

Privacy Policy

LAST UPDATED [12/28/2023]

This Privacy Policy describes how we, (“we,” “us,” “our”) collects, uses, stores, and shares your information when:

- You access and use our website, or any other mobile or web application, website, or digital property where this Privacy Policy is posted (“**Site**”).
- You purchase products or services from us (“**Products**”).
- You communicate with us in any manner, including by e-mail, text, or telephone (“**Communications**”); and
- We interact with certain third parties, such as our service providers, governmental agencies, and other third parties (“**Third Parties**”).

1. Information we collect

We may collect your information directly from you, automatically from you and your devices, and from Third Parties.

Information you provide to us.

We collect your information when you directly interact with us, including when you:

- access and use our Site.
- purchase our Products.
- engage in Communications with us.
- participate in a promotion, such as a sweepstakes or contest.
- post a tagged photo or other content on a third-party social network.
- post a comment, question, or other information, such as a testimonial, on the Site.
- or otherwise interact with us.

When you interact directly with us, we may collect the following categories of your information:

- **Identifiers**, such as your first and last name, mailing address, email address, telephone number, signature, and certain financial information.
- **Certain demographic Information**, such as your age, gender, zip code, and country.
- **Billing Information**, such as your payment information (e.g., credit or debit card number), expiration date, security code, bank account information, or other financial information relating to your purchase of our Products.
- **Certain information about your past engagement with our Sites**, such as your interests, preferences, email preferences, and purchasing history.
- **Communications**, such as any messages you send to us through feedback and questions to customer support, information you publicly post on our Site, e-mail messages, and recordings of telephone calls with customer service or other company representatives.

Information we automatically collect from you.

When you interact with our Sites and engage in certain Communications with us, we automatically receive certain information about you, including:

- **Usage Information**. Information such as the features you use on our Site, the links you click and the items you view, pages you visit, emails and advertisements you view, the time of day you browse, and you are referring and exiting pages. From time to time, this information may be collected using first and third-party cookies.
- **Device Information**. Information about the device you are using, including but not limited to the type of device you use, the temporary or persistent unique device identifier placed by us or our service providers, the IP address of your device, the MAC address, advertiser ID, your operating system, the type of browser you use, and data from the way you use our Site. From time to time, this information may be collected using first and third-party cookies.
- **Location Data**. Information such as imprecise location data (such as location derived from an IP address or data that indicates a city or postal code level). Our Site may also collect information about the location of your device. We and our service providers may use this approximate location along with other information submitted by you, to provide you with location-based services like search results, special offers, and other personalized content. Your device should require you to provide permission before our Site obtain precise geolocation information from a browser's geolocation API or from technologies like GPS, WiFi, and/or cell towers. Most browsers and mobile devices allow users to enable or disable precise geolocation using pop-ups or controls located in the settings menu.
- **Cookies**. Cookies are small data files stored on your device that act as a unique tag to identify your browser. We use two types of cookies on our Sites: session cookies and persistent cookies. Session cookies make it easier for you to navigate our Sites and expire when you close your browser. Persistent cookies help with personalizing your experience, remembering your preferences, and supporting security features. Additionally, persistent cookies allow us to bring you advertising both on and off the Site. Persistent cookies may remain on your device for extended periods of time, and generally may be controlled through your browser settings. To learn more about your choices relating to persistent cookies, see [Your Choices](#) below.
- **Pixels (also known as web beacons)**. This is a type of code that is embedded in a website, video, email, or advertisement that sends information about your use to a server. When you access a website, video, email, or advertisement that contains a pixel, the pixel may permit us or a separate entity to drop or read cookies on your browser. Pixels are used in combination with cookies to track activity by a particular browser on a particular device. We may incorporate pixels from separate entities that allow us to track our communications, bringing you advertising both on and off the Sites.

Internet-based advertising / Do Not Track

We may, from time to time, collect information about users over time and across different websites when you use this Site. Our third-party partners may also collect information in this manner. For example, we may use one or more third-party online advertising networks to serve ads on our behalf on third-party websites. The third-party ad network may collect information about your visits to our Site and your interaction with our online ads. This is primarily accomplished using technology such as cookies, action tags, web beacons, and/or GIF tags which are placed in various places within our Site and our online ads. Some browsers have a 'do not track' feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, so our Site is not currently designed to respond to those signals unless otherwise stated in this Privacy Policy.

Information we receive from Third Parties

In some circumstances, we may collect information about you from Third Parties, such as our service providers and governmental agencies. This may include collecting certain demographic information and purchase preference information. We may use this information to supplement or update our records, improve the quality or personalization of our Communications with you, and help prevent or detect fraud.

Children under 13 years of age

Our Site is directed to adults, and we do not knowingly collect personal information online from children under the age of 13 without prior parental consent. If you are the parent or guardian of a child under the age of 13, and you believe your child has provided personal information to our Sites that you would like us to delete, please [Contact Us](#).

2. How we use your information

We may use your information to:

- Fulfill your requests, such as Product orders and responses to email questions.
- Alert you about new features on our Site, terms, Products, or related information.
- Send you emails or provide you with other personalized content.
- Support our core business functions, such as internal business process management, authentication, loss and fraud prevention, and public safety functions.
- Communicate with you about our Site and Products.
- Provide the Site and Products to you.
- Improve our Site and Products.
- Improve our marketing and promotions.
- Statistically analyze the usage of our Site.
- Contact you.
- Process and respond to your inquiries.
- Analyze your interests.
- Resolve disputes, investigate problems, and enforce our terms.
- Help diagnose problems with our server, manage our Site, and to enhance our Products and Site; and
- Perform a business transaction, such as a merger, acquisition, sale of assets, bankruptcy, or related transactions.

3. How we share your information

We may share your information in the following circumstances:

- **With Your Consent**. We may disclose, share, or make available your information with your consent, which may be obtained in writing, online, through “click-through” agreements, when you accept our terms for our Site, orally (including over the telephone), or by other means.
- **With Service Providers & Business Partners**. We may disclose, share, or make available your information with Third Parties, such as service providers, affiliates and subsidiaries, business partners, credit / debit card processing partners, third-party auditors and law firms, marketing and advertising networks (including those that provide ad measurement services), internet service providers, data analytics providers, companies that help debug and identify and repair errors that may impair the functionality of our Site, and third parties that help protect against malicious, deceptive, fraudulent, or illegal activity. We may also share your information in connection with financial products or services related to our business, such as private label credit cards.
- **In A Business Transfer**. We may disclose, share, or make available your information as part of a business transaction, such as a merger or acquisition, joint venture, corporate reorganization, financing, or sale of company assets, or in the unlikely event of insolvency, bankruptcy, or receivership, in which such information could be transferred to third parties as a business asset in the transaction.
- **For Legal Process & Protection**. We may disclose, share, or make available your information to satisfy any law, regulation, legal process, governmental request, or where we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to: (1) enforce or apply agreements, or initiate, render, or bill for use of the Site; (2) protect our rights or interests, property or safety or that of others; (3) in connection with claims, disputes, or litigation - in court or elsewhere; (4) protect users of our Site and other carriers, providers, or partners from fraudulent, abusive, unlawful, or otherwise improper use of our Site; (5) facilitate or verify the appropriate calculation of taxes, fees, or other obligations due to a local, state, or federal government.

4. How we secure your information

Although no system or website can guarantee the complete security of your information, we take all commercially reasonable steps to ensure your information is protected in accordance with all applicable laws and regulations, as appropriate to the sensitivity of your information.

5. Links to third-party sites

Our Site may include links to websites/applications that are owned or operated by Third Parties. Please note these links are provided for your convenience, information and may operate independently from us and have their own privacy policies and/or notices. This Privacy Policy does not cover the practices of those websites/applications. We encourage you to review the privacy policies on those websites/applications to see how they collect and use information.

6. Your Choices

- **Right to Know**. Depending on where you live, you may have a right to know details about what information we collected about you. If eligible, you may exercise this right by clicking the links below or calling 312-254-5965. To process these requests, we must be able to verify your identity. To do so, you must provide the information we request as part of the verification process, such as your contact information and an additional identifier based on your relationship with us.
- **Right to Delete**. Depending on where you live, you may have a right to ask that we delete your information, subject to exceptions recognized under law. If eligible, you may exercise this right by clicking the links below or calling 312-254-5965. To process these requests, we must be able to verify your identity. To do so, you must provide the information we request as part of the verification process, such as your contact information and an additional identifier based on your relationship with us.
- **Right to Correct**. Depending on where you live, you may have a right to ask that we correct the information it has about you, subject to exceptions recognized under law. If eligible, you may exercise this right by clicking the links below or calling 312-254-5965. To process these requests, we must be able to verify your identity. To do so, you must provide the information we request as part of the verification process, such as your contact information and an additional identifier based on your relationship with us.
- To submit a request pursuant to your rights noted above please click **Data Request**
- **Opt-Out of Receiving Communications**. We may send you e-mail messages, direct mail offers, or other communications regarding our Products unless you ask us not to do so. At any time, if you no longer want to receive certain communications from us via email or text message, simply click the “unsubscribe” link in the email or reply STOP (or as otherwise instructed) to the message. Please note, you may not be able to unsubscribe from service-related correspondence from us, such as messages relating to your account and use of our Site.
- **Changing Cookie / Related Technology Settings**. Web browsers allow some control of most cookies through browser settings. To find out more about cookies, including how to manage and delete cookies through browser settings, visit www.allaboutcookies.org. Some web browsers provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user’s computer, tablet, or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking, or rejecting them may prevent access to some features available through the Site. In addition to adjusting your browser and device settings, as outlined above, you may also control how cookies and related technologies are set and used on your device by visiting the following sites:
 - <http://networkadvertising.org/>
 - <http://optout.aboutads.info/>
 - <http://youradchoices.com/>
- **California Rights**. If you are a California resident, please see [California Residents](#) below for more information about your rights and choices.
- **Nevada Rights**. If you are a Nevada resident, please see [Nevada Residents](#) below for more information about your rights and choices.

7. California Residents

If you are a California resident, this section applies to you. The capitalized terms and phrases used under this section shall have the same definition as under the California Consumer Privacy Act, as amended and inclusive of its implementing regulations.

Definitions

- **Personal information.** Information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to you or your household.
- **Sensitive personal information.** Social security number, driver's license number, state identification card, passport number, account log-in and password, financial account and password, debit or credit card number and access code, precise geolocation information, race, ethnic origin, religious or philosophical beliefs, union membership, the content of your mail, email or texts other than those communications with us, genetic data, biometric information, health information, and information that concerns your sex life or sexual orientation.
- **Sell, sale, or sold.** Selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or other means, your personal information to a third party for money or other valuable consideration.
- **Share, shared, or sharing.** Shearing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or other means, your personal information to a third party for cross-context behavioral advertising, whether for monetary or other valuable consideration.

Your Rights

You may designate an authorized agent to make the below requests on your behalf. When you use an authorized agent, you must provide the authorized agent with written permission to do so, and, in certain circumstances, we may ask you to verify your own identity directly with us. We may deny a request from an authorized agent that does not submit proof that they have been authorized by you to act on your behalf.

We may take steps to verify your identity by matching the information you provide with your request with the information we have on file about you. Depending on the sensitivity of the information at issue, we may utilize more stringent verification methods, including but not limited to requiring you to sign a declaration under penalty of perjury.

- **Right to Know:** You have a right to request that we disclose, up to two times per year, what personal information we have collected about you. The process for exercising this right is described above in [Your Choices](#).
- **Right to Delete.** You have a right to request deletion of your personal information, subject to certain exceptions. The process for exercising this right is described above in [Your Choices](#).
- **Right to Correct.** You have a right to ask that we correct the personal information we have about you, subject to certain exceptions. The process for exercising this right is described above in [Your Choices](#).
- **Right to Non-Discrimination.** You have a right to exercise the above rights without being discriminated against.

Notice of Collection

Below is a list of the categories of personal information we have collected about California residents in the 12 months preceding the date this Privacy Policy was last updated. This list includes information about: (1) the categories of sources from which the information was collected; (2) the business or commercial purpose for collecting, selling, or sharing the information; and (3) the categories of Third Parties with whom we share the information.

- **Identifiers (Includes Sensitive Personal Information)**: Includes information such as your name, signature, postal address, telephone number, online identifier, IP address, license plate number, email address, driver’s license number or other identifying information. **Sensitive personal information** within this category includes your driver’s license number or other identification number.
- **Personal Characteristics**: Includes information such as your age and gender.
- **Financial Information (Includes Sensitive Information)**: Includes information such as your credit card and debit card number and access code. **Sensitive personal information** in this category includes your credit card and debit card number and access code.
- **Internet or other Electronic Network Activity Information**: Includes information described above as automatically collected.
- **Commercial Information**, such as records of your Products considered and purchased.
- **Geolocation Information**, such as your zip code and general location.
- **Audio, Electronic, Visual, Thermal, and Related Information**: Includes information such as photographs, video recordings, recorded messages, and other related information.
- **Inferences** derived from the above information.

Disclosure	Categories	Description
How do we collect this information?	Identifiers*	We collect this category of information from you directly or automatically from your device(s). We also may collect this information from Third Parties such as our service providers and law enforcement.
	Personal characteristics*	We collect this category of information from you directly. We may also collect this information from Third Parties, such as our service providers and law enforcement.
	Financial information*	We collect this information directly from you and in some cases our Third-Party service providers.
	Internet or other electronic activity information	We collect this category of information from you or your device(s) when you provide it to us or interact with us online (such as through our Site). We also collect this information from Third Parties

		such as online advertising networks, online data aggregators, and social networks.
	Commercial information	We collect this category of information from you directly, from third parties, or automatically from your device(s).
	Geolocation information	We collect this category of information from you or your device(s) when you provide it to us or interact with us online (such as through our Site).
	Audio, electronic, visual, thermal, and related information	We collect this category of information from you or your device(s) when you provide it to us or interact with us online (such as through our Site) or offline (such as over the phone).
	Inferences	We draw inferences about you from the information we collect from you or your device(s) when you provide it to us or interact with us online (such as through our Site). We also draw inferences about you from the information we collect from Third Parties such as our service providers.
Does this include sensitive personal information?	Yes. * Denotes which categories may include sensitive personal information. The sensitive information we may collect includes your driver's license number or other identification number and certain financial information.	
Is the information "sold" or "shared"?	No.	
What is our business purpose for collecting your information?	See How we use your information above.	
To whom do we disclose this information?	See How we share your information above.	
How long do we keep this information?	We keep the information identified above for so long as is reasonably necessary and proportionate to the original purpose for which we collected the information. We base our criteria in determining appropriate retention periods on regulatory and legal requirements, contractual requirements, business needs, and the expectations of you.	

Notice of Disclosure for a Business Purpose

The following is a list of the categories of personal information we have disclosed about California residents for business purposes in the 12 months preceding the date this Privacy Notice was last

updated. For a list of the categories of third parties with whom we have disclosed the information, please see [How we share your information](#).

- **Identifiers (Includes Sensitive Personal Information)**: See above.
- **Personal Characteristics**: See above.
- **Financial Information (Includes Sensitive Information)**: See above.
- **Internet or other Electronic Network Activity Information**: See above.
- **Audio, Electronic, Visual, Thermal, and Related Information**: See above.
- **Inferences**: See above.

Notice of Sale and Sharing

We do not sell or share your personal information. We do not sell or share the personal information or sensitive personal information of any California resident who is 16 years or younger.

California’s “Shine in the Light” law

If you are a California resident and our customer, you have the right to request information from us once per calendar year regarding the customer information we share with third parties for the third parties’ direct marketing purposes. To request this information, please send an email to [customerservice@edplp.net] with “Shine the Light Request” in the subject line and in the body of your message. We will provide the requested information to you via an email response.

8. Nevada Residents

If you are a Nevada resident, you have the right to submit a request directing us not to make any sale of your personal information. We do not sell your personal information under Nevada law. However, to request email confirmation that we will not sell your personal information in the future, please send an email to customerservice@edplp.net with “Nevada Opt-Out” in the subject line and in the body of your message.

9. Accessibility

To receive a copy of this Privacy Policy in a different format, please contact us at customerservice@edplp.net.

10. Contact

If you have any questions, please contact us by sending an e-mail at customerservice@edplp.net.