

## **LYNCH SALES COMPANY PRIVACY POLICY**

This document was last updated and is effective as of on November 1st, 2016.

Lynch Sales Company and its affiliates (jointly severally and collectively referred to as “Lynch Sales”) are committed to protecting the privacy of your personal information. This Policy applies to all Lynch Sales products, services and websites offered by Lynch Sales and to all Lynch Sales customers. This Privacy Policy explains how Lynch Sales collects and utilizes your personal information when you use our products and services. Where more details are needed to explain our privacy practices as to a particular Lynch Sales product or service, we post separate privacy notices to describe how a particular Lynch Sales product or service processes personal information which is accessible from the topic index to the left of this Policy. By accepting this Privacy Policy, you expressly consent to the information handling practices described in this Policy. Your continued use of our Website and any other content, products or other services covered by this Policy constitutes your acceptance and agreement to this Policy and any updates to the same.

### **INFORMATION WE COLLECT AND HOW WE USE IT**

Lynch Sales may collect personal information to improve the manner by which we operate and offer our products and services, communicate with you about those products and services, and provide effective, timely customer support when needed. Lynch Sales will not rent, sell, or otherwise distribute to third parties any of the personally identifiable information we collect and we will

not share your personally identifiable information with third parties without your consent, unless such sharing is necessary for the purposes set forth in this Privacy Policy or a Policy or Notice contained in or associated with a specific Lynch Sales product or service.

### **CONTACTING LYNCH SALES ONLINE**

When you contact Lynch Sales online, to engage Lynch Sales products and services, information is gathered during this process, or during your access to particular Lynch Sales products and services, which may differ based on the nature of the product or service.

Information that you provide when contacting Lynch Sales online, may include:

- name and email address;
- inventory and business related information
- information concerning Lynch Sales products or services;
- location information (such as zip code or postal code and country);
- computer configuration (such as operating system, connection speed, and peripherals);
- the IP Internet (IP) address and URL of the Website that sent you to the Lynch Sales registration page;

### **USE OF COOKIES**

We may use cookies to provide you with a tailored experience when visiting our Website and using our products or services. We also use cookies to understand traffic patterns on our Lynch Sales Website. We treat any personal

information that may be contained in cookies with the same level of confidentiality as other information you provide to us.

Lynch Sales does not require that you accept cookies, however, some functionality on our Website may be disabled if you decline to accept cookies. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. You may also change your cookie settings through preferences options in our products.

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

Lynch Sales uses your personal information to:

- To provide Lynch Sales products and services, and communicate with you concerning your account and customer service issues. Improve our products and services by providing personalized content recommendations, language and location customization, and/or personalized help and instructions;
- Provide you with content, services, instructions, and a more personalized experience based on personal information, such as your language preferences, zip/postal code, country locations, and any other preferences you provide; and
- Better understand how our products are used, including Web traffic patterns and what types of products or services are most popular with users of our products and services.

## **CHOICES FOR PERSONAL INFORMATION**

When you sign up for a particular Lynch Sales product or service that requires registration, validating or verifying legitimacy or account status, we may ask you to provide personal information. If Lynch Sales uses this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use.

If Lynch Sales proposes to use personal information for any purposes other than those described in this Policy and/or in the specific Lynch Sales product or service notices, Lynch Sales will offer you an effective way to opt out of the use of personal information for those other purposes. Lynch Sales will not collect or use **sensitive information** for purposes other than those described in this Policy and/or in a specific Lynch Sales product or service notices, unless we have obtained your prior consent.

You can decline to submit personal information as to any of our Lynch Sales products or services, in which case Lynch Sales may not be able to provide those products or services to you.

## **INFORMATION SHARING**

Lynch Sales does not use your personal information for purposes incompatible with those listed above. Lynch Sales does not sell, rent, or share your personal information to a third party unless you consent to provide such information to a third party. Lynch Sales requires opt-in consent for the sharing of any sensitive personal information.

Lynch Sales may disclose relevant information about our customers to our contractors (e.g. a Sales Conductors or, customer service contractor) in order for them to provide specific services for Lynch Sales, and to better serve our customers. Lynch Sales contractors are bound by strict contractual requirements to keep all personal information they process strictly confidential and to use such information solely on behalf of Lynch Sales.

Also, Lynch Sales may disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to:

(a) satisfy an applicable law, regulation, legal process or enforceable governmental request; (b) enforce applicable Lynch Sales' Terms of Use, License or Service Agreements; (c) detect, prevent, or otherwise address fraud, security or technical issues; (d) to protect against imminent harm to rights, property or safety of Lynch Sales, its users, or the public at large as required or permitted by law.

Lynch Sales' Website may contain links to other Websites and products. Lynch Sales is not responsible for the privacy practices or the content of such Websites or products. Please visit the privacy policies of these third party sites in order to understand their privacy policies and data collection practices.

### **OUR COMMITMENT TO DATA SECURITY**

Lynch Sales understands that it is a privilege to have you as a customer and is committed to protecting your personal information. We use the following controls to protect your personal information:

- use of secure connections using information when transmitted from your Web browser to Lynch Sales;
- Use of security controls to restrict access to databases housing personally identifying information;
- Restrict employee access to databases containing personal information and impose confidentiality requirements upon employees who do; and
- Bind subcontractors with contractual, technical and organizational measures to protect your personal information.

### **DATA INTEGRITY**

Lynch Sales processes personal information only for the purposes for which it was collected and in accordance with this Policy or any applicable product or service-specific privacy notice. We review our data collection, storage and processing practices to ensure that we only collect, store and process the personal information needed to provide or improve our Lynch Sales products or services. We take reasonable steps to ensure that the personal information we process is accurate, complete, and current, but we depend on our users to update or correct their personal information whenever necessary.

### **INFORMATION USED IN CONNECTION WITH LYNCH SALES PRODUCTS OR SERVICES**

Some of the personal information collected by Lynch Sales is necessary to provide you with the Lynch Sales product or service you choose and to optimize the delivery and performance of the same. However, certain technical information (e.g., user name, password, zip code, email address and contact information) may be automatically transmitted between networked servers to

authenticate access to products and services, enable their delivery, or optimize your media delivery experience.

## **LINKS**

Lynch Sales may create links to the Websites of other parties. Independently operated Web sites are not associated with Lynch Sales or authorized by us and may also have links leading to this Website. Lynch Sales cannot control any of these links and are not responsible for any content appearing on Websites linked to or from Lynch Sale's Website, or for any personal information gathered at those independently operated Websites.

## **DATA NOT COLLECTED ON THIS SITE**

Personal information that is not collected on the Site is not generally subject to this Privacy Policy.

## **ACCESSING AND UPDATING YOUR PERSONAL INFORMATION**

You may also review and update your customer information by contacting Lynch Sales at 1-800-824-2238 U.S. only or 423-760-4577 Monday – Friday, 8 AM – 5 PM Central Time.

## **CHANGES TO OUR PRIVACY POLICY**

This Privacy Policy may change from time to time. We will not reduce your rights under this Policy without your explicit consent, and we expect most such changes to be minor. We will, however, post any Policy changes on this page and, if the changes are significant, we will provide a more prominent notice. Each version of this Policy will be identified at the top of the page by its effective

date, and we will also keep prior versions of this Privacy Policy in an archive for your review.

### **ENFORCEMENT**

Lynch Sales regularly reviews its compliance with this Policy. Please feel free to direct any questions or concerns regarding this Policy or Lynch Sales' treatment of personal information by contacting us through this Website at [privacy@LynchSales.com](mailto:privacy@LynchSales.com) or by writing to us at Privacy Group, c/o Lynch Sales Company, 2115 Chapman Road, Suite 125, Chattanooga, TN 37421161. When we receive formal written complaints at this address, it is Lynch Sales' Policy to contact the complaining user regarding his or her concerns. We will cooperate with the appropriate regulatory authorities to resolve any complaints regarding the transfer of personal data that cannot be resolved between Lynch Sales and an individual.

### **NO ERROR FREE PERFORMANCE**

Lynch Sales does not guarantee error-free performance under this Privacy Policy. We will use reasonable efforts to comply with this Privacy Policy and will take prompt corrective action when we learn of any failure to comply with our Privacy Policy. Lynch Sales shall not be liable for any incidental, consequential or punitive damages relating to this Privacy Policy. This Privacy Policy shall be governed by the laws of the United States.



Again, if you have any questions regarding this Privacy Policy, please feel free to contact us through our Website at [www.lynchsales.com](http://www.lynchsales.com) or write to us at: Privacy Group c/o Lynch Sales Company, 2115 Chapman Road, Suite 125, Chattanooga, TN 37421161.