

DATE: \_\_\_\_\_

## **Privacy Policy**

Seymour of Sycamore, Inc. (“Seymour”, “us”, “our” or “we”) respects the privacy of every visitor (“you”, “your”, “user”) to our website and want to assure you that we make every effort to safeguard your privacy. Your privacy is a priority, and we go to great lengths to protect it. This Privacy Policy is designed to inform users about the type of information we collect, and how we collect, use and safeguard the information we collect on our website at [www.seymourpaint.com](http://www.seymourpaint.com) (“Site”). By using our Site, you consent to our Privacy Policy.

## **Update Policy**

Seymour will occasionally update this Privacy Policy. When a revision is made we will revise the “last updated” date on this page and post a link to the revisions. We encourage you to check the date of our Privacy Policy each time you visit our Site for any updates or changes. Your use of our Site constitutes your consent to this Privacy Policy, including any changes or updates.

## **Terms and Conditions**

Please also visit our Terms and Conditions section establishing the use, disclaimers and limitations governing the use of our Site.

## **Consent to Collect Information**

When you submit your personal information to us, you are giving us your consent to the collection, use, and disclosure of your information as set forth in this Privacy Policy. We are always available to discuss your questions or concerns regarding this Privacy Policy and our privacy practices. If you would like to learn more about our Privacy Policy contact us via telephone at 800-435-4482.

## **What Information is Collected**

### **When You Contact Us**

If you request any information from us via phone or email you will be required to provide your name, name of organization if applicable, mailing address, email address and telephone number. Your personal information will be stored and used to contact you and to provide you with information about Seymour and our services.

### **Create an Account**

If you are one of our Distributors, you have the option to create an Account to access our information. When you create an account, we collect personally identifiable information such as your name, company name, mailing address, email address and phone number.

## **Social Media Widgets**

Seymour includes social media features, such as the Facebook Like button. These features may collect information about your IP address and which page you're visiting on our Site, and they may set a cookie to make sure the feature functions properly. Social media features and widgets are either hosted by a third party or hosted directly on our Site. Your interactions with those features are governed by the privacy policies of the companies that provide them.

## **Making a Purchase**

If you make a purchase online or over the phone you will be required to provide your personal information, including, but not limited to name, name or organization if applicable, mailing address, billing address, e-mail address and telephone number and financial information, including, credit card number, expiration date and security code. This information is used to process your purchase and to prevent or detect fraud. If we have difficulty processing a purchase, this contact information is used to communicate with you.

## **Browsing our Site/Cookies**

Seymour does not collect personal information when browsing our Site. However, Seymour may collect non-personal identification information data through "cookies" and/or IP address tracking and other monitoring technologies such as Google® Analytics to enhance your online experience on our Site. A "cookie" can be either permanent (i.e., it remains on your computer until you delete it) or temporary (i.e., it lasts only until you close your browser). A "cookie" is a small text file that helps us recognize repeat visitors, facilitate the visitor's ongoing access to and use of the site, and track usage behavior and compile aggregate data that can lead to Site improvements. We may collect information about the browser you use, type of computer, operating systems, your location, your internet Service Providers, and other similar information. We may also gather basic demographic information such as sex, age, and interests. We may authorize third parties to use cookies and other monitoring technologies to compile information about the use of the Site. If you do not want information collected through the use of cookies, you can deny or accept the cookie feature using a simple procedure available in most browsers. If you block cookies, however, you may lose some Site functionality.

## **Third Party Service Providers**

We use trusted third-party service providers to perform certain services on our behalf, including data storage/management, webhosting, web analytics, marketing, mailing, emailing, etc. These service providers only receive personal information if such information is needed to perform their function(s), and they are not authorized to use any personal information for any other purpose(s) other than the purpose(s) set forth by Seymour.

We use the Information We Collect For Business Purposes. To respond to your questions and requests. Examples include:

- Fulfilling orders or providing services
- Processing a return

- Responding to a product or service review

For other uses we may disclose to you.

### **Your California Privacy Rights**

If you live in California and have an established business relationship with us, you can request a list of the personal information we have shared with third parties for their marketing purposes. We will also give you a list of the third parties that have received your information. You can make a request one time each year.

To exercise your rights, you can write to us at the address below. Mention in your letter that you are making a "California Shine the Light" inquiry. We will respond within 30 days.

Seymour of Sycamore, Inc.  
917 Crosby Avenue  
Sycamore, Illinois 60178

### **Security**

When you place orders on our websites, all of your order information, including your credit card number and delivery address, is transmitted through the Internet using Secure Sockets Layer (SSL) technology. SSL technology causes your browser to encrypt your order information before transmitting it to our secure server. SSL technology, an industry standard, is designed to prevent someone other than operators of our websites from capturing and viewing your personal information.

While we use industry standard means to protect our websites and your information, the Internet is not 100% secure. The measures we use are appropriate for the type of information we collect. We cannot promise that your use of our Site will be completely safe. We encourage you to use caution when using the Internet. Online access to your personal information is protected with a password you select. We strongly recommend that you do not share your password.

### **Compliance with Law and Fraud Protection**

We may, and you authorize us to, use and disclose any information, including personal information: (1) we deem necessary, in our sole discretion, to comply with any applicable law, regulation, legal process, or governmental request; (2) in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person or as otherwise required by law; (3) to other companies and organizations for credit fraud protection and risk reduction; and (4) to enforce any agreement we have with you.

### **Children's Privacy**

Seymour does not knowingly collect personal information from children under the age of 13. If we learn that we have collected personally identifiable information from a child under the age of

13, we will delete that data from our systems. Please visit the FTC's website at [www.ftc.gov](http://www.ftc.gov) for tips on protecting children's privacy online.

## **Links**

Our Site may provide links to other third-party websites which are outside our control and not covered by this privacy policy. We encourage you to review the privacy policies posted on these (and all) websites.

## **Right to Update Personal Information**

If the personally identifiable information Seymour has gathered from you changes or you would like to access, correct, or delete such information, we will gladly provide you access to, correct, or delete (to the extent allowed by law) any personal information we have collected about you. To request access to, a correction to, or deletion of your personal information, please contact us at 800-435-4482.

## **Business Transfer**

Your personally identifiable information may be disclosed to a third party as part of a merger, sale of the company assets or acquisition, as well as in the event of an insolvency, bankruptcy or receivership, in which personally identifiable information would be transferred as one of the business assets of Seymour.

## **Right to Opt Out**

We want to communicate with you only if you want to continue to hear from us.

To opt out of receiving emails or other communications that we send you: (1) select "unsubscribe" on our subscription status page and enter the requested information or follow the unsubscribe instructions in any of our promotional emails.

Opting out of communication with us does not affect our communications with you via telephone or email related to any purchases you have made with us. It also does not affect our use of your non-personally identifiable information.

## **How to Contact Us**

You may contact us at 800-435-4482.