

## **PRIVACY POLICY**

This Privacy Policy describes how your personal information is collected, used, and shared when you interact with our Sites, or when you provide your information when you proceed with a purchase or when you decide to give us your contact information to obtain one of our products or to participate in some giveaway or contest.

**PERSONAL INFORMATION WE COLLECT** When you visit our Sites, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse our Sites, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Sites, and information about how you interact with the Sites. We refer to this automatically-collected information as “Device Information”.

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>. - “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps. - “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.

Also, it is possible that you provided us your contact information via one of our Sites, or through a Facebook form, through our Messenger Chatbot, or another way where we collected certain information from you such as your name, your email, phone number, address and postal code, etc. We typically get this information when we do a marketing campaign . When you provide your information during a campaign, we refer to this as “Campaign Information”.

Additionally, when you make a purchase or attempt to make a purchase through our Sites, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as “Order Information”.

Please note that this information is collected by Absolutech and can be shared with some of our clients and partners when they are involved.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information, Order Information and Campaign Information.

## **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Order Information that we collect generally to fulfill any orders placed through our Sites (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Sites (for example, by generating analytics about how our customers browse and interact with the Sites, and to assess the success of our marketing and advertising campaigns). We also use the device information to optimize our advertising campaigns including retargeting advertising to show offers that can be interesting for you.

We use the Campaign Information that we collect to stay in touch with you and send you information, offers and promotions that could be interesting for you. We never SPAM and you will always have the option to opt-out if you decide to no longer receive communications from us or our Partners.

**SHARING YOUR PERSONAL INFORMATION**, We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

When you provide your information from a campaign we run for our clients or with partners, your contact information will be shared as per the campaign disclaimer. You will always have the option to opt-out if you want to stop future communications and promotions.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

**BEHAVIOURAL ADVERTISING** As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

**DO NOT TRACK** Please note that we do not alter our Sites data collection and use best practices when we see a Do Not Track signal from your browser.

**YOUR RIGHTS** If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above.

Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

**DATA RETENTION** When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

**CHANGES** We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

**CONTACT US** For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [wsteiner@whsteiner.com](mailto:wsteiner@whsteiner.com)