

Tuff Torq Corporation Privacy Policy

This Privacy Policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website. By using our services and, where applicable, by providing consents for specific purposes, you consent to the use of your data as described in this Policy.

Please do not supply any private information if you do not agree with this policy.

What personal information do we collect from the people that visit our blog, website or app?

When ordering, or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number or other details to help you with your experience.

We collect personally identifiable information, such as your e-mail address, first and last name, home or work address or telephone number and other information. We also collect anonymous demographic information, which is not unique to you, such as your ZIP code.

Most of the above-mentioned information will constitute **“Personally Identifiable Information” (PII)** or **“Personal Data”**, depending on the extent to which such information is protected by privacy or data protection laws in the relevant country.

When do we collect information?

We collect information from you when you register on our site, respond to a survey, fill out a form, open a Support Ticket or enter information on our site.

We accept inquiries from customers on this site. Reference materials will only be sent to those customers who request them.

Whether a customer supplies PII to Tuff Torq is completely voluntary. By providing their PII, the customer agrees that Tuff Torq may use such information within the bounds of this Privacy

Policy. However, Tuff Torq agrees that no PII will be disclosed in any form or sold to third parties without that person's prior consent.

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features.

We will only process your Personally Identifiable Information, in accordance with applicable law, for the following purposes:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better serve you in responding to your customer service requests.
- To administer a contest, promotion, survey or other site feature.
- To ask for ratings and reviews of services or products.
- To follow up with them after correspondence (live chat, email or phone inquiries).

The legal basis for us processing your Personally Identifiable Information for the purposes described above will typically be because you have provided us with your consent.

How do we protect your information?

We have implemented appropriate technical and organizational measures in accordance with industry standards to safeguard your Personally Identifiable Information. However, no security measure is completely secure (e.g. from malicious intrusion) and we are unable to guarantee complete security of your Personally Identifiable Information.

In order to improve the security of your Personally Identifiable Information and your User account, we would advise that you must choose a strong password to protect your account information and to change it regularly at reasonable intervals. Furthermore, you must exit from your User account at the end of each session, not allow your browser to save your login details and secure and limit access to your personal devices.

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

We monitor in order to ensure compliance with our legal obligations and good practice, your compliance with our Terms and policies, to gather information as part of investigations by regulatory bodies or in connection with legal proceedings or requests, to ensure confidentiality

of commercially sensitive information, to operate firewalls, prevent viruses, malicious code and the downloading or use of executable software code, to prevent the downloading, copying, distribution or other use of obscene, offensive or illegal material (such as pornographic, racist or other discriminatory content), to restrict access to third-party websites, blogs and bulletin boards in accordance with applicable systems use policies, and to prevent unauthorized access and modifications to our systems.

We will comply with local laws in relation to your privacy. For example, if you are based in Europe, as far as is reasonably practical, we will not monitor or access the content of private messages or correspondence. Where we believe that such monitoring is justified and lawful, we will limit the number of people who have access to the information concerned.

Do we use ‘cookies’?

Yes. Cookies are small text files that a site or its service provider transfers to your computer’s hard drive, mobile phone, or other device through your Web browser (if you allow) that enables the site’s or service provider’s systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. Cookies do not damage your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

One of the primary purposes of cookies is to provide a convenience feature to save you time. However, we also use cookies to send you advertisements that may be of interest to you.

We use several types of cookies on our website:

Strictly necessary cookies

These cookies are essential in order to enable you to move around our website and use its features. Without these cookies, services you have asked for cannot be provided. They are deleted when you close the browser.

Performance cookies

These cookies collect information in an anonymous form about how visitors use our website. They allow us to recognize and count the number of visitors and help us understand which pages are the most popular and where visitors spend most of their time.

Functionality cookies

These cookies allow our website to remember choices you make, such as your name, the region you are in or the pages you have viewed. They are used to provide enhanced and more personal features.

If you personalize our pages, or register with our website or services, a persistent cookie helps us to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to our website, the information you previously provided can be retrieved, so you can easily use the features that you customized. Persistent cookies will be kept on your device until their expiry or manual deletion.

Targeting or advertising cookies

These cookies allow us and our advertisers to deliver adverts 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 advertising campaigns. They remember that you have visited our website and may help us in compiling your profile.

Social Media cookies

These cookies allow you to connect with social media networks such as Facebook, LinkedIn, Twitter, Pinterest and Google+.

We may also use your IP address to help diagnose problems with our server, to administer our website and to improve the service we offer to you. An IP address is a numeric code that identifies your computer on a network, or in this case, the internet. Your IP address might also be used to gather broad demographic information. We may perform IP lookups to determine which domain you are coming from to more accurately gauge our Users' demographics.

Information from these types of cookies and technologies or about website usage may be combined with information about you from any other source.

Your consent to place cookies

We assume that you are happy for us to place cookies on your device. However, if you, or another User of your device, wish to withdraw your consent at any time, you have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of our services or the websites you visit.

When you arrive on our website a pop-up message will appear asking for your consent to place advertising cookies on your device. In order to provide your consent, please click on the button in the pop-up message. Once your consent has been provided, this message will not appear

again when you revisit. If you, or another User of your computer, wish to withdraw your consent at any time, you can do so by altering your browser settings.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since each browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, some features will be disabled. It won't affect the user's experience that makes your site experience more efficient and may not function properly. However, you will still be able to place orders through our service website.

Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when its release is appropriate to comply with the law, enforce our site policies, or protect our or others' rights, property or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

There are circumstances where we wish to disclose or are compelled to disclose your Personally Identifiable Information to third parties. This will only take place in accordance with the applicable law and for the purposes listed above. These scenarios include disclosure:

- to our parent company or subsidiaries
- to our partners who request a list on a one-time basis for marketing purposes. All such third parties are prohibited from using your Personally Identifiable Information, except for specific and limited marketing purposes and to provide services to us, and they are required to maintain the security and confidentiality of your information. Please opt-out if you no longer consent to your information being shared in this way; if applicable
- to other Users or the public as you may request using our interactive services, or as is necessary in order to resolve any disputes in relation to your contributions to our websites and services;
- to our outsourced service providers or suppliers to facilitate the provision of our services, for example, the disclosure to our database hosting provider for the safe keeping of your Personally Identifiable Information, webhosting provider through which your Personally Identifiable Information may be collected;

- to third party service providers and consultants in order to protect the security or integrity of our business, including our databases and systems and for business continuity reasons;
- to another legal entity, on a temporary or permanent basis, for the purposes of a joint venture, collaboration, financing, sale, merger, reorganization, change of legal form, dissolution or similar event. In the case of a merger or sale, your Personally Identifiable Information will be permanently transferred to a successor company;
- to public authorities where we are required by law to do so; and
- to any other third party where you have provided your consent.

International transfer of Personal Data

We may transfer your Personally Identifiable Information to a third party in countries outside the country in which it was originally collected for further processing in accordance with the purposes set out above. In particular, your Personally Identifiable Information may be transferred throughout our group and to our outsourced service providers located abroad.

In these circumstances, we will, as may be required by applicable law, ensure that your privacy rights are adequately protected by appropriate technical, organization, contractual or other lawful means. If you are located in the European Economic Area, you may contact us for a copy of the safeguards which we have put in place to protect your Personally Identifiable Information and privacy rights in these circumstances.

Retention of Personal Data

Your Personally Identifiable Information will be retained for as long as is reasonably necessary for the purposes listed above or as required by applicable local law. Please contact us for further details of applicable retention periods.

We may keep an anonymized form of your Personally Identifiable Information, which will no longer refer to you, for statistical purposes without time limits, to the extent that we have a legitimate and lawful interest in doing so.

Third-party links

We do not include or offer third-party products or services on our website.

Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users. <https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We use Google AdSense Advertising on our website.

Google, as a third-party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on previous visits to our site and other sites on the Internet. Users may opt-out of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy.

We have implemented the following:

- Google Display Network Impression Reporting
- Demographics and Interests Reporting

We, along with third-party vendors such as Google, use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

Opting out:

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising Initiative Opt Out page or by using the Google Analytics Opt Out Browser add on.

California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. See more at:

<http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

According to **CalOPPA**, we agree to the following:

- Users can visit our site anonymously.
- Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.
- Our Privacy Policy link includes the word 'Privacy' and can be easily found on the page specified above.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page

You can change your personal information:

- By emailing us
- By calling us

How does your site handle Do Not Track signals? We honor Do Not Track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children or minors who are under the age of 18 years old, the Children's Online Privacy Protection Act (**COPPA**) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old or minors under the age of 18 years old.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States, and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices, we will take the following responsive action, should a data breach occur:

We will notify you via email

- **Within 7 business days**

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data

users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors. Please visit our “Terms of Use” page for more information about our terms and your rights.

CAN SPAM Act

The **CAN-SPAM** Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with **CANSPAM**, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can email us, and we will promptly remove you from ALL correspondence.

Your rights and updating your Personally Identifiable Information

In certain countries, data protection law provides individuals with numerous rights, including the right to access, rectify, erase, restrict or object to the processing of, their Personally Identifiable Information. For more information about your rights, including your right to lodge a complaint, please visit the website of your local data protection authority.

If for any reason, you wish to access, review, correct or delete the Personally Identifiable Information collected about you, you may do so by emailing:

csrcoordinator@tufftorq.com You must be able to provide sufficient proof of your identity. Once identified, we will be happy to review, update or remove your information, as appropriate.

Changes to this Statement

We will occasionally update this Privacy Policy to reflect company and customer feedback. We encourage you to periodically review this Statement to be informed of how we use your information.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

The Designated Data Controller is:

CSR Coordinator (name)

_csrcoordinator@tufftorq.com (email)

(423) 585-2000 (phone number)

Tuff Torq Corporation

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