

## PurSolutions, LLC Privacy Policy

**Privacy Policy:** At PurSolutions (Pur), we recognize the importance of maintaining your privacy. We value your privacy and appreciate your trust in us. We are committed to maintaining the trust and confidence of our customers and visitors to our website. In particular, we want you to know that we are not in the business of selling email lists with other companies and businesses for marketing purposes. This privacy policy tells you how, when, and why we collect user information on our website. Please read this privacy policy before using the site or submitting any personal information. By using our site, you are accepting the practices described in this privacy policy. This privacy policy applies to current and former visitors to our website and to our online customers. You are encouraged to review the privacy policy whenever you visit the site to make sure that you understand how any personal information you provide will be used.

**Note:** The privacy practices set forth in this privacy policy are for this website only. If you link to other websites, please review the privacy policies posted at those sites.

**Collection of Information:** We collect information to personalize your experience, provide goods and services to you, improve our website, verify your identity, improve our customer service, process transactions, crime and fraud prevention, market research purposes, and to send periodic emails. We may collect the following information from you; name, age, contact details, online browsing activity on Pur websites, communication and marketing preferences, feedback and survey responses, location, correspondence and communication with Pur. We collect personally identifiable information, i.e. your name, email, phone number, postal address, etc., when voluntarily submitted by our visitors. We collect your billing name, billing address, and payment method when you purchase via our website. However, we **NEVER** collect your credit card number or credit card expiry date or other details pertaining to your credit card on our website. Credit card information will be obtained and processed by the secure online payment gateway. We may collect information you post in a public space on our website or on a third-party social media site belonging to Pur. This list is not exhaustive, but it is Pur's intent to only collect information that improves our customer's experience.

**Cookie/Tracking Technology:** When you visit our website, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse our website, we collect information about the individual web pages or products that you view, what websites or search terms referred you to our website, and information on how you interact with our website.

We collect and analyze information using the following technologies:

*Cookies-* Data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies and how to disable cookies, visit <http://www.allaboutcookies.org>.

*Log files-* Track actions occurring on our website. Also collects data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

*Web beacons, Tags, and Pixels-* Electronic files used to record information about how you browse our website.

*Google Analytics-* When you visit certain sections of the website, Google Analytics, a website analytics service provided by Google, Inc ("Google"), will place cookies on your computer's browser. The information generated by the cookies about your use of the website is transmitted to Google. This information is then used for the purpose of compiling statistical reports to enable us to measure and analyse the number of visits to the website and its pages, the average time spent on the site and the pages viewed. We will not (and will not allow any third party to) use Google Analytics to track or to collect any personal data of visitors to our website. We will not associate any data gathered via use of cookies with any personal data from any source as part of our use of Google Analytics. For further information about Google Analytics please visit [www.google.com/analytics](http://www.google.com/analytics) and for details of Google Analytics' Privacy Policy, please visit <http://www.google.com/intl/en/ALL/privacypolicy.html>. You may choose to opt out of Google Analytics using the Google Analytics Opt Out Browser Addon which you may access at <https://tools.google.com/dlpage/gaoptout/>.

*Inspectlet-* A company which helps understand their website visitors' intentions with smarter web analytics. For further information about Inspectlet, please visit [www.inspectlet.com](http://www.inspectlet.com) and for details of Inspectlet's Privacy Policy, please visit Inspectlet.

*SendinBlue-* An email marketing company which helps us provide newsletters, updates, email automation and other product related information to our subscribers. SendinBlue collects the information of email opened, unsubscribed, links clicked, IP address, demographic, and location. We use this information to provide you with relevant content and information. For more information on SendInBlue, please visit their privacy policy page here: <https://www.sendinblue.com/blog/privacypolicy/>.



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*MailChimp*- An email marketing company which helps us provide newsletters, updates, email automation and other product related information to our subscribers. MailChimp collects the information of emails opened, unsubscribed, links clicked, IP address, demographic, and location. We use this information to provide you with relevant content and information. For more information on MailChimp, please visit their privacy policy page here: <https://mailchimp.com/legal/privacy/>

*Zoho*- A Customer Relationship Management platform which collects device information and provides a footprint of the visitors which helps us better understand our product and content placements. For more information of Zoho please read their privacy policy here: <https://www.zoho.com/privacy.html>

**How Do We Use Your Information:** We use information that we collect generally to fulfill any orders placed through the our website (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this information to communicate with you, screen our orders for potential risk or fraud, and when approved by the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our website (for example, by generating analytics about how our customers browse and interact with our website, and to assess the success of our marketing and advertising campaigns). We use device information to aid in optimizing our marketing content and design of our website. We also use this information to provide better user interaction and experience on devices and browsers.

**Protecting Your Data:** Pur is committed to keeping your personal data safe and secure. Our security measures include encryption of data, regular cyber security assessments of all service providers who may handle your personal data, regular planning and crisis management exercises to ensure we are ready and capable to respond to security or data security attacks, an IT infrastructure that prohibits external attacks and unauthorised access, and internal policies setting out our data security approach and training for employees.

If there is a breach of personal data, Pur will notify the supervisory authority within 72 hours after becoming aware of the situation with all relevant information.

**Distribution of Information:** We will not sell, share, or otherwise distribute your personal data or information to third parties except as provided in this Privacy Policy. We may disclose your personal data or information to third parties who act for or on our behalf for further processing in accordance to the purpose for which the data was originally collected. We use Google Analytics to help us understand how our customers use the website. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>. Please see “Cookie/Tracking Technology” section above for more details of how personal data may be disclosed to third parties in accordance to the purpose for which it was originally collected.

We may share billing information for credit cards or other payment methods with Pur’s billing and payment processor(s). Pur does not store credit card or payment card numbers. Payment information will be obtained and processed by the secure online payment gateway. We may share information with vendors who help us manage online chat and help forums. We may share information with governmental agencies or other companies to comply with the law or fraud prevention investigations. We may do so: (1) to comply with our legal obligations; or, (2) to exercise our legal rights (for example in court cases); or, (3) for the prevention detection, investigation of crime or prosecution of offenders; or (4) for the protection of our employees and customers. We may share information with any successor to all or part of our business. For example, if part of our business is sold we may give our customer list as part of that transaction.

**Commitment to Data Security:** Your personally identifiable information is kept secure. Only authorized employees, agents and contractors (who have agreed to keep information secure and confidential) have access to this information. All emails and newsletters from this site allow you to opt out of further mailings.

**Third Party Sites:** Pur has partnered with certain trusted third parties to improve our customer’s experience. If a third party website is listed and if you click on one of the links to third party websites, you may be taken to websites we do not control. This policy does not apply to the privacy practices of those websites. Read the privacy policy of other websites carefully. We are not responsible for these third party sites.

**“Do Not Track” Notes:** Please note that we do not alter our website’s data collection and use practices when we see a “Do Not Track” signal from your browser.



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**Your Rights Regarding Privacy:** As described above, we use your information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understandingonlineadvertising/howdoesitwork>.

You can opt out of targeted advertising by using the links below:

Facebook: <https://www.facebook.com/settings/?tab=ads>

Google: <https://www.google.com/settings/ads/anonymous>

Bing: <https://advertise.bingads.microsoft.com/enus/resources/policies/personalizedads>

If you are a European citizen, you are entitled to view (right to access), amend (right to rectification), object certain uses (right to object), request data be transferred to another organization (right of portability), or delete (right to be forgotten) the personal information that we hold. You may also opt out of receiving promotional communications at any time by making use of the "unsubscribe" link in emails or by contacting Pur. If you have any questions, concerns, or comments about our privacy policy you may contact Pur at [info@puresoluble.com](mailto:info@puresoluble.com).

Additionally, if you are a European resident, please note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the website), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

**Jurisdiction:** In the event of a dispute relating to the validity, interpretation or implementation of the Policy, the courts and tribunals of Davidson County, Tennessee have exclusive jurisdiction, to the extent permitted by the provisions of applicable private international law.

**Privacy Contact Information:** At Pur, we periodically review our privacy notice to ensure that we are compliant with current policies and regulations. This policy was last updated and made effective on 25May18 in order to maintain compliance with GDPR.