

# PRIVACY & COOKIE POLICY

UPDATED October 2021

This Privacy Policy describes how your non-personal-identifying and personal information is collected, used, and shared when you visit or make a purchase from [www.BuyLowWarehouse.com](http://www.BuyLowWarehouse.com) (the “Site”).

## PERSONAL INFORMATION WE COLLECT

When you visit the Site, like most website operators, we automatically collect certain non-personally-identifying information that web browsers and servers typically make available, such as your device, including information about your web browser, time zone, language preference, referring site, date and time of each visitor request and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information”. Site’s purpose in collecting non-personally identifying information is to better understand how Site’s visitors use its website. From time to time, Site may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

Software also collects potentially personally-identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on our blog.

Software only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally-identifying information as described below, except that blog commenter IP addresses and email addresses are visible and disclosed to the administrators of the blog where the comment was left.

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.

Certain visitors to Site’s Website choose to interact with Site in ways that require Site to gather personally-identifying information. The amount and type of information that Site gathers depends on the nature of the interaction. Those whom engage in a purchase or attempt to make a purchase through Site are asked to provide certain additional personal and financial information, including your name, billing address, shipping address, payment information (including credit card numbers and any other billing information from other forms of payment accepted), email address, and phone number. We refer to this information as “Order Information”. In each case, Site collects such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor’s interaction with Site. Site does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

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

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through the Site (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 Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns). Site may display this behavior and interaction information publicly or provide it to others. However, Site does not disclose personally-identifying information other than as described below.

Additionally, we use the Device Information to facilitate online & offline targeted advertising campaigns such as retargeting, abandoned cart targeting, email marketing, and social media marketing campaigns.

### 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 opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Site discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on Site's behalf or to provide services available at Site's website, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors and affiliated organizations may be located outside of

your home country; by using Site's websites, you consent to the transfer of such information to them. Site will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors and affiliated organizations, as described above, Site discloses potentially personally-identifying and personally-identifying information only in response to a subpoena, court order or other governmental request, or when Site believes in good faith that disclosure is reasonably necessary to protect the property or rights of Site, third parties or the public at large. If you are a registered user of a Site's website and have supplied your email address, Site may occasionally send you an email to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with Site and our products. If you send us a request (for example via a support email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users. Site takes all measures reasonably necessary to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

#### 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>.

#### COOKIES

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Site uses cookies to help Site identify and track visitors, their usage of Site's website, and their website access preferences. Site's visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using Site's

websites, with the drawback that certain features of Site's websites may not function properly without the aid of cookies.

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 Site's data collection and use 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.

### BUSINESS TRANSFERS

If Site, or substantially all of its assets, were acquired, or in the unlikely event that Site goes out of business or enters bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may

occur, and that any acquirer of Site may continue to use your personal information as set forth in this policy.

### ADS

Any ads appearing on our website may be delivered to users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This Privacy Policy covers the use of cookies by Software and does not cover the use of cookies by any advertisers.

### ACCESSING AND CORRECTING YOUR INFORMATION

You can help ensure that your contact information and preferences are accurate, complete, and up to date by contacting Site's staff by emailing support@BuyLowWarehouse.com. For other personal information we hold, we will provide you with access for any purpose including to request that we correct the data if it is inaccurate or delete the data if we are not required to retain it by law or for legitimate business purposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.

### CALIFORNIA PRIVACY RIGHTS

If you are a California resident, you may have certain additional rights. California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information by us to third parties for the third parties' direct marketing purposes. California Business and Professions Code Section 22581 permits registered users who are minors to request and obtain deletion of certain posted content.

### COMMENTS

Comments and other content submitted to us are saved on our servers.

## PRIVACY POLICY CHANGES

Although most changes are likely to be minor, Site may change its Privacy Policy from time to time, and in Site's sole discretion. Site encourages visitors to frequently check this page for any changes to its Privacy & Cookie Policy. Your continued use of this site after any change in this Privacy & Cookie Policy will constitute your acceptance of such change.

## 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.

## MINORS

The Site is not intended for individuals under the age of 18.

## 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:

*support@BuyLowWarehouse.com*

or by mail using the details provided below:

BuyLowWarehouse.com

[Re: Privacy Compliance Officer]

8256 Dalewood Court

Brentwood, TN 37027

United States