

# Privacy Policy

## PRIVACY POLICY

Last updated May 20, 2024

Welcome to Robard and its Affiliated Websites (the "Website"). The Services are operated by Robard ("we," "us," or "our"). We believe that the privacy and security of your information and personal data ("Information") is very important. This Privacy Policy ("Policy") explains the type of Information we collect from users of the Services, how that Information is used, how the Information may be shared with other parties, and what controls our users have regarding their Information. We encourage you to read this Policy carefully.

Any updates or modifications to this Policy will be posted to our Website on this page. By using or accessing the Services, you signify that you have read, understand and agree to be bound by this Policy.

Our Services are operated in the United States but can be accessed worldwide.

California residents should consult the section titled "Your California Privacy Rights" for rights that apply to them.

If you have questions about this Policy, please contact us at [info@robard.com](mailto:info@robard.com).

### INFORMATION WE COLLECT AND HOW WE USE IT

#### Types of Information

We may collect the following types of Information through our Services:

(1) "Personal Data" such as your name, e-mail address and phone number, account or mailing address, and other information that can be used to directly identify and contact you (which, in some cases, may include certain Device Information or information from the signature block of your e-mail).

(2) "Device Information" which is information relating to the computer or device you are using when you access our Services, such as your computer's IP address, your mobile device identifiers (including Apple IDFA or an Android Advertising ID), the type of browser and

operating system you are using, the identity of your internet service provider, and your device and browser settings.

(3) "Usage Data" which is data related to your use of the Services such as the pages you visit, the sites you use before or after visiting ours, your actions within the Services, the type of content or advertisements you have accessed, seen, forwarded and/or clicked on, Wi-Fi connections, date and time stamps, log files, and diagnostic, crash, website, and performance logs and reports.

As described in more detail below, we collect Personal Data only when you provide it to us but may collect other types of Information whenever you use our Services through automated means such as software developer kits, cookies and web beacons (which are discussed in more detail below).

## **Personal Data**

You may enter the Website and browse its content without submitting any Personal Data. However, we will need to collect relevant Personal Data to provide you with certain services offered by the Services, including if you choose to create an account on our website, contact us or otherwise communicate with us in any way, subscribe or opt in to our newsletter, alerts, or other communications, subscribe or opt in to SMS messages, sign up for product waitlists, participate in a contest or promotion, order our products, submit product reviews, questions, feedback or user comments, complete an optional survey, contact customer service or otherwise interact with the Services.

We use the Personal Data that we collect to respond to your requests, communicate with you regarding the Services and our content, send you promotional or marketing communications, guard against potential fraud, provide product information, service your requests and orders, and provide you with the applicable services, features or functionality associated with your submission. When you submit Personal Data through the Services, whether by directly providing it to us upon request or voluntarily disclosing it through comments, you are giving your consent to the collection, use and disclosure of your Personal Data as set forth in this Privacy Policy.

## **Device Information & Usage Data**

Whether or not you submit Personal Data, any time you visit our Services, we or our service providers may collect, store or accumulate certain Device Information and Usage Data. This Information may be used in furtherance of the purposes described above with respect to Personal Data and in aggregate form for internal business purposes, such as optimizing the

Services, evaluating the popularity of content, generating statistics and developing marketing plans, and otherwise for general administrative, analytical, research, optimization, and security purposes.

### **Information to and from Social Networks**

We may provide functionality that will allow you to connect to our Services through a third-party social network such as Facebook, Twitter or Instagram (each, a "Social Network"). If you connect through a Social Network, we may collect Personal Data from your profile, such as your name, username, and e-mail address, and we will use that Personal Data for the purposes set forth herein. In addition, our Services may offer social sharing features which will allow you to "Share" or "Like" on a Social Network. If you decide to use such features, it may allow the sharing and collection of Information both to and from such Social Network, so you should check the privacy policy of each Social Network before using such features.

### **SHARING OF INFORMATION**

In no event will we disclose, rent, sell or share any of your Personal Data to third parties for direct marketing purposes. We only share your Information with third parties for the purposes described below.

We contract with companies or individuals to provide certain services related to the functionality and features of the Services, including content streaming, email and hosting services, software development, data management, orders, payment processing, management of forms, quizzes and polls, customer service, live chat, marketing, fraud prevention, product review and questions, and administration of contests and other promotions. We call them our "Service Providers." We may share your Information with Service Providers as appropriate for them to perform their services for us and our Service Providers are permitted to use your Information only for such purposes.

We use WordPress to host our website and to process our orders. WordPress' privacy policy is located at: <https://wordpress.org/about/privacy/>

The server automatically logs the IP address you use to access our website as well as other information about your visit such as the pages accessed, information requested, the date and time of the request, the source of your access to our website (e.g. the website or URL (link) which referred you to our website), and your browser version and operating system.

In certain instances, as with PayPal, which process payments, you may also be directed to a third-party website which is governed by its own privacy policy:

<https://www.paypal.com/us/webapps/mpp/ua/privacy-full>

<https://www.elavon.com/privacy-policy.html>

We may also share or transfer Device Information and Usage Data in aggregated, anonymized form with or to our affiliates, licensees, partners and Service Providers for administrative, analytical, research, optimization, and security purposes, but no such Information will be linked with your Personal Data or be used to identify or contact you.

Finally, we may share your Information: (i) In response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us; (ii) When we believe it is appropriate to investigate, prevent, or take action regarding illegal or suspected illegal activities; to protect and defend the rights, property, or safety of our company, our users, or others; and in connection with the enforcement of our Terms of Use and other agreements; or (iii) In connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

## **AUTOMATED DATA COLLECTION / COOKIES**

We may use certain automatic analytics and tracking technologies to assist us in performing a variety of functions, including storing your Information, collecting Device Information and Usage Data, understanding your use of the Services and customizing the content offered to you on the Services. We may use platforms like Google Analytics to provide aggregated or anonymized information relating to demographics, geography, interests or affinities. Other technologies we may use include:

(1) Cookies. Cookies are text files placed in your computer's browser to store your preferences. We use cookies or other tracking technologies to understand site and Internet usage and to improve or customize the Services and the content, offerings, or advertisements you see on the Services. For example, we may use cookies to personalize your experience on the Services or remember any settings you have chosen. Most web browsers automatically accept cookies, but you can usually configure your browser to prevent this. However, not accepting cookies may make certain features of the Services unavailable to you.

(2) Web Beacons. We may also use "web beacons" or clear GIFs, or similar technologies, which are small pieces of code placed on a web page or in an email, to monitor the behavior and collect data about the visitors viewing a web page or email. For example, web

beacons may be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. Web beacons may also be used to provide information on the effectiveness of our email campaigns (e.g., open rates, clicks, forwards, etc.).

(3) Mobile Device Identifiers and SDKs. We also sometimes use, or partner with publishers or app developer platforms that use, mobile Software Development Kits (“SDKs”) that are incorporated into the Services to collect Information, such as mobile identifiers (e.g., IDFAs and Android Advertising IDs), geolocation information, and other information about your device or use of the Services. A mobile SDK may act as the mobile version of a web beacon (see “Web Beacons” above).

By visiting the Services, whether as a registered user or otherwise, you acknowledge, and agree that you are giving us your consent to track your activities and your use of the Services through the technologies described above, as well as similar technologies developed in the future, and that we may use such tracking technologies in the emails we send to you. Please note that no such tracking technologies will collect any Personal Data from you unless you choose to submit it to us and that data relating to you individually is not shared with any third parties.

For more information about our cookie policy, [click here](#).

## **PERSONAL DATA RETENTION**

We retain the Personal Data we receive as described in this Privacy Policy for as long as you use the Services or as necessary to fulfill the purpose(s) for which it was collected, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

## **PRIVACY AND SECURITY**

We take reasonable precautions to protect our customers’ Personal Data against loss, misuse, unauthorized disclosure, alteration, and destruction. However, please remember that no transmission of data over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personal Data, we cannot ensure or warrant the security of any Information that you transmit to us or from us, and you do so at your own risk. You hereby acknowledge that we are not responsible for any intercepted information sent via the Internet, and you hereby release us from any and all claims arising out of or related to the use of intercepted information in any unauthorized manner.

If you believe your Personal Data is being improperly used by us or any third party, please immediately notify us via email at [info@robard.com](mailto:info@robard.com).

## **USE OF AUTOMATED DECISION MAKING AND PROFILING**

Except to the extent personal data is used by third-party ad networks for online behavioral advertising, neither we, nor service providers on our behalf, engage in profiling or automated decision-making activities that produce legal and/or similarly significant effects upon you.

## **CHILDREN**

Our Services are intended solely for customers who can form legally binding contracts under applicable law and are of legal age of majority in their place of residence. By using the Services, you represent and warrant that you can form a legally binding contract under applicable law and are of legal age of majority where you reside, and that you agree to abide by all of the terms and conditions of this Policy. . If you are under 13, please do not send any Personal Data about yourself to us, including your name, address, telephone number, or email address. In the event that we learn that we have collected Personal Data from a child under age 13, we will delete that information as quickly as possible. If you are a parent or guardian of a child under 13 years of age and you believe your child has provided us with Personal Data, please contact us at [info@robard.com](mailto:info@robard.com).

## **LINKS TO THIRD PARTY PLATFORMS**

Our Services or communications may contain links to third party websites, over which we exercise no control, including the form of embedded content, sponsored content or co-branded content. Except as set forth in this Policy, we do not share your Personal Data with those third parties and are not responsible for the privacy policies of any third party or their management of your Personal Data. Because they may treat your Information differently than we do, we suggest you read the privacy policies on those third-party websites prior to submitting any Personal Data to such sites.

In addition, you may be redirected to a third-party platform for certain functions, including forms, and customer service. See above section regarding "Sharing of Information."

## **YOUR RIGHTS**

## Opting Out of Communications

As described above, we may use the Personal Data we collect from you to send you newsletters or other communications from us, including those promotional or marketing in nature. If you do not want to receive such communications, you can opt out by clicking [here](#).

You may also at any time opt out of receiving communications from us by sending an e-mail to [info@robard.com](mailto:info@robard.com) with the subject line "Opt Out."

## Disallowing Cookies and Location Data Collection

You can opt out of the collection and use of certain information, which we collect about you by automated means, by changing the settings in the device you use to access the Services. In addition, your browser may tell you how to be notified and opt out of receiving certain types of cookies. Please note, however, that without cookies you may not be able to use some or all of the features of the Services.

The online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these and learn more about targeted advertising and consumer choice and privacy, at:

<https://optout.networkadvertising.org>

<https://youradchoices.ca/choices>

<https://optout.aboutads.info>

## **Do Not Track**

We use analytics systems and providers and participate in ad networks that process Personal Data about your online activities over time and across third-party websites or online services, and these systems and providers may provide some of this information to us. We process or comply with any web browser's "do not track" signal or similar mechanisms.

Note, however, that you may find information about how to opt out of online behavioral advertising and/or block or reject certain tracking technologies in the section caption “Disallowing Cookies and Location Data Collection” above.

## **YOUR CALIFORNIA PRIVACY RIGHTS**

California residents, see our “California Privacy Notice” for more information about certain legal rights.

## **YOUR NEVADA PRIVACY RIGHTS**

Nevada law permits our users who are Nevada consumers to request that their Personal Data not be sold (as defined under applicable Nevada law), even if their personal data is not currently being sold. Requests may be sent to [info@robard.com](mailto:info@robard.com).

## **YOUR VIRGINIA, COLORADO, CONNECTICUT, AND UTAH RIGHTS**

If you are located in Virginia, Colorado, Connecticut, and Utah, you have certain rights regarding your Personal Data. The section describes how we collect, use, and share your Personal Data under the Virginia Consumer Data Protection Act (“VCDPA”), the Colorado Privacy Act (“CPA”), the Connecticut Act Concerning Personal Data Privacy and Online Monitoring (“PDPOM”), and the Utah Consumer Privacy Act (“UCPA”) and your rights with respect to that Personal Data.

As a Virginia, Colorado, Connecticut, or Utah resident, you have some or all of the rights listed below. However, these rights are not absolute, and we may decline your request as permitted by law. You can ask to appeal any denial of your request in the same manner through which you may submit a request.

**Right to Access and Portability.** You have right to access your Personal Data and/or receive a copy of the Personal Data that we have collected about you.

**Right to Correct.** You have the right to correct inaccurate Personal Data that we have collected about you.

**Right to Delete.** You have the right to delete the Personal Data we have obtained about you or that you have provided to us with certain exceptions.

Right to Opt-out of Tracking for Targeted Advertising Purposes. You have the right to opt-out of certain tracking activities for targeted advertising purposes.

Right to Opt-out of Profiling. If we process your Personal Data for profiling purposes as defined by the VCDPA, CPA, PDPOM, and/or UCPA you can opt-out of such processing.

Right to Non-discrimination. You have the right to be free from discrimination as prohibited by the VCDPA, CPA, PDPOM, and/or UCPA.

Robard Corporation  
Attn: Privacy  
821 East Gate Drive  
Mount Laurel, NJ 08053  
E-mail: info@robard.com

We may ask you to provide additional information for identity verification purposes, or to verify that you are in possession of an applicable email account.

Please understand, however, that we reserve the right to retain an archive of such Personal Data for a commercially reasonable time to ensure that its deletion does not affect the integrity of our data; and we further reserve the right to retain an anonymous version of such Information.

## **CHANGES TO THIS PRIVACY POLICY**

We reserve the right to change this Policy at any time. In the event we make changes to this Policy, such policy will be re-posted in the "Privacy" section of our Services with the date such modifications were made indicated on the top of the page. Therefore, please review this Policy from time to time so that you are aware when any changes are made to this Policy. If you have any questions about the changes that were implemented, please contact us at infor@robard.com and include "Information Regarding Updated Policy" in the subject line. In any event, your continued use of the Services after such change constitutes your acceptance of any such change(s), and if you do not accept any changes, you may choose not to use the Services or opt out by sending us an appropriate notice.

## **GENERAL LEGAL**

All other terms governing this Privacy Policy shall be those set forth in our Terms of Use which are incorporated herein by this reference.

If you have questions or comments about this Policy, please contact us at [info@robard.com](mailto:info@robard.com) with "Privacy" in the subject line of your email.