

## **Ellsworth Corporation Online Privacy Policy**

**Updated July 25, 2017**

### **INTRODUCTION**

Ellsworth Corporation and its affiliates, subsidiaries, divisions and brands (collectively, "Ellsworth") is strongly committed to protecting the privacy of its customers and visitors. This privacy policy ("Privacy Policy") describes what information Ellsworth collects from users of its websites and how Ellsworth uses that information once it is collected.

### **WEBSITES AFFECTED BY THIS POLICY**

This Privacy Policy applies to websites owned and controlled by Ellsworth including [www.ellsworth.com](http://www.ellsworth.com), [www.ellsworthadhesives.ca](http://www.ellsworthadhesives.ca), [www.ellsworth.com.mx](http://www.ellsworth.com.mx), [www.ellsworth.com.br](http://www.ellsworth.com.br), and corresponding social media websites and mobile applications (referred to each as a "Website" or collectively as the "Websites").

This Privacy Policy does not apply to any other website owned or operated by a third party retailer, supplier, service provider or affiliate, even if such third party links to a Website owned by Ellsworth or Ellsworth links to that third party website. Accordingly, this Privacy Policy does not apply to the practices of any third party, affiliate, or business partner that Ellsworth does not own or control. Additionally, the owners of social media services may have additional online privacy terms and conditions that supersede this Privacy Policy depending on a user's own personal preferences with that social media provider.

### **COLLECTION AND USE OF NON-PERSONAL DATA**

Ellsworth does not collect your e-mail address or other personal information. Ellsworth does log your IP address (the internet address of your computer) to tell us which parts of our Websites you visit and how long you spend there. Ellsworth does not link your IP address to anything personally identifiable; however, we do track the state and/or country you are accessing the internet from, the date and time you visited and the type of computer, operating system and Web browser you are using. Your browser supplies us with this information. Ellsworth uses this information from our server logs to learn more about our visitors as a group, not about you as an individual.

The information helps us identify overall usage patterns and trends on the site. Ellsworth may use third party service providers to collect and analyze such non-personal information.

### **COLLECTION AND USE OF PERSONAL INFORMATION**

Certain features on the Websites enable customers and potential customers to contact Ellsworth and submit personal and/or business information. Personally identifiable information includes your name, postal address, e-mail address, telephone number, and any other identifier by which you may be contacted online or offline. If you submit personal and/or business information to Ellsworth, Ellsworth may use this information and share this information to third parties that provide Ellsworth with products or services, to respond to your inquiries, or to provide various products, information and/or services to you. For example, if you make a purchase through a Website, Ellsworth will share your information with Ellsworth's credit card processing service provider. When users have chosen to enable service providers to associate their web and app browsing history with their service provider account, those service providers may use that data to build audience lists that may be provided to Ellsworth.

By sending an email to Ellsworth or by registering or subscribing with a Website, you authorize Ellsworth to contact you using the contact information you provide, including email, telephone or facsimile.

Ellsworth will not sell your name, address, e-mail address or other personal information to any other organization unless you expressly agree at the time you submit certain information to Ellsworth (typically by checking a box indicating your consent).

Ellsworth may share personally identifiable or other information with our parent, subsidiaries, divisions, and affiliates.

Ellsworth may transfer personally identifiable information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganization, stock sale or other change in control.

Ellsworth may disclose your personal information if required to do so by law or in the good-faith belief that such action is necessary to: (a) satisfy a legal order or comply with legal process; (b) defend the rights of Ellsworth or its affiliates or business partners; or (c) protect the personal safety of Ellsworth employees, agents, affiliates, business partners, customers or Websites users.

You will receive notice when your personally identifiable information might be provided to any third party for any reason other than as set forth in this Privacy Policy, and you will have an opportunity to request that we not share such information.

## **VOLUNTARY REGISTRATION INFORMATION**

Ellsworth also collects personally identifiable information when you choose to use certain other features of the Site, including: (a) making purchases, (b) consenting to receive email or text messages about upcoming promotions or events, (c) consenting to receive email, (d) participating in our forum, (e) commenting on articles, and others.

When you choose to use these additional features, we require you to provide personal or business

information required to complete a transaction such as your email address, phone number, billing and shipping addresses and credit card information. Occasionally, we may also request information such as your shopping preferences and demographics which will help us better serve you and others users in the future.

Certain Websites may allow you to register or create a user account, or subscribe to newsletters, forums or promotions. Doing so is voluntary. To register or create an account, you must first complete the registration process, during which Ellsworth will collect personal information about you. The information will include information such as your name, address, and email address. Ellsworth does not collect personally identifiable information about you except when you specifically provide such information to Ellsworth on a voluntary basis.

### **AGGREGATED DATA**

Ellsworth may take personal and business information and aggregate the data so that it is no longer identifiable. Ellsworth may use this information to enhance the features of its Websites and services; and Ellsworth may sell or license this aggregated information to third parties or publish the information. Ellsworth will take reasonable precautions to ensure that such aggregated information does not contain any confidential or otherwise identifiable data that could be used to identify its source.

### **THIRD-PARTY SERVICES**

The Websites may offer features and services that are administered or provided by third parties hired by Ellsworth, such as website hosting, email services, data analysis, order fulfillment and search functionality. To receive these services, you may be required to provide these third parties with personal information or Ellsworth may provide your personal information to such third parties. Such personal information is only used to provide services to Ellsworth to enhance the features of a Website or provide services to you.

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content, which is often referred to as remarketing.

The third-party Ellsworth uses is Google Analytics, which provides Ellsworth with website traffic analysis, tailors the customer's ad experience and provides ads to the customer as they travel to different websites. Ellsworth does not collect any personally identifiable information through use of third party remarketing systems.

Ellsworth does not control these third parties' tracking technologies or how they may be used. However, many third parties may provide you with ways to choose not to have your information

collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website: [www.networkadvertising.org](http://www.networkadvertising.org). You can opt-out of Ellsworth's remarketing through Google Analytics by visiting: <https://support.google.com/ads/answer/2662922?hl=en>.

## **USER EXPERIENCE INFORMATION**

To improve guest online and mobile shopping experiences and assist our guest relations representatives in resolving issues guests may experience in completing online purchases, we use tools to monitor certain user experience information; including login information, IP address, data regarding pages visited, specific actions taken on pages visited (e.g., information entered during checkout process), browser and device information.

## **DO NOT TRACK DISCLOSURES**

At this time, there are no worldwide uniform or consistent industry standards or definitions for responding to, processing, or communicating "Do Not Track" signals. As a result, the Website is unable to respond to "Do Not Track" signals. You can refer to the instructions in your browser to make sure the appropriate settings are selected, and to set your preferences in "Do Not Track" signals

## **SECURITY**

This Website has reasonable technical and organizational security measures in place to protect the loss, misuse or alteration of information under our control. Ellsworth cannot guarantee that unauthorized third parties will never be able to defeat those security measures. Although we cannot guarantee that our systems are 100% secure 100% of the time, we periodically update our technology in order to improve the protection of customer information. This Website does not use a secure server to transmit sensitive data to and from our site. However, if you place an order online, our third-party service providers that collect or process credit card information for online orders do use secure servers. Be sure not to transmit any credit card or other financial or sensitive data through this Website unless you have first verified that the data is being submitted to our third-party service provider's secure server.

## **USE OF SECURE TOKENS FOR AUTHENTICATION AND SECURE TRANSACTIONS**

Certain Websites may use Secure Tokens or Authentication Tokens for authentication purposes. When you access such a Website, secure tokens are stored on a server controlled by Ellsworth to eliminate the need to store your user name and password on your computer or device. Then, certain sensitive information (referred to as a data element), such as credit card information, is encrypted and sent to a third party using the Secure Token to ensure the security of the data element.

## **GOVERNING LAW AND JURISDICTION**

This Policy, and Ellsworth's collection and use of customer information, shall be governed and interpreted in accordance with the laws of the United States and the State of Wisconsin. Any disputes arising out of this Policy shall be adjudicated in Milwaukee County, Wisconsin or a federal court of competent jurisdiction in the Eastern District of the State of Wisconsin.

### **GOVERNING LANGUAGE**

Any translation of this Policy is done for local requirements and in the event of a dispute between the English and any non-English versions, the English version of this Privacy Policy shall govern.

### **PRIVACY POLICY CHANGES**

Ellsworth reserves the right to change its privacy policy at any time without prior notice. Any changes to the privacy policy will be posted on this page and will be effective immediately upon posting.

### **REMOVING OR UPDATING PERSONAL INFORMATION**

If you believe your personal information is not accurate, or if you would like us to delete personal information collected by Ellsworth through this Website, please contact us at [info@ellsworth.com](mailto:info@ellsworth.com) or call (262) 253-8600.

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