

## Privacy Policy

Effective Date: April 1, 2020

### Your Privacy is Important to Us

To maintain our level of customer support, we require certain information about our customers. Northeast Controls Inc. ("Northeast Controls," "we," or "us") has taken measures to ensure the privacy and confidentiality of information we collect when you visit all Northeast Controls' owned websites and domains that include an authorized link to this Privacy Policy. Northeast Controls is committed to controlling the collection, use, and disclosure of personal information provided by you, our customer.

### Information We Collect

For the purposes of this Privacy Policy, "personal information" means any information that could serve to identify you, such as first and last name, physical address, email address, telephone number, and any combination of personal information that could be used to determine identity.

### Information Provided by You

You may provide us with certain personal information directly when you interact with us through our website for example, when you register on our website, when you subscribe for an email newsletter, or when you register for a training course or to use certain services. Additionally, several of the services that we offer on our website



may require registration as a condition of use. Once you register with our website you are no longer anonymous to us. We may also receive information from you from other sources including our suppliers and service providers and add it to the information you provided to us. The types of personal information that you may directly provide us includes, without limitation:

- Contact information, such as name, postal address, email address, and phone number
- Demographic information, such as age, date of birth, gender, job information
- Log In information, such as username and password
- Payment and financial details, such as payment credit card number, expiration date, authentication code, billing address, bank account number, credit application information
- Your educational history with us, such as courses you have enrolled in or attended

## **Information from Use of Website**

We may use the personal information that we obtain about you to:

- Fulfill your requests for certain products and services, such as sending out electronic newsletters and enabling users to participate in on-line registrations, message boards, etc..
- Establish and maintain responsible commercial relations with you and to provide you with ongoing customer service
- Send you information you agreed to receive about topics we think will be of interest to you
- Better understand your current and future needs
- Communicate information about new products, services or solutions we think you may have interest in
- Enhance the user experience in our website
- Analyze and enhance our marketing communications and strategies



## **NORTHEAST CONTROLS, INC.**

Albany • 3 Enterprise Avenue, Clifton Park, New York 12065 • Phone: (518)664-6600 • Fax: (518)664-9280  
Rochester • 3559 Winton Place, Rochester, New York 14623 • Phone: (585)427-7870 • Fax: (585)427-2341  
Buffalo • 6000 N. Bailey Avenue Suite 2B, Amherst, New York 14226 • Phone: (716)831-1960 • Fax: (716)831-1966

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- Analyze trends and statistics regarding use of our website and transactions conducted using our website
- Protect against and prevent fraud, unauthorized transactions, claims, and other liabilities, and manage risk exposure, including by identifying potential hackers and other unauthorized users
- Enforce our Terms & Conditions and other agreements
- Comply with applicable legal requirements and industry standards, and
- Alert you to important safety notices regarding products and services you may have purchased from us.

We may also use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

### **Sharing Personal Information with Others**

We may also disclose aggregated or de-identified information about our users with restriction. We do not sell customer lists or personal information to others, and only disclose personal information in accordance with this Privacy Policy. In providing you with our products, solutions and services, we may need to disclose the personal information we collect to suppliers or subsidiaries. This is for the sole purpose of providing you with the right solution for your need and serving you better. Additionally, we may provide your contact information to an appropriate third-party partner in the event that you contact us for information or services that we do not provide. For example, if you request information about equipment from outside of our geographic area of operation, we will make sure to connect you to a third-party partner that serves your location so that you can get the answers you need. We may also use the information that we collect to assess your future needs and to offer the products and services that may best meet those needs. In these cases, should you not wish to hear from us in this manner, we will do our best to provide a simple method for you to have your name and information removed upon request. We may also need to share your personal



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information to comply with any court order, law, or legal process, including to respond to any government or regulatory request; enforce or apply our Terms & Conditions and other agreements; or if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Northeast Controls, users of the Northeast Controls website, or others. We also reserve the right to transfer your personal information to a buyer or other transferee in the event of a merger, divestiture, restructuring, reorganization, dissolution, sale, or other transfer of some or all of our assets. Should such a sale, merger, or transfer occur, we will use reasonable efforts to direct the transferee to use your personal information in a manner that is consistent with our Privacy Policy.

## **How We Safeguard Personal Information**

At Northeast Controls, we have physical, electronic, and procedural safeguards to protect our systems and personal information under our control against unauthorized access and use. Please note that the electronic transmission of information is not completely secure. We cannot guarantee that the security measures we have in place to safeguard personal information will never be defeated or fail, or that such measures will always be sufficient or effective. Any transmission of personal information is at your own risk. If we provide our suppliers with any personal information, we will advise them that suppliers are required to maintain customer confidentiality and may not use the information for any unauthorized purpose. Employees are governed by standards and policies to ensure that personal information is secure and treated with care and respect.

## **Your Choices**

You have the following choices regarding your personal information:



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- **Marketing Communications** - If you have received a promotional email from us, you may opt out of receiving future promotional emails from us by following the unsubscribe instructions contained in such email. You may also send us an email at any time if you wish to unsubscribe to our marketing communications. We will promptly remove your name from our mailing list.
- **Cookies** - You may elect not to allow cookies by adjusting your settings on your internet browser. You do not need to have cookies turned on to visit our website, although active participation in certain areas of our website may require cookies.
- **Web Analytics** - You may opt out of the aggregation and analysis of data collected about you on the website by Google Analytics by installing the following browser extension from Google:  
*<https://tools.google.com/dlpage/gaoptout>*.
- **Review/Access your Personal Information** - You may send us an email at [info@northeastcontrols.com](mailto:info@northeastcontrols.com) to request access to, correct, or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

## Children Under the Age of 18

Northeast Controls' website and services are not directed to, and Northeast Controls does not knowingly collect or solicit personal information from children under the age of 18. If we learn we have collected or received personal information from a child under the age of 18, we will delete that information. If you believe we might have any information from or about a child under the age of 18, please contact us at [info@northeastcontrols.com](mailto:info@northeastcontrols.com)

## Changes to our Privacy Policy

Northeast Controls reserves the right to update or change this Privacy Policy at any time. If we make a material change to our Privacy Policy, we will provide notice to you (by email and/or posting on our website) that our privacy



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practices have changed and will provide a link to the new policy. The date this Privacy Policy was last revised can be found at the top of this page. We encourage you to review this Privacy Policy periodically to check for any updates or changes.

## Contact Us

Should you have any questions or concerns regarding Northeast Controls' Privacy Policy, please email us at: [info@northeastcontrols.com](mailto:info@northeastcontrols.com) or reach out to us through our 'Contact Us' webpage. If you wish to be removed from our mailing lists, or have concerns as to the accuracy of information, please email us at: [info@northeastcontrols.com](mailto:info@northeastcontrols.com)



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