

## **KIP America, Inc. Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from [www.kip.com](http://www.kip.com) (the "Site").

### **PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

#### **We collect Device Information using the following technologies:**

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers & purchase orders), email address, and phone number. We refer to this information as "Order Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Order Information.

### **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you;

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

### **SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. We use Google Analytics to help us understand how our customers use the Site-- you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here:

<https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## **RIGHTS**

You have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## **DATA RETENTION**

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

### **According to CalOPPA, we agree to the following:**

- Users can visit our site anonymously.
- The KIP America, Inc. privacy policy is easily accessible from the homepage of [www.kip.com](http://www.kip.com).
- Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page

Can change your personal information:

- By emailing us
- By calling us
- By logging in to your account
- By chatting with us or by sending us a support ticket
- Others

## **Frequently Asked Questions**

- How does our site handle Do Not Track signals?  
We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.
- Does our site allow third-party behavioral tracking?  
Yes, we do use Google analytics to track anonymous traffic patterns by Geographic region.
- COPPA (Children Online Privacy Protection Act)  
When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.  
We do not specifically market to children under the age of 13 years old.
- Do we let third-parties, including ad networks or plug-ins collect PII from children under 13?  
No, we do not allow third-party behavioral tracking.

## **CALIFORNIA CONSUMER PRIVACY ACT**

Liquid Web hosts the web servers for KIP America, Inc. If, as necessary to perform its obligations under the Agreement, Liquid Web possesses or otherwise stores “personal information” (as that term is defined by the California Consumer Privacy Act of 2019 (“CCPA”)) made available by Customer, Liquid Web certifies that it understands the restrictions set forth in Section 1798.140(w)(2)(A) of the CCPA, and that it will comply with the same. Liquid Web will not sell any personal information provided or otherwise made available by Customer, nor will Liquid Web retain, use, or disclose any such personal information for any purpose, including for a commercial purpose, other than the specific purpose of providing the Services specified in the Agreement or as otherwise permitted by applicable law. Unless prohibited by applicable law, Liquid Web shall, as soon as reasonably practicable, forward to Customer all requests received from individuals wishing to exercise their rights under the CCPA. Liquid Web’s only response to individual requests shall be to inform the individual that such request has been passed along to the appropriate party, unless otherwise required by the CCPA. If requested by Customer, Liquid Web shall reasonably assist Customer, at Customer’s expense, in complying with Customer’s obligations under the CCPA.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [Info@kip.com](mailto:Info@kip.com) or by mail using the details provided below:

39575 W. 13 Mile Road, Novi, MI, 48377, United States