

Privacy Policy

Effective date: March 25, 2024

At Custom Dynamics LLC (“Custom Dynamics,” “us”, “we”, or “our”), we value your privacy and the importance of your data. This Privacy Policy describes our privacy practices for the activities set out below. As per your rights, this page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Site

(<https://www.customdynamics.com/>) 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.>

Scope

This policy applies to the Custom Dynamics LLC website, domain, application, services, and products. This policy does not apply to third-party applications, websites, products, services or platforms that may be accessed through links we may provide to you. These sites are owned and operated independently from us, and they have their own separate privacy and data collection practices. We cannot accept liability for the actions or policies of these independent sites, and we are not responsible for the content or privacy practices of such sites.

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:

- Account information such as your name, email address, and password

- Payment information such as your billing address, phone number, credit card, debit card, or other payment method
- Financial information including credit card numbers
- Purchase information specifically if personalized or unique
- Mobile device specific identifiers such as make, model, and phone number
- Location data
- Feedback, such as customer support or product reviews
- Social media information
- Product information, such as serial number

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.

How We Collect Your Personal Data

From You: You may give us your account information, payment information, financial information, demographic data, purchase information, content, feedback, product information, by filling in forms, using our products or services, entering information online, or by corresponding with us.

Third parties: We may receive personal data about you from various third parties, including:

- Account information and payment information from another individual when they purchase a gift for you on our website
- Account information and payment data from third parties, including organizations (such as law enforcement agencies) who share data for the purpose of fraud prevention and detection and credit risk reduction

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.

Analytics and Performance Cookies. These Cookies are used to collect information about traffic to our Services and how users use our Services. We use Google Analytics to help us understand how our customers use the site. You may read more about how Google uses your Personal Data here: <https://policies.google.com/privacy?hl=en>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout?hl=en>.

Manage Your Cookie Preferences. You may manage or change your cookie preferences by clicking on the cookie button  in the left lower corner of Our Site.

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:

Third Party	Third Party's Privacy Policy
Braintree	Privacy Policy

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

We have appropriate organizational safeguards and security measures in place to protect your Personal Data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed.

The communication between your browser and our website uses a secure encrypted connection wherever your Personal Data is involved.

We require any third party who is contracted to process your Personal Data on our behalf to have security measures in place to protect your data and to treat such data in accordance with the law.

In the unfortunate event of a Personal Data breach, we will notify you and any applicable regulator when we are legally required to do so.

Your Rights for Your Personal Data

Depending on your geographical location and citizenship, your rights are subject to local data privacy regulations. These rights may include:

- Right to Access (PIPEDA, GDPR Article 15, CCPA/CPRA CPA, VCDPA, CTDPA, UCPA, LGPD, POPIA)

You have the right to learn whether we are processing your Personal Data and to request a copy of the Personal Data we are processing about you.

- Right to Rectification (PIPEDA, GDPR Article 16, CPRA, CPA, VCDPA, CTDPA, LGPD, POPIA)

You have the right to have incomplete or inaccurate Personal Data that we process about you rectified.

- Right to be Forgotten (right to erasure) (GDPR Article 17, CCPA/CPRA CPA, VCDPA, CTDPA, UCPA, LGPD, POPIA)

You have the right to request that we delete Personal Data that we process about you unless we need to retain such data in order to comply with a legal obligation or to establish, exercise or defend legal claims.

- Right to Restriction of processing (GDPR Article 18, LGPD)

You have the right to restrict our processing of your Personal Data under certain circumstances. In this case we will not process your Data for any purpose other than storing it.

- Right to portability (PIPEDA, GDPR Article 20, LGPD)

You have the right to obtain Personal Data we hold about you, in a structured, electronic format, and to transmit such Personal Data to another data controller, where this is (a) Personal Data which you have provided to us, and (b) if we are processing that data on the basis of your consent or to perform a contract with you.

- Right to opt out (CPRA, CPA, VCDPA, CTDPA, UCPA)

You have the right to opt out of the processing of your Personal Data for purposes of: (1) Targeted advertising; (2) The sale of Personal Data; and/or (3) Profiling in furtherance of decisions that produce legal or similarly significant effects concerning you. Under CPRA you have the right to opt out of the sharing of your Personal Data to third parties and our use and disclosure of your Sensitive Personal Data to uses necessary to provide the products and services reasonably expected by you.

- Right to Objection (GDPR Article 21, LGPD, POPIA)

Where the legal justification for our processing of your Personal Data is our legitimate interest, you have the right to object to such processing on grounds relating to your particular situation. We will abide by your request unless we have compelling legitimate grounds for

processing which override your interests and rights, or if we need to continue to process the Personal Data for the establishment, exercise or defense of a legal claim.

- Nondiscrimination and nonretaliation (CCPA/CPRA, CPA, VCDPA, CTDPA, UCPA)

You have the right not to be denied service or have an altered experience for exercising your rights.

- File an Appeal (CPA, VCDPA, CTDPA)

You have the right to file an appeal based on our response to you exercising any of these rights. In the event you disagree with how we resolved the appeal, you have the right to contact the attorney general located here:

If you are based in Colorado, please visit this website to file a complaint.

<https://complaints.coag.gov/s/contact-us>

If you are based in Virginia, please visit this website to file a complaint.

<https://www.oag.state.va.us/consumer-protection/index.php/file-a-complaint>

If you are based in Connecticut, please visit this website to file a complaint.

<https://portal.ct.gov/AG/Common/Complaint-Form-Landing-page>

- File a Complaint (GDPR Article 77, LGPD, POPIA)

You have the right to bring a claim before their competent data protection authority.

If you are based in the EEA, please visit this website (https://edpb.europa.eu/about-edpb/about-edpb/members_en) for a list of local data protection authorities.

Withdrawing Consent

- If you have consented to our processing of your Personal Data, you have the right to withdraw your consent at any time, free of charge, such as where you wish to opt out from marketing messages that you receive from us. If you wish to withdraw your consent, please contact us using the information found at the bottom of this page.

How to Exercise Your Rights

You can make a request to exercise any of these rights in relation to your Personal Data by sending the request to our privacy team by sending an email to info@customdynamics.com, with “Privacy Rights” in the subject line.

For your own privacy and security, at our discretion, we may require you to prove your identity before providing the requested information.

"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.

Children's Privacy

We do not knowingly collect personal data about children. Our Site and systems are not designed for use by individuals under the age of 16, and in particular are not designed for children under the age of 13. If we learn we have collected or obtained personal data of someone under 13, we will delete that information from our databases. If you believe that this has occurred, please contact us at the email address below.

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: info@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