



# PRIVACY POLICY

[www.graffco.com](http://www.graffco.com)

**Graffco, Inc.**

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# PRIVACY POLICY

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## **1. Important Information**

### **1.1 Privacy Policy Updates**

We may revise this Privacy Policy intermittently by posting a new version of this document online on our Privacy Policy page. Please check this page regularly to review any changes. If we make any changes to this page, we will post the amended Privacy Policy on our website. This will help you to become completely aware of what information we collect, how and where we use it, and to disclose this to you.

### **1.2 Contact Us**

If you have questions about this privacy policy or how we use the information provided from you please send us an email at [sales@graffco.com](mailto:sales@graffco.com) or by mail to Graffco, Inc., 5973 433<sup>rd</sup> St. Harris, MN 55032 USA Attn: Privacy Policy

## **2. Information We Collect**

### **2.1 Personal Information**

We request personal information such as your name, phone number, email address, and company name when you ask for an account at Graffco, Inc., or if you exchange communications with us. Personal information can also include information about any transactions when using our website. Phone calls might be recorded for quality assurance. We reserve the right to keep any conversation held through contacting us by email and may collect content provided from you when interacting with our site ([www.graffco.com](http://www.graffco.com)). We use this information to operate and provide detailed features and functions for the user to further improve their experience.

### **2.2 Analytical Information**

We might directly collect analytics data or use third party analytics tools and services to help us measure traffic and usage trends for the information provided on our website. These third-party tools collect information sent over by your web browser or mobile device, including information that aids us in refining overall customer experience. This information contains your IP address, geographical location, browser type, referral source, length of visit and pages viewed.

See Navigational Information

### **2.3 Payment Information**

Graffco, Inc., collects and processes payment information through third party PCI-complaint service providers. This information includes credit card numbers and billing information.

### **3. How We Use Information We Collect**

#### **3.1 Compelled Disclosure**

We reserve the right to use or disclose your Personal Information if mandatory by law or if we reasonably believe that use or disclosure is obligatory to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with a law, court order, or legal process.

#### **3.2 Corporate Events**

If we (or our assets) are attained by another company, whether by merger, acquisition, bankruptcy or otherwise, that company would receive all information collected by Graffco, Inc., on the website and other means of communication. In this event, you will be informed via email and/or prominent notice on our website, of any change in ownership and the uses of your Personal Information.

#### **3.3 External Websites**

Our website provides links to other websites. We do not manage and are not responsible for the content or practices of these other websites. Our provision of such links does not establish our endorsement of these other websites, their content, their owners, or their practices. This Privacy Policy does not apply to these other websites, which are subject to any privacy and any other policies they may have.

#### **3.4 Internal Transfer of Information**

To facilitate our operations internationally, we might transfer and access Personal Information from around the world, including the United States. This Privacy Policy shall apply even if we transfer Personal Information to other countries.

#### **3.5 Public Forums**

We offer publicly accessible blogs. Please keep in mind that if you openly disclose any information through our blogs, this information may be collected and used by others. We will correct or delete any information you have posted on our website if you so request, as defined in "Opting Out and Unsubscribing".

#### **3.6 Retention of Personal Information**

We retain Personal Information that you provide us as long as we deem it potentially useful in contacting you about the products and other services we provide, or as needed to comply with our legal obligations, resolve disputes and enforce our agreements. If requested, we will provide you with access to all your information stored while interacting with us before eliminating the data. We might, unless legally prohibited, erase all customer information, including your Personal Information, from our records.

### 3.7 Security of Your Personal Information

Graffco, Inc., will never sell your Personal Information or payment information to any third party; we do not govern how any third parties use the Personal Information.

Our third-party tools use a variety of security technologies and procedures to help protect your Personal Information from unauthorized access, use, or disclosure. They secure the Personal Information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use, or disclosure. When sensitive Personal Information (such as credit card number and/or geo-location data) is collected on our website and/or transmitted to other websites, it is protected using encryption, such as the Secure Socket Layer (SSL) protocol.

### 3.8 Use of Credit Card Information

If you give us credit card information, we will keep your information on file and collect payment from you. We use a third-party service provider to manage credit card processing. This service provider is not allowed to store, retain, or use information you provide except for the sole purpose of credit card processing on our behalf.

### 3.9 Use of Personal Information

We may use your Personal Information:

- To improve your browsing experience by personalizing the website to better fit your needs.
- To send information to you which we think may interest to you by post, email or other means.
- To send you marketing communications relating to our business.
- For customer testimonials on our website, which may contain Personal Information but not limited to a customer's first name.

## 4. Navigational Information

### 4.1 Advertising

We might partner with a third-party ad network to manage our advertising on other websites. Our ad network partners may use cookies and web beacons to gather non-personal information about your activities on other websites to offer you targeted advertising based upon your interests.

## 4.2 Cookies

Graffco, Inc., and its third-party services use cookies or comparable technologies to analyze trends, administer the website, track visitors' activities around the website, and to gather demographic information about our user base as a whole.

We use "cookies" to help you personalize your online experience. A cookie is a text file that is positioned on your hard disk by a web server. Cookies are not used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that delivered the cookie to you. One of the primary purposes of cookies is to provide a convenience feature to save you time.

If you elect to decline cookies, you may not fully experience the interactive features and customization of our website each time you visit.

## 4.3 Log Files

We may collect demographic information, such as your age, gender, zip code, preferences, interests, and favorites using log files that are not connected with your name or other personal information. There is information about your computer hardware and software that is automatically collected by us. This information can include but is not limited to your IP address, browser type and geographical location. This information is used by Graffco, Inc., for the operation of our website, to maintain quality of our website, and to provide general statistics concerning the use of the Graffco, Inc., website. For these purposes, we do link this automatically collected data to submitted Personal Information such as name, address, phone number and email address.

## 5. Opting Out and Unsubscribing

### 5.1 Acceptable Use Function

You may unsubscribe from our marketing communications by clicking on the "unsubscribe" link found at the bottom of our emails, or by emailing us at [sales@graffco.com](mailto:sales@graffco.com) or by mail to Graffco, Inc., 5973 433<sup>rd</sup> St. Harris, MN 55032 USA Attn: Privacy Policy. Customers cannot opt out of getting transactional emails associated with their account with us.