

PRIVACY POLICY

Last Updated: November 29, 2018

Personal Data We Collect and Share

WHY? We collect data to operate effectively and provide you the best experiences with our products. You provide some of this data directly, such as when you submit an information request regarding one or more of our products, or interact with our website, or contact us for support. We get some of it by recording how you interact with our products by, for example, using technologies like cookies or usage data from software running on your device such as your internet browser. We regard your nonpublic personal information to be private and confidential.

WHAT? The types of information we collect and share is consistent to that information required to provide our products and services. This information can include any of the following:

- **Name and contact data.** We collect your first and last name, email address, postal address, phone number, and other similar contact data.
- **Device and Usage data.** We may collect data about your device and how you and your device interact with us and our products. For example, we may collect:
 - *Device, connectivity and configuration data.* Data about your device and the network you use to connect to our products may be collected to ensure that the information displays correctly. This may include data about the browser installed on your device, IP address, device identifiers (such as the IMEI number for phones), regional and language settings.
 - *Operational data.* We may collect operational logs of your interactions with our products in order to monitor our product performance and also to improve our ability to troubleshoot potential display issues.
 - *Cookie data.* We may collect information using cookies, which allow us to enable you to send us information requests; combat fraud; and analyze how our websites and online services are performing. You have a variety of tools to control cookies, including settings in your browser, to block and delete cookies. Your browser settings may impact your experiences with our products and/or services.
- **Content.** We collect the content of your communications when necessary. If you send an email or other information request to us, we need to collect the content of that communication to enable our reply to you. We also collect messages you send to us, such as feedback and product reviews, or questions and information you provide for customer support.

How We Use Personal Data

HOW? We strongly believe that the foundation of all of our user relationships is based on a trust that we provide information required to provide our products or services in a responsible manner. We use the data we collect to operate our business and provide you the products and services we offer, which includes using data to improve our products and personalize your experiences. We also may use the data to communicate with you, for example, informing you about product information.

We do not share nonpublic personal information about our users unless required for the provision of services or products or as required or permitted by law. We do not use what you say in email, chat, video or voice mail, or your documents, photos or other files for any purpose other than to provide our products and services to you.

Reasons We Share Personal Data

We share your personal data as necessary to complete any transaction or provide any product or service you have requested or authorized. We also share data with vendors working on our behalf; when required by law or to respond to a legal process; to protect our customers; to protect lives; to maintain the security of our products; and to protect our rights or property.

Reasons we can share your personal information	Do We share?	Can You limit?
For our everyday business purposes – providing product information, payment processing, maintaining our users accounts, and as necessary for identity verification, collections, or reports to credit bureaus.	YES	NO
For our marketing purposes – To offer our products or services to you.	YES	NO
For our news updates – To send our news updates to you.	YES	YES
For joint marketing with other companies	YES	YES
For our agents’ everyday business purposes on our behalf	YES	NO
For our agents’ everyday business purposes not on our behalf	NO	N/A
For third parties to market to you using nonpublic information	NO	N/A

Our Sharing Practices

How often do we notify you about our practices? We provide this information through our website. This Privacy Policy may be amended from time to time without direct notice.

How do we protect your personal information? We use commercially reasonable standard security measures, including computer safeguards, secured user accounts and confidentiality obligations with our agents.

How do we collect your personal information? We may collect user's non-public, personal information, for example, when they:

- Open a user account
- Pay for products or services
- Communicate with us regarding services

Why can't I limit all sharing? We are permitted and in some instances required under state, federal or country law to use such information for our business needs; as noted above we have elected to not share such nonpublic personal information with third parties. You have the right to opt-in or opt-out to any public communication we offer. You may opt-out of such public communications at any time.

Definitions

Everyday business purposes The actions necessary by us to provide our products and services, including without limitation sales of products, payment processing, collections if required, and as necessary to comply with our credit card processing obligations (if applicable). At your option, you may also participate in our public communications such as social media accounts.

Agents Companies under contract with us to provide services on our behalf (e.g. our designated service providers).

Third Parties Companies not related by common ownership or control, and not under contract with us.

Joint marketing A formal agreement between third parties outside of our company to market products or services to you.

Restricted Parties Our products and services are intended for adults age 18 or older. Our products and services are not intended or designed to attract attention of minors.

How to Access & Control Your Personal Data

We offer choices to individuals for limiting the use and disclosure of personal data. On our website, you may fill out the “Contact Us” form to request more information about our products. The data collected through this form is saved to a secure database where it is used to respond to your inquiries about our products. The data collected may be used to provide you information via email, telephone, or direct mail. You may opt-out of emails sent by us at any time. You may contact us directly to request that we remove your data.

We do not acquire “personal information” as that is defined in the European Union regulations, including applicable data protections regulations such as the General Data Protection Regulation (GDPR). As a natural person residing within the European Economic Area, if you interact with one of our international affiliated dealers, such dealer is the “data controller.” We expressly ask that no such “personal information” be shared with us by such dealers.

As a natural person residing within the European Economic Area, you can: request that the “data controller” (i.e. the dealer) provide you with a copy of your personal data in an electronic computer readable format; or request to have your personal data removed from the “data controllers” systems.

We take steps to ensure that the data we collect while providing our products and services conforms to this Privacy Policy and the requirements of applicable law wherever the data is located.

Changes to This Privacy Policy

We will update this Privacy Policy when necessary to reflect customer feedback and changes in our products and services. When we post changes to this Privacy Policy, we will revise the "last updated" date at the top of this Privacy Policy. If there are material changes to the Privacy Policy or in how we will use your personal data, we will notify you by posting a notice of such changes before they take effect. You should periodically review this Privacy Policy for any changes.

How to Contact Us

If you have a technical question or a support question, please contact us by using our “Contact Us” form on our website.