

Mardel, Inc.
Privacy Policy
Updated 01/01/2020

This privacy policy (the "Policy") explains how information about you is collected, used, and disclosed by Mardel, Inc. ("Mardel," "we" or "us") when you access or use our internet websites, mobile websites, mobile applications, emails, or other online, mobile, or application based services (collectively the "Service"), sign up for our mailing list, and shop in our stores.

Information We Collect

Information You Provide to Us: We collect any information that you submit to us voluntarily or provide to us in any other way, including any categories of personal information as described in the California Consumer Privacy Act. We collect information when you create an online account or profile; log-on with a social media account; use the interactive areas and features of our Service; make an online or in-store purchase; request customer service; participate in contests, promotions, or mailing lists; and when you email, call, or otherwise communicate with us. For example, when you make a purchase through our Service, we may collect transaction information, such as your name, billing address, shipping address, payment information, phone number, and email address.

Information Collected Automatically: We receive and store certain types of information automatically when you interact with our Service, emails, and online advertising. This information may include your IP address, browsing behavior while on our site, browser and device characteristics, referring URLs, the operating system you are using, and third party links, advertisements, offers from our partners that you click on or other content that you may access or download from the Service, and other information collected by our third party vendors such as Google, Microsoft, IBM, and Evergage. Details for the information collected by Google can be found at <https://privacy.google.com/your-data.html> by Microsoft at <https://privacy.microsoft.com/en-us/privacy> by IBM at <https://www.ibm.com/privacy/details/us/en/> and by Evergage at <https://www.evergage.com/privacy-policy/>.

Email: When you email us, we are collecting the information you include in your email communication to us.

Cookies and Tracking Technologies: We, and our third party vendors, use first-party cookies (such as Google Marketing Platform), third-party cookies, and related tracking technologies to deliver and enhance the use of the Service, and inform, optimize, and serve ads based on your history with our websites. If you do not know what cookies are, or how to control or delete them, then we recommend you visit www.aboutcookies.org for detailed guidance. We also use first-party cookies and third-party cookies together to report how our ad impressions, other uses of ad services, and interactions with these ad impressions and ad services are related to visits on our website. A "cookie" is a small amount of data that is stored on a user's computer serving as an anonymous unique

identifier and allowing the website to recognize future visits from that user's computer. We use tracking cookies to analyze user behavior on our Service. For example, the information provided through cookies is used to recognize you as a previous user, to offer personalized web page content and information for your use, and to otherwise facilitate your experience in connection with our Service. Most browsers automatically accept cookies as the default setting, but you may choose to decline cookies if your browser permits. You can also customize your cookie preferences by clicking the "Cookie Preferences" link below. Please be aware, however, that doing so may affect your use of the Service (such as impeding you from logging in to your account) and hampering your ability to access certain features of our Service.

We may use "web beacons" or "pixel tags" to compile tracking information related to our email campaigns. A "web beacon" or "tracking pixel" is an often-transparent graphic image, usually no larger than 1 pixel x 1 pixel that is placed on a web site or in an email that is used to monitor the behavior of the user visiting the web site or sending the email. It is often used in combination with cookies. We do not have the capability to recognize browser "Do Not Track" signals.

Website Banners: Please be sure to customize your cookie settings every time you see the banner appear on the bottom of your screen on our websites, as your settings may have changed since the last time you visited our websites.

Interest-Based Advertising: We may allow third party advertising networks to serve ads on our behalf across the Internet. To do this, they will collect anonymous information about your visits to our site, which may include such things as age, gender, and interests, and your interaction with our Service. They may also use information about your visits to other websites to target advertisements. These targeted advertisements may appear on other sites that you visit. We also utilize remarketing with Google and Microsoft to advertise online. This anonymous information is collected through the use of a cookie, pixel tag, or similar technology. To learn more about interest-based ads, and how you may be able to unsubscribe to such targeted advertising, please visit the Digital Advertising Alliance's website at <http://www.aboutads.info/choices/> or the Network Advertising Initiative website at <http://www.networkadvertising.org/choices/>.

Digital Advertising. In providing the Service, we may utilize analytics and ad serving tools provided by third parties such as Google and Microsoft, including, but not limited to Google Marketing Platform, Google Ads, and Bing Ads to support display advertising.

California Consumer Privacy Act: If you are a California resident, please [click here](#) to visit our page for our California Privacy Notice and California Notice at Collection for more specific information.

Purposes of Collecting Your Information

Pursuant to the terms of this Policy, we may use the information we collect from you to for the following purposes:

- provide and deliver products and services
- process and complete transactions
- send you related information, including purchase confirmations, invoices, updates, security alerts, recall notices and support and administrative messages;
- investigate and prevent fraudulent transactions and other illegal activities;
- respond to your comments and questions and provide customer service;
- communicate with you about products, services, offers, promotions, news, upcoming events, and other information;
- conduct e-mail campaigns;
- create and send invoices;
- create and send purchase confirmations;
- deliver and enhance e-mails, websites, or other online communication;
- process requests to sign up for e-mail alerts;
- process tax exempt information;
- document information provided by you;
- identify operational events;
- coordinate international shipments;
- correspond with business partners;
- audit trail logging;
- safeguard against bad checks;
- determine purchase history;
- engage with you via social media;
- engrave names on products;
- receive feedback from our app;
- obtain conveyor system data for daily operations;
- complete visitor logs;
- retrieve/exchange card information;
- provide receipts;
- create and manage accounts;
- send daily reports to management;
- respond to credit/debit card disputes;
- review/process/defend claims;
- conduct credit checks;
- mail information;
- process federal and state income tax credits;
- process federal and state returns/reports;
- obtain marketing information;
- determine demographic and/or residential information;
- process unclaimed property information;
- monitor and analyze trends, usage and activities;
- personalize your experiences;
- process and deliver contest or sweepstakes entries and prizes; and
- provide, maintain, and improve the Service or our overall business.

In addition to the purposes above, if you are a prospective/current employee, we may use the information we collect from you to for the following purposes:

- conduct background checks;
- initiate and maintain benefits for employees;
- process employment;
- create/maintain employee files;
- conduct drug tests;
- provide training to employees;
- review and approve policy;
- emergency contact information;
- assign work to employees;
- temporary employee logs;
- applicant logs;
- screen prospective/current employees;
- maintain information with government entities;
- employment status verification;
- process payroll;
- qualification or licensure by government entities;
- initiate direct deposit;
- review/perform services for employees related to human resources and leave;
- complete government forms;
- maintain medical files;
- complete direct deposit forms;
- deposit checks;
- reimburse expenses; and
- make payment for products or services.

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Sharing Your Information

The information we collect is used to improve the content and the quality of our Service, and without your consent we will not otherwise sell, license or share your personal information to/with any other party(s) for commercial purposes, except: (a) to provide the Service, (b) when we have your permission, and/or (c) or under the following instances:

Affiliates: We may share the information we collect with our subsidiaries and affiliates, for operational, marketing and promotional purposes.

Credit Card Provider: We may share the information we collect with our banking partners, including U.S. Bancorp, which issues the Mardel Rewards Visa Card.

Service Providers: We may share your information with our service providers that support various aspects of our business operations (e.g., web hosting, storage, shipping, fulfillment, mobile marketing, analytics providers, call center service providers, sweepstakes vendors, and payment processors). When we do use an outside company, we use contractual or other appropriate means to ensure that personal information is used in a manner that is consistent with this Policy. The specific entities describing these service providers are included in the information pertaining to the California Consumer Privacy Act.

Legal Disclosure and Business Transfers: We may disclose your information as permitted or required by law without your consent, if we are compelled to release information by a court of law or other person or entity with jurisdiction to compel production of such information (e.g., subpoenas). Additionally, if we have reasonable grounds to believe information could be useful in the investigation or prevention of improper or unlawful activity (i.e., suspected fraud, situations involving potential threats to the physical safety of any person, violations of our **Terms of Use**), we may disclose information voluntarily to law enforcement agencies or other appropriate investigative bodies without obtaining your consent before doing so.

Mardel may sell, transfer or otherwise share some or all of its assets, including any information we collect from you, in connection with a merger, acquisition, reorganization, change in control, or sale of assets or in the event of bankruptcy.

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Links to Third-Party Websites

Our Service contains links to other websites. If you choose to visit an advertiser by "clicking on" a banner ad or other type of advertisement, or click on another third-party link, you will be directed to that third party's website. The fact that we link to a website or present a banner ad or other type of advertisement is not an endorsement, authorization or representation of our affiliation with that third party, nor is it an endorsement of their privacy or information security policies or practices. We do not exercise control over third-party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit personal information from you. Other websites follow different rules regarding the use or disclosure of the personal information you submit to them. We encourage you to read the privacy policies or statements of the other websites you visit.

Social Media Sharing

The Service may offer social sharing features or other integrated tools such as Facebook, Twitter, Instagram, YouTube, and Pinterest, which let you share actions you take on the Service with other media, and vice versa. The use of such features enables the sharing

of information with your friends or the public, depending on the settings you establish with the third party that provides the social sharing feature. The fact that we link to or provide integrated tools for sharing with social media sites is not an endorsement, authorization or representation of our affiliation with that social media site, nor is it an endorsement of their privacy or information security policies or practices. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the third parties that provide these features.

Securing Your Personal Info

Mardel endeavors to safeguard your personal information to ensure that such personal information is protected from loss, theft, unauthorized access, or disclosure. However, no e-commerce solution, website, mobile application, database or system is completely secure or “hacker proof.” You are responsible for taking reasonable steps to protect your personal information against unauthorized disclosure or misuse.

Children and Minors

The Service is not intended for use by minors under the age of 13 and we do not knowingly solicit any information from or market to such minors. If you are a parent or legal guardian who discovers that your child has provided us with information without your consent, please [contact us](#).

Changes

We may periodically update this Policy at our sole discretion and as required by law. We will post any changes to this Policy to our website, and if the changes are significant, we will provide a more prominent notice (including, in some cases, email notification of such changes). Please ensure that your primary email address on file with us is correct.

Unsubscribe

We may send you communications regarding our Service, including (without limitation): (a) notices about your use of our Service (including any notices regarding violations of such use), (b) updates to our Service, and (c) promotional information and materials related to our Service. You may unsubscribe to promotional emails sent by us at any time by clicking the “unsubscribe” button in a promotional email. Please note, however, that unsubscribing will not apply to non-promotional system messages (e.g., transactional service messages, security alerts, update notices).

Contacting Us

You can access a printable version of this Policy by clicking [here](#). Please [contact us](#) with any questions, comments or concerns about this Policy.