

## **Privacy Policy**

Effective date: July 20, 2022

Custom Dynamics LLC (“Custom Dynamics,” “us”, “we”, or “our”) operates the <https://www.customdynamics.com> website, however accessed (the “Site”). This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Site and the choices you have associated with that data.

By using the Site, you agree to the collection and use of information in accordance with this Privacy Policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible from <https://www.customdynamics.com>.

### **Information Collection and Use**

We collect several different types of information for various purposes to provide and improve our products and services and this Site to you.

### **Types of Personal Data We Collect**

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to deliver our products and services or to contact or identify you (“Personal Data”). Personally identifiable information may include, but is not limited to:

Email address

First name and last name

Phone number

Address, State, Province, ZIP/Postal code, City

Much of the Site can be accessed without providing personal information. In those instances where we collect personal information through the Site, we indicate what information is required in order to provide you with the product or service you have requested.

## **Other Information We Collect**

We collect other information when you use our site that is related to you but does not necessarily individually identify you.

## **Cookies and Usage Data**

### **Usage Data**

We may automatically collect certain information about how our Site is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

### **Tracking & Cookies Data**

We use cookies and similar tracking technologies to track the activity on our Site and hold certain information. Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Site.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

Examples of Cookies we use:

**Session Cookies.** We use Session Cookies to operate our Site.

**Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.

**Security Cookies.** We use Security Cookies for security purposes.

### **How We Use Data**

We may use your Personal Data to provide you with our products and services, process transactions, provide and improve our customer service to you, contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You

may opt out of receiving communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us. Examples of how we may use your information are listed below:

- To provide you with products and services that you request
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information
- To provide and maintain our Site
- To notify you about changes to our Site
- To allow you to participate in interactive features of our Site when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Site
- To monitor the usage of our Site
- To detect, prevent and address technical issues
- To prevent, detect, or investigate security concerns, including fraud
- To comply with applicable laws, regulations, or industry requirements
- To fulfill any other purpose for which you provide it or consent

### **How We Share Data**

We may share your data in order to deliver our products or services and/or to enhance your customer experience. Currently, we share data for every transaction with third parties as indicated in the table below:

<b>Third Party</b>	<b>Third Party's Privacy Policy</b>
Braintree	<a href="#">Privacy Policy</a>

The third parties listed in the above table are only entitled to access to your data for the purposes of delivering our products or services and/or enhancing your customer experience on this Site. The above third parties may share data that they receive in accordance with their privacy policy, each of which are linked above. If you do not agree with any of the above linked policies, please do not use this Site.

We may also share data with additional third parties that are not indicated in the table above. Below are examples of other ways in which we may share your information:

- We may share information with third parties who perform functions on our behalf, including support service providers, such as Site hosting, marketing analysis, email and postal delivery, product and service delivery, analytics services, or other functions. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
- We may share information with third parties if you give us consent or permission to share the information.
- We may share information in accordance with a business transaction. If we engage in a merger, acquisition, bankruptcy, dissolution, reorganization, other business transaction, we may share information subject to confidentiality arrangements.
- We may share information to prevent, detect, or investigate security concerns, including fraud.
- We may share information to comply with applicable laws, regulations, or industry requirements.
- We may share your information with law enforcement if required by law or in order to prevent fraud or other potential wrongdoing.
- We do not share your personal information with third parties for their direct marketing purposes.

### **Security of Data**

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

### **"Do Not Track" Signals Under California Online Privacy Protection Act**

We do not support Do Not Track ("DNT"). Do Not Track is a preference you can set in your

web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser. Third parties may collect information about you across different websites, including our Site. We do not currently utilize the capability to respond to web browser DNT signals or other mechanisms that provide you with the ability to exercise choice regarding the collection of this information.

### **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

### **Links to Other Sites**

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

### **California Residents**

The state of California affords their citizens certain rights to privacy under the California Consumer Privacy Act (CCPA). The CCPA requires companies to disclose the type of personal information that has been collected about their consumers, a list of the personal information that they have sold about their consumers, and a list of the categories of personal information in which they have disclosed about consumer for a business purpose in the preceding 12 months.

In the previous 12 months, we have collected personal information about our consumers from the consumers themselves and from devices in which the consumers use to access the Services in which we provide. The information collected includes personal and non-identifying information as described above in this Policy. California Law considers this information to fit in the categories of identifiers, personal information, and internet or other similar network activity.

In the previous 12 months, we have not knowingly sold any of our consumers personal information.

We have only disclosed this information to the companies indicated in the table above and other third parties that we may need to disclose information to achieve the purposes of our Site. This information has been disclosed solely for the purposes of delivering our products or services and/or enhancing your customer experience on our Site. We may also disclose information we have collected to any other third party that the consumer and/or customer gives us permission to disclose such information to.

We will not collect additional information, sell information, or use any information collected for purposes other than those laid out above without notifying you.

The CCPA gives California residents additional rights that include the Right to Opt-Out, the Right to Know, the Right to be Forgotten, and the Right to Non-Discrimination. These rights must be exercised.

The Right to Opt-Out gives California consumers the right to opt-out of a business selling or sharing their personal information.

The Right to Know gives California consumers the right to have access to their information that is collected, to know from which sources it is collected, to know how it is used, and to know to whom the information is disclosed.

The Right to be Forgotten gives California consumers the right to request that all of their personal information and any record pertaining to them be removed from a company's database.

The Right to Non-Discrimination gives California consumers the right to not be discriminated against for the exercise of their privacy rights in which they are entitled to under the CCPA.

### **Exercising Your Rights under the CCPA**

To Exercise your rights under the CCPA, you may make a request by sending us an email at [sales@customdynamics.com](mailto:sales@customdynamics.com) with "CCPA Request" in the subject line.

Upon these requests, we may ask for additional personal information to verify we are dealing with the correct individual. No request shall be considered final or fulfilled until you receive a confirmation message in writing from [sales@customdynamics.com](mailto:sales@customdynamics.com), as the law may not require or allow us to honor your request.

## Individuals or Businesses Living in the European Union when Data is Collected

Along with the rest of this Policy, individuals or businesses that are in the European Union at the time of the collections of any data subject to this Policy are afforded additional rights. The General Data Protection Regulation (“GDPR”) affords individuals or businesses in the European Union the following rights:

<b>Rights</b>	<b>Description of Right</b>
Right to Access	Individuals and Businesses protected under the GDPR have the right to request access to any data that we collect pertaining to them and request copies of such data. Note that there may be a small fee associated with the request of copies of the data.
Right to Rectification	Individuals and Businesses protected under the GDPR have the right to request that we correct any information that you believe is inaccurate, as well as the right to request that we complete any information that you think is incomplete.
Right to Data Portability	Individuals and Businesses protected under the GDPR have the right to request that the information we have collected be transferred to another organization or directly to you, under certain conditions laid out in the GDPR.
Right to Erasure	Protected Individuals and Businesses have the right to request that we erase your personal information in which we have collected.
Right to Restrict Processing	Individuals and Businesses that are protected under the GDPR have the right to request that we restrict the processing of your personal data, under conditions laid out in the GDPR.
Right to Object to Processing	Individuals and Businesses that are protected under the GDPR have the right to object to our processing of your personal data.

For more information regarding the GDPR please click [here](#).

## Contacting the Appropriate Authority for GDPR Complaints

Should you wish to file a complaint regarding your GDPR rights or if you feel we have not addressed any concerns you have in a manner in a satisfactory manner, you should contact the Information Commissioner’s Office regarding your concerns.

You can initiate your complaint by clicking [here](#).

### **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We will let you know via email and/or prominent notice on our Site, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact us:

By email: [sales@customdynamics.com](mailto:sales@customdynamics.com)

By visiting this page on our website:

<https://www.customdynamics.com/customer-care>

By phone number: (919) 554-0949

By mail: 15 Cypress Drive,

Youngsville, NC 27596