our third-party advertising partners.

The technologies we use for this data collection may include:

(a) **Cookies**. A “cookie” is a small data file transmitted from a website to your device’s hard drive. Cookies are usually defined in one of two ways, and we may use either (or both) of them: (i) Session cookies, which do not stay on your device after you close your browser, and (ii) Persistent cookies, which remain on your device until you delete them or they expire. We may use the following categories of cookies on our Website:

1. **Strictly Necessary Cookies.** These cookies are essential in order to enable you to move around the Website and use its features. Without these cookies, services you have requested, such as maintaining a record of your purchased items, cannot be provided.
2. **Performance Cookies.** These cookies collect anonymous information on how you use our Website to help us understand how you arrive at our Website, browse or use our Website and highlight areas where we can improve, such as navigation. The data stored by these cookies never shows personal details from which your individual identity can be established.

3. **Functionality Cookies.** These cookies remember choices you make such as the country from which you visit our Website, your preferred language, and your search parameters. This information can then be used to provide you with an experience more appropriate to your selections and to make your visits to our Website more tailored to your preferences. The information in these cookies may be anonymized. These cookies cannot track your browsing activity on other websites.
4. **Targeting Cookies or Advertising Cookies.** These cookies collect information about your browsing habits in order to make advertising more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of an advertising campaign. The cookies are usually placed by third-party advertising networks. These cookies remember the websites you visit and that information is shared with other parties, such as advertisers.

(b) **Google Analytics.** The Website sends aggregated non-Personal Information to Google Analytics for the purpose of providing us with the ability to conduct technical and statistical analysis on the Website's performance. For more information on how Google Analytics supports the Website and uses information sent from the Website, please review Google's privacy Notice available at <https://policies.google.com/technologies/partner-sites>.

(c) **Web Beacons.** A Web Beacon is an electronic image. Web Beacons can track certain things from your computer and can report activity back to a web server allowing us to understand some of your behavior. If you choose to receive emails from us, we may use Web Beacons to track your reaction to our emails. We may also use them to track if you click on the links and at what time and date you do so. Some of the third-party marketers we engage with may use Web Beacons to track your interaction with online advertising banners on our Website. This information is only collected in aggregate form and will not be linked to your Personal Information. Please note that any image file on a webpage can act as a Web Beacon.

(d) **Embedded Web Links.** Links provided in our emails and, in some cases, on third-party websites may include tracking technology embedded in the link. The tracking is accomplished through a redirection system. The redirection system allows us to understand how the link is being used by email recipients. Some of these links will enable us to identify that you have personally clicked on the link and this may be attached to the Personal Information that we hold about you. This data is used to improve our service to you and to help us understand the performance of our marketing campaigns.

(e) **Third-Party Websites and Services.** We work with a number of service providers of marketing communications technology. These service providers may use various data collection methods to improve the performance of the marketing campaigns we are contracting them to provide. The information collected can be gathered on our Website and also on the websites where our marketing communications are appearing. For example, we may collect data where our banner advertisements are displayed on third-party websites.

Of course, if you do not wish to have cookies on your devices, you may turn them off at any time by modifying your internet browser's settings. However, by disabling cookies on your device, you may be prohibited from full use of the Website's features or lose access to some functionality.

5. How We Use Your Information

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose and complies with applicable data protection laws.

The purposes for which we use your personal information and the lawful basis on which we rely to process it for each purpose is as follows:

- *To ensure the effective operation of our Website.* This may require the use of technical data, described in this Notice, and assists us in delivering our services to you via the Website.
- *To provide you with information, products, or services that you request from us.* This may require use of communications, contact, identity and technical data, as described in this Notice, as necessary to both communicate with you and provide you with our services.
- *To communicate with you to provide special offers and other information we believe will be of interest to you.* This may require use of communications, contact, identity and technical data, as well as data collected from automated tracking technologies on our Site, or provided to us by our business partners, as described in this Notice, to tailor information and experiences to your preferences on our Site, so that they are more likely to be of interest and relevant to you.
- *To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.* This may require use of communications, contact, identity and technical data, as described in this Notice, as necessary to both communicate with you and provide you with our services.
- *To notify you about changes to our Website or any products or services we offer or provide through them.* This may require use of communications, contact and identity data, as described in this Notice, as necessary to provide you with services via our Website.
- *To learn about user behavior on the Site.* This may require the use of technical data, as described in this Notice, as necessary to help us improve our services or the Website.
- *To maintain network and information security.* This may require the use of technical data, as described in this Notice, as necessary to protect your information against loss or damage, theft or unauthorized access and to protect our business.
- *To protect our services, Website, systems information, employees business partners, affiliates, users, customers or others, or when required by law or for law enforcement purposes.* This may require use of communications, contact, identity and technical data, as described in this Notice, as necessary to protect our business interests and assist law enforcement.
- *To engage in targeted advertising and other marketing activities:* This may require use of contact, identity and technical data you provide, as well as data collected by automated tracking technologies on our Website, as described in this Notice, to display ads for our goods and services to you when you visit third party sites, to tailor information and experiences to your preferences on our Website, so that they are more likely to be of interest and relevant to you.
- *In any other way we may describe when you provide the information.*
- *For any other purpose with your consent.*

6. How We Disclose Your Information

We will not disclose your personal information to third parties other than as described in this policy unless we have your permission or are required or permitted to do so by law. We may share such information with

our affiliates as necessary to carry out the purposes for which the information was supplied or collected. Similarly, third party contractors, consultants and/or vendors engaged by the Company to provide services may have access to your personal information. These third parties will be subject to their own data protection requirements providing the same or greater level of security provided by the Company and in most instances will also have entered into a written agreement with the Company which addresses the protection of your personal information.

We may disclose personal information that we collect or you provide as described in this Notice:

- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website's users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our [terms of use](#) and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

We may share information that has been combined and anonymized so that it can't be used to identify you. We use or share this type of information for purposes such as improving our services, understanding trends, or creating reports.

Your Privacy Rights

Depending on your jurisdiction and subject to certain limitations, you may have the following rights with respect to the personal information we process about you:

- **Right to know.** You may have the right to know about the categories and the specific personal information that we may collect, the purposes for collecting that personal information, the categories of third parties to whom we may disclose that personal information and whether we disclose personal information for business purposes or for commercial purposes that would be considered a "sale" or "share" of your information.
- **Right to data portability.** You may have the right to obtain a copy of the personal information about you that's being processed by us. To the extent it is technically feasible, we will provide that information to you in a usable and portable format

Upon receipt of a valid and verifiable request from you, we shall disclose to you both the categories and specific pieces of personal information we have collected about you, the categories of sources from which the personal information is collected, the business or commercial purpose for collecting

that personal information, the categories of third parties which whom we share that information. Your rights may be subject to certain limitations depending on the laws of your State.

- **Right to delete.** You may have the right to request that we delete any personal information we have about you unless retention of that information is permitted or required under applicable law. If you request deletion of your personal information, we may deny your request or may retain certain elements of your personal information if it is necessary for us or our vendors to:
 - Complete the transaction or request for which the personal information was collected;
 - Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
 - Debug to identify and repair errors that impair existing intended functionality;
 - Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
 - To enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us.
 - Comply with a legal obligation.
 - Otherwise use the personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.
- **Right to correct.** You may have the right to request the correction of any personal information we maintain about you.
- **Right to withdraw consent**

Exercising Your Rights

To exercise your rights as set out above, please contact us using our contact details described in the “How to contact us” section, indicating the type of right you would like to exercise and that you are making the request under an applicable U.S. state data privacy law.

In order to process your deletion and/or access request, we are permitted by law to collect certain information about you to verify your identity. If, however, we cannot verify your identity from the information already maintained by us, we may request additional information from you, which shall only be used for the purposes of verifying your identity, and for security or fraud-prevention purposes, such as a passport or driver’s license.

Under the laws of your state, you may have the right to use an authorized agent to submit a request on your behalf if you provide the authorized agent written permission signed by you. We may also require that you verify (as consumer) verify your identity directly with us and confirm that you have provided the authorized agent permission to act on their behalf.

We will make every effort to respond to your request within 45 days from when you contacted us. If you have a complex request, the law may permit us to take longer to respond. We will still contact you within 45 days from when you contacted us to let you know we need more time.

If we decline to take action on a request that you have submitted, we will inform you of our reasons for doing so, and provide instructions for how to appeal the decision. Depending on your state of residence you may have the right to appeal within a reasonable period of time after you have received our decision. If you have this appeal right, within 45-60 days, depending on the state, of our receipt of your appeal, we will

inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If we deny your appeal, we will provide you with a method for contacting your state attorney general's office to submit a complaint.

Right to non-discrimination.

You have the right not to receive discriminatory treatment by us for the exercise of your privacy rights as set forth in this Privacy Notice.

Explicit Notice – Right to opt-out

We and our advertising partners collect personal information (such as Technical Data) when you use our Website. We, and our advertising partners, may use this information to personalize the ads we deliver to you when you visit others' sites or use others' apps. To personalise the ads so that they may be more relevant to you, our advertising partners may share personal data with other third parties.

If you do not wish for us or our advertising partners to use and disclose your personal data in this manner, which may be considered a "sale" under applicable U.S. state privacy laws, select the applicable control from our [\[Cookie Notice / Cookie Preferences\]](#).

If you access our Website from other devices or browsers, visit the link below from those devices or browsers to ensure your choice applies to the data collected when you use those devices or browsers. If you use different browsers, devices or platforms, you will need to opt out on each browser, device or platform.

Additionally, although our [\[Cookie Notice / Cookie Preferences\]](#) will let you opt out of the sale of your personal information for advertising purposes, it will not opt you out of the use of previously collected and sold personal information or all context-based advertising.

Account Information

You may use the credentials you have set to access your account and update or change any of your account information. You also have the ability to delete your account by logging in and making that request directly. Please note that, as set out above, to the extent you wish to delete your account with us, we may need to retain data for certain limited business purposes or to comply with certain legal obligations. If, after deleting your account you have questions related to your personal information, feel free to contact us.

7. Your Marketing and Communications Preferences (Marketing Communication Opt-Out)

We want to provide you with relevant information that you have requested. When possible, we will always provide options as to what information we collect and how you can manage any preferences that pertains to such information.

If we provide subscription-based services, such as email newsletters, we will allow you to make choices about what information you provide at the point of information collection or at any time after you have received a communication from us while you are subscribed. Transactional or service-oriented messages, such as delivery confirmation messages, are usually excluded from such preferences, as such messages are required to respond to your requests or to provide goods and services, and are not intended for the purposes of marketing.

We will not intentionally send you email newsletters and marketing emails unless you consent to receive such marketing information. After you request to receive these emails, you may opt out of them at any time by selecting the “unsubscribe” link at the bottom of each email. Please note that by opting out or unsubscribing you may affect other services you have requested we provide to you, in which email communication is a requirement of the service provided.

8. Text Messaging

You may have the opportunity to receive SMS or “text” messages, pre-recorded voice messages or autodialed phone calls from us, our affiliates and related entities as well as third parties. Such messaging may be used to authenticate your identity or mobile device, as well as provide you informational updates about services or products you may have requested. In providing your mobile device number or cell phone number to us, you are providing consent to such communications from us or for us to use your cell phone number or mobile device number in accordance with our Terms of Use. In providing your number, you represent that you have the authority to agree to receive text messages at the telephone number that you provide to us, or from which you sent the text message request to us. You further acknowledge that no purchase is required to opt into this service, and you may opt out at any time by following the instructions provided in our communications to you.

Any such communications you receive from us will be administered in accordance with your preferences and this Notice.

9. Accuracy and Access to Your Personal Information

We strive to maintain and process your information accurately. We have processes in place to maintain all of our information in accordance with relevant data governance frameworks and legal requirements. We employ technologies designed to help us maintain information accuracy on input and processing.

Where we can provide you access to your personal information in our possession, we will always ask you for a username and password to help protect your privacy and security. We recommend that you keep your password safe, that you change it periodically, and that you do not disclose it to any other person or allow any other person to use it.

To view and change the personal information that you have provided to us, you can log in to your account and follow the instructions on that webpage, or contact us directly for assistance.

10. Information of Minors

We do not intentionally seek to gather information from individuals under the age of eighteen (18). We do not target minors, and would not expect them to be engaging with Site. We encourage parents and guardians to provide adequate protection measures to prevent minors from providing information unwillingly on the internet. If we become aware of any personal information that we have collected about minors, we will take steps to securely remove it from our systems.

11. Submissions

We welcome inquiries or feedback on the services or products you might use or like to use. Any inquiries, feedback, suggestions, ideas, materials, comments or other information you provide to us (collectively, “Submissions”) will be treated as nonproprietary and non-confidential. Your Submissions on or through this Website are available to others who visit this Website. In addition, we may use your Submissions in advertising campaigns and other promotions. We may or may not use your name in connection with such

use, and we may or may not seek your consent before using the Submissions for such purposes. Therefore, you should have no expectation of privacy with respect to your Submissions on or through this Site. You should not submit any content you do not wish to make available to the general public, and you must take special care to make sure your Submissions comply with our Terms of Use or other applicable agreements. All terms and conditions of our Terms of Use apply to Submissions on or through this Site. In particular, your Submissions must not violate the privacy or other rights of others. You may not use false identifying information or contact information, impersonate any person or entity, or otherwise mislead us as to the origin of any Submission.

12. Third-Party Websites

This Notice does not apply to websites or other domains that are maintained or operated by third parties or our affiliates. Our Website may link to third-party websites and services. For example, if you click on an advertisement on this Website, you may be taken to another website that we do not control. These links are not endorsements of these websites, and this Notice does not extend to them. Because this Notice is not enforced on these third-party websites, we encourage you to read any posted privacy Notice of the third-party website before using the service or website and providing any information.

14. For Website Users or Visitors Outside the United States

Our Website is designed for use by individuals in the United States only. We do not warrant or represent that this Notice or the Website's use of your Personal Information complies with the laws of any other jurisdiction. Furthermore, to provide you with our services, we may store, process, and transmit information in the United States and other locations around the world, including countries that may not have the same privacy and security laws as yours. Regardless of the country in which such information is stored, we will process your Personal Information in accordance with this Notice.

15. How Long We Keep Your Personal Information

We will only keep your personal information for as long as necessary for the purposes set out in this Notice. We will retain and use your personal information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

If any personal information is only useful for a short period (e.g. for a specific activity, promotion or marketing campaign), we will not retain it for longer than the period for which it is used by us.

If you have opted out of receiving marketing communications from us, we will need to retain certain personal information on a suppression list indefinitely so that we know not to send you further marketing communications in the future. However, we will not use this personal information to send you further marketing unless you subsequently opt back in to receive such marketing.

16. Safeguarding the Information We Collect

We use reasonable technical, administrative, and physical safeguards in order to protect your Personal Information against accidental loss and from unauthorized access, use, alteration, and disclosure. However, we can never promise 100% security. You have a responsibility, as well, to safeguard your information through the proper use and security of any online credentials used to access your Personal Information, such as a username and password. If you believe your credentials have been compromised, please change your password. Please also notify us of any actual or suspected unauthorized use.

16. Changes to This Notice

This Notice describes our current policies and practices with regard to the information we collect through this Website. We are continually improving and adding to the features and functionality of this Website along with the products and services we offer through this Website. If we make any changes to this

Notice, a revised Notice will be posted on this webpage and the date of the change will be reported in the “Last Revised” block above. You can get to this page from any of our webpages by clicking on the “Privacy Notice” link (usually at the bottom of the screen).

17. How to Contact Us

We value your opinions and welcome your feedback. To contact us about this Notice or your Personal Information, please contact us by email at CustomerCare@TheRoomPlace.com.