



## Privacy Practices and Policy

The Robert McKeown Co., Inc. is committed to protecting Customer contact information. These Privacy Principles explain what information we collect, why we collect it, how we protect your information and who and why in certain cases we may share your information with select third parties.

### Privacy Principle statement:

We care about your privacy. We want to tell you in detail about the policies and practices which we have adopted to protect your privacy so that you can feel confident about how we handle identifiable information ('customer information') you entrust to us, and understand how we manage your information to offer you the best possible products, services and experiences. Information may be stored on server(s) and databases within the company. Information may be stored in several company locations, but we will collect, process and use customer information only in accordance with this policy. The customer information made available to us may, therefore, be transmitted to several company areas and key personnel.

While we do not intend to make changes to our policies we may amend the policy from time to time. We recommend that you visit our website to be sure that you have read and agree with our most current policy statement. We will not make any changes that have retroactive effect unless legally required to do so.

Please take a moment to review our policy in detail. To assist you, we offer this short summary.

- 1. We use your contact information to fulfill your requests and serve you better. We do not share your customer details with outside non-related third parties without your consent. We may share your information within our company personnel, our suppliers or vendors that we find necessary in order to fulfill our obligations to you.**
- 2. We will only send you materials you have indicated you want to receive according to your specifications, and we will honor your opt-out requests.**
- 3. We collect data to help us understand the trends that apply to our customers, provide better functionality, and offer you personalized content.**



4. **We adopt careful procedures to protect your contact information, and use special care to protect credit card data you give us over the telephone.**
5. **We do reserve the right to use or disclose your contact information in certain circumstances, such as to satisfy a legal request.**
6. **We do not market or sell your information.**

#### **When do we collect contact information?**

We collect customer information, such as names, addresses, telephone and fax numbers, e-mail addresses, activity information, demographic information, preference information, and the like, when voluntarily submitted by the customer upon contact by one of our sales associates. Visitors to our website may choose to submit information online to obtain information or submit a comment or to place an order. We may also obtain contact lists, demographic, and other information from other sources. For the convenience of our customers and to better serve you, we combine the data. You can update or correct your contact information or change your preferences about receiving offers and information from us at any time. You may do this via mail, fax, telephone, email or on line via our website.

#### **What do we do with your customer contact information?**

We collect customer identifiable information to enter you into our sales database, to e-mail you with updates and news, to respond to your questions or comments, to provide personalized content, information, and/or to send out brochures, samples, offers and other information on our products or our company. We ask visitors to our website providing contact information including e-mail addresses to let us know if they would like further information or updates from us or our products and suppliers; only those who request it will receive follow-up e-mail or other communications from us. We may also ask if you would like to receive information or be contacted from our key suppliers. Only those customers who expressly ask to receive such information or request additional contact will be contacted. If we are not sure of your preferences we may ask you about them. We also will accept an "opt-out" option at any time you request if you wish to cease receiving e-mails or other information from us.

Sometimes our suppliers will make offers and information, including catalogues, available to you via mail. For example, when customers place an order we may add them to the list to receive information on other products. We may also use lists we have received from third parties or public sources to send you this information, and, we may exchange names and addresses (but not e-mail addresses absent consent) with the suppliers of the products you have an interest in. These companies may also contact you by telephone or mail. You may "opt-out" of receiving information, contact or communications by us or

