

PRIVACY POLICY

displaypack.com Website Privacy Policy

Last Updated: June 28, 2018

PLEASE READ THIS PRIVACY POLICY CAREFULLY

Your privacy is very important to Display Pack Inc. (“Display Pack”, “we” or “us”). We also understand that privacy is very important to you. This Privacy Policy (“Privacy Policy”) tells you how we protect and use any information we gather through the displaypack.com website (the “Website”). This Site is operated by Display Pack and its subsidiaries, affiliates, and agents. These entities may also operate other websites. This Privacy Policy may not apply to those other websites. Please review the privacy policy posted on those other websites when you visit them.

This Privacy Policy explains how Display Pack may use and disclose information we collect from and about you when you visit the Website, as well as your ability to control certain uses of it. By using this Website, you consent to the collection, use, and disclosure of information in accordance with the terms of this Privacy Policy.

Except as written in any other disclaimers, policies, terms of use or other notices on this Website, this Privacy Policy is the complete agreement between you and Display Pack with respect to your use of this Website. You may be subject to additional terms that may apply when you access particular services or materials on certain areas of this Website or by following links that take you away from this Website.

SUMMARY

We value the privacy of our Website visitors. We do not sell your personal information. We will only collect and use your information as explained in this Privacy Policy. This section gives a brief overview of our data collection and use policies. Please contact us at info@displaypack.com or (616) 451-3061 if you have any questions.

We collect the following information:

- Information that your browser routinely shares with websites.
- Personal information that you provide us on a voluntary basis.
- If you use the mobile version of our Website, it may use geographic information temporarily collected from your mobile device.

We use the following types of tracking technology:

- Cookies, web beacons and similar technology tracks movement across our Website and keeps track of our registered users and their preferences.
- Advertising services place ads on the internet for us, and they may use tracking technology; we do not share your personal information with these services.
- Web analytics services, such as Google Analytics, may use cookies and browser information to provide demographic, statistical, and other information about the visitors to our Website, such as their interests, hobbies, and preferences.

We use and disclose the information we collect for the following purposes:

- To provide services or products that you request.

- To help us improve our Website, understand our customers and their preferences, and to market our products and services.
- To our contractors and business partners who provide supporting services so that they can access information needed for such services, but only on terms consistent with this policy.
- To protect our business interests or the rights of others, when required by law, to cooperate with law enforcement, or in connection with the sale or merger of all or part of our business.

We use these commercially reasonable data security practices:

- If you make a purchase on our Website, we use a TLS (transport layer security) connection to process your payment information.
- We store your personal information on firewall-protected servers.
- We limit access to your personal information to those who have legitimate need to use it.

Other details about our practices:

- We store your information in the United States.
- Although we may have links to other websites, this policy applies only to the websites operated by Display Pack.
- We use your personal information only for the purposes for which it is collected and consistent with this policy, and we retain your information as permitted by applicable law.
- You can update your online account information at any time.
- We do not intend to collect information from children under the age of 13.
- We may update this policy from time to time.
- You can request information about information we share with third parties for direct marketing purposes.

HOW WE COLLECT INFORMATION

Information provided by your web browser

This Website provides information about our services and the products we sell. You do not need to provide us with any personal information if you simply want to browse through our Website and learn more about our products and our services. Like many other websites, we may record information that your web browser routinely shares, such as your browser type, browser language, software and hardware attributes, the date and time of your visit, the website from which you came, the geographical location of the Internet Protocol address and the pages on this Website that you visit. This will generally be anonymous data that we collect on an aggregate basis. We will not try to associate anonymous data with the personal information that you provide to us, except to investigate apparent fraud or a threat to our Website, our business or our users.

Personal information that you provide

We may also collect personal information that you choose to provide to us on a voluntary basis. When we ask for your personal information, it is so that we can provide a product or service to you and communicate with you about those products and services. For example, you can register on our Website by providing us with information such as your name, address, telephone number and e-mail address, and then elect to receive newsletters or e-mails. Among other things, you can purchase products or create wish lists. It will always be your choice whether to provide your personal information to take advantage of these features. You understand that sharing such information is completely voluntary. Display Pack assumes no liability for such information.

We may also offer certain social networking features on this Website, such as the opportunity to post comments or opinions about our products. If you choose to submit your comments or opinions, keep in mind that these will be available to the general public and are not subject to any privacy.

Additional information collected from mobile devices

We may also operate a version of this Website specifically designed to work with mobile devices. The mobile Website may include a feature that uses geographic location information provided by your mobile device.

Information Collected From Other Sources

We may obtain information about you from other sources, including social networks like Facebook that you use to connect with Display Pack or the Website. This information may include name, user name, demographic information, updated address or contact information, interests, and publicly-observed data, such as from social media and online activity.

USE OF COOKIES AND SIMILAR TECHNOLOGY

Tracking on our own Website

As is commonly done on websites, we may use cookies and similar technology to keep track of our users and the services they have elected. A "cookie" is a small text file containing alphanumeric characters that is stored on your computer and uniquely identifies your browser. If you are simply browsing on our Website, the cookies that we use last only about as long as your session on our Website; but if you have created a user name and account, we will also use cookies that remain on your computer between visits so that when you return to the Website we can remember who you are and your preferences. For example, we use cookies to keep track of items that you might wish to store in your on-line shopping cart between visits. We may allow business partners who provide services to our Website to place cookies on your computer that assist us in analyzing usage data. We do not allow these business partners to collect your personal information from our Website except as may be necessary for the services that they provide.

You can manage these cookies. For example, you can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. If you disable cookies, however, it may interfere with the functionality of our Website and you may not be able to use all of the Website's features.

We may also use web beacons or similar technology to help us track the effectiveness of our communications. A web beacon (also known as an action tag, a clear gif or pixel tag) is a 1x1 pixel image embedded in a website page used to transparently collect information. For example, we may use a web beacon to count the number of visits to the pages of our Website. If you have signed up to receive any of our e-mail newsletters, we use similar technology to count how many recipients have opened the message and clicked on one of its links.

We may offer a version of this Website specifically designed to work with a mobile device. If so, we may store information relevant to your use of the mobile Website on your device's local storage.

Tracking by advertising services

Our Website may use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics use cookies and other, similar technologies, to collect information about how users use

websites. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our Website, compiling reports on Website activity for Website operators and providing other services relating to Website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this Website, you consent to the processing of data about you by Google in the manner and for the purposes set forth above. To learn more about Google Analytics, including how to opt out of it, visit <https://tools.google.com/dlpage/gaoptout>

Third-party websites or services (i.e. Amazon and Facebook) may use cookies, pixels, and similar technology to collect or receive information upon visiting this Website. We will share this information with the respective services or platforms, but we will not include your personal information. This is specifically for conversion tracking, measurement services and ad targeting based upon interests. If you would like to opt out of this tracking measure for Amazon, please visit <https://www.amazon.com/adprefs>. If you would like to opt out of this tracking measure for Facebook, please visit <http://www.aboutads.info/choices>.

To learn more about the use of cookies generally or other technologies to deliver more relevant advertising, and to know your choices about not having this information used by certain service providers, please visit <http://www.aboutads.info/choices>. Note that our systems may not recognize Do Not Track (DNT) headers from some or all browsers.

WHAT WE DO WITH THE INFORMATION WE COLLECT

We will generally use the information that we collect to help us operate this Website, to provide requested services, to help us understand our customers and their preferences, and to market products and services to you in which we believe you may be interested. The following provides a more specific discussion of our uses and disclosures of the information that we collect. We will seek your consent before we use your personal information for any other purposes

Your contact information

When you provide us with your contact information, we will use that information to provide services related to this Website. For example, if you purchase a product through our Website, we will use your mailing address to ship your order. We may also send you e-mail messages confirming your order or reporting on the status of your order.

If you register on our Website, we give you the option to add your e-mail address to one or more marketing lists. You may change your preferences or opt out of all e-mails at any time by clicking on the "unsubscribe" link found at the bottom of each e-mail. Note that if you unsubscribe, we may still email you in connection with specific requests from you or regarding issues specific to you.

We maintain a database about our customers and Website users that allows us to (i) analyze and monitor consumer and customer activity, (ii) promote and support our products and services, and (iii) develop a knowledge base regarding our Website users and customers.

We may combine the information we receive from and about you, including information you provide to us and information we automatically collect through our Website, as well as information collected offline or from third party sources to help us tailor our communications to you and to improve our Website and our products and services.

Payment for products

If you purchase any products through this Website, your payment information, including your credit card information, will be captured and processed by a third party provider that will manage the transaction. Additionally, we will provide your name and address to any company that ships our merchandise.

Information shared with our business partners

To improve the products and services offered, we may use business partners to help us design and operate our Website or provide other services to support the Website. For example, we may hire a company to run certain Website applications, help us fulfill orders, process credit card payments, or help us analyze our data. Unless otherwise indicated on our Website, if we allow our business partners to access the personal information we collect, it will be for limited purposes and in compliance with this Privacy Policy. We may give you the option to have your information shared with vendors whose goods we carry so that they can send you coupons or other promotional information in which you are interested.

Statistical analyses of data

We may use Google Analytics to help us gather statistical information about the visitors to our Website and how they use the Website. We may also use Google Analytics to provide us additional information about the users to our Website, such as their interests, hobbies, and preferences, based upon information gathered by Google through the use of cookies and browser information. However, all information we gather via Google Analytics will be gathered on an anonymous, aggregate basis but will not associate this data with personally identifiable data. We use this information to gain a better understanding of the visitors to our Website and to improve our Website and product offerings. We reserve the right to license or sell aggregate information about the visitors to our Website, but this information will not be individually identifiable.

Business operations, law enforcement and legal actions

We may release your information without prior notice when we believe it is appropriate to prevent fraud; to comply with law or to cooperate with law enforcement activity or other governmental request; to respond to subpoenas, court orders or administrative agency requests for information; to enforce our policies; to protect the rights, property and safety of our business and of others; or when required or otherwise permitted by law. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses or attempts to use our Website for illegal reasons. If there is a sale or merger of the company, division or business unit that operates this Website, we may also transfer the information we have collected in connection with such sale or merger.

We will use the information we collect to continuously improve our business and our Website development. Your comments and suggestions about our Website development are always appreciated. Please contact us at info@displaypack.com or (616) 451-3061 if you have any comments or suggestions.

HOW WE PROTECT YOUR DATA

We use commercially reasonable means to protect the integrity of our Website and limit access to your personal information. For example, if you purchase any products on our Website, we will use a TLS (transport layer security) connection to process your payment information, and we will store your personal information on firewall-protected servers. We limit access to your personal information to those who have a legitimate need to use the information. If you have set up a user name and profile, you should be sure to protect your user ID and password to prevent others from being able to access the Website in your name. We cannot provide absolute assurances against, and will not be liable for, breaches of confidentiality due to system failures or unauthorized access by third parties.

DATA TRANSFER AND STORAGE

Any information you provide to us through the use of the Website may be stored, processed, transferred among, and accessed from the United States. However, we will handle your personal information in accordance with this Privacy Policy regardless of where your personal information is kept. You understand and agree that Display Pack may collect, use, disclose, and otherwise process the information you provide as described in this Privacy Policy even if you are from an area outside the United States. Your personal information may be disclosed in response to inquiries or requests from government authorities or to respond to judicial process in the United States.

THIRD PARTY WEBSITES

This Website may contain links to other websites operated by companies that are not affiliated with us. Also, you may have come to this Website from a website that is not operated by us. We are not responsible for the operation of these other sites or the information that they collect from their visitors. If you would like to know how another site collects and uses your information, please review its privacy policy.

CHANGES TO YOUR INFORMATION

Please note that, at all times, you are responsible for updating the personal information you provide to us. You can update your online account information with us at any time by clicking on the "Login" link found in the upper right corner of the home page. Alternatively, you may contact us at info@displaypack.com or (616) 451-306 to update your information.

DATA INTEGRITY AND RETENTION

We use the information that we collect about you only for the purposes for which it is collected and consistent with this Privacy Policy. We keep information provided to us for as long as we believe necessary for our business purposes and as permitted by applicable law.

CHANGES TO THIS POLICY

Our business and the laws that regulate us change from time to time, and we reserve the right to change this Privacy Policy. If we do change this Privacy Policy, we will post the revised version on this Website. If we change the Privacy Policy in a material way, we will provide appropriate notice to you.

CHILDREN

While our Website is available for all to come visit, you must be at least 13 years old to register on our Website or to purchase products. We will not knowingly collect information about children under the age of 13. If you are under the age of 13, please do not register as a user and do not submit your personal information. If you are a parent who believes that we have collected information about a child under age 13, please contact us at info@displaypack.com or (616) 451-3061 with your child's name and address, and

we will be happy to delete the information we have about your child from our records and provide information in accordance with the Children's Online Privacy Protection Act ("COPPA").

YOUR CALIFORNIA PRIVACY RIGHTS

For California residents: Display Pack may share your personal information with affiliated third parties, some of which do not share the Display Pack name, for their direct marketing purposes. As this category of affiliate is considered an unaffiliated party under California law, you may request information about our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at info@displaypack.com.

THIS POLICY IS AN AGREEMENT

When you visit this Website, you are accepting the practices described in this Privacy Policy.

CONTACTING US

If you have additional questions, please contact us at any time using our online form located [here](#), by email at info@displaypack.com, by phone at (616) 451-3061, or write to us at:

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