

This Privacy Policy describes how your personal information is collected, used, and shared when you visit www.ecm-usa.com (the "Site").

PERSONAL INFORMATION WE COLLECT

When we talk about "Personal Information" in this Privacy Policy, we are talking about Device Information. When you visit the Site, 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 the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using Google Analytics track actions occurring on the Site, and collect data including your IP address, browser type, location, referring/exit pages, and date/time stamps.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Google Analytics data that we collect generally to fulfill marketing direction and goals. Additionally, we use this Order Information to:

- Communicate with you

- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services

We use the Device 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 Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. We use Google Analytics to help us understand how our customers use the Site—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>

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

BEHAVIORAL ADVERTISING

As described above, we use your Personal 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/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by: FACEBOOK - <https://www.facebook.com/settings/?tab=ads>; GOOGLE - <https://www.google.com/settings/ads/anonymous>; BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below. Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you or to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including the United States.

DATA RETENTION

When you fill out a contact form through the Site, we will maintain your contact information for our records unless/until you ask to delete this information.

CHANGES

We may update this privacy policy from time to time in order to reflect changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at marketing@ecm-usa.com or by mail to: 9505 72nd Avenue, Suite 400, Pleasant Prairie, WI, 53158, United States