

## Custom Brands Group Privacy Policy

*Last Revised: December, 2019*

This Privacy Policy describes how Custom Brands Group and our affiliates (collectively, "Company," "we," "us," or "our") collects, uses, shares, and safeguards personal information. This Privacy Policy also tells you about your rights and choices with respect to your personal information, and how you can reach us to get answers to your questions. You can jump to particular topics by going to the headings below:

**Types Of Information We Collect**  
**Use And Processing Of Information**  
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**How We Protect Personal Information**  
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**Contact Information and Submitting Requests**

### Types of Information We Collect

The following provides examples of the type of information that we collect from you and how we use that information.

Context	Types of Data	Primary Purpose for Collection and Use of Data
Customer Information	We collect the name, and contact information, of our customers and their employees with whom we may interact.	We have a legitimate interest in contacting our customers and communicating with them concerning normal business administration such as projects, services, and billing, and to provide additional information regarding products.
Cookies and first party tracking	We use cookies and clear GIFs. "Cookies" are small pieces of information that a website sends to a computer's hard drive while a web site is viewed. See our <a href="#">Cookie Section below</a> for more information.	We have a legitimate interest in making our website operate efficiently.
Cookies and Third Party Tracking	We may participate in behavior-based advertising, this means that a third party uses technology ( <i>e.g.</i> , a cookie) to collect information about your use of our website so that they can provide advertising about products and services tailored to your interests on our website, or on other websites. See our <a href="#">Cookie Section below</a> for more information.	We have a legitimate interest in engaging in behavior-based advertising and capturing website analytics.

Email Interconnectivity	If you receive email from us, we use certain tools to capture data related to when you open our message, click on any links or banners it contains and make purchases.	We have a legitimate interest in understanding how you interact with our communications to you.
Employment	If you apply for a job posting, seeking additional information about employment opportunities, or become an employee, we collect information necessary to process your application or to retain you as an employee. This may include, among other things, your Social Security Number. Providing this information is required for employment.	We use information about current employees to perform our obligations as an employer. In some contexts, we are also required by law to collect information about our employees. We also have a legitimate interest in using your information to have efficient staffing and work force operations.
Feedback/Support	If you provide us feedback or contact us for support we will collect your name and e-mail address, as well as any other content that you send to us, in order to reply.	We have a legitimate interest in receiving, and acting upon, your feedback or issues.
Mailing List	When you sign up for one of our mailing lists we collect your email address or postal address.	We share information about our products and services with individuals that consent to receive such information. We also have a legitimate interest in sharing information about our products or services.  Additionally, we may hire a third party to send mail to you based of information that third party has about you, such as your address and demographic data. The third party's privacy practices apply in this scenario.
Mobile Devices	We collect information from your mobile device such as unique identifying information broadcast from your device when visiting our website	We have a legitimate interest in identifying unique visitors, and in understanding how users interact with us on their mobile devices.
Order Placement	We may collect your name, billing address, shipping address, e-mail address, phone number, and credit card number when you place an order.	We use your information to perform our contract to provide you with products or services.
Partner Promotion	We collect information that you provide as part of a co-branded	We have a legitimate interest in fulfilling our promotions.

	promotion with another company.	
Surveys	When you participate in a survey we collect information that you provide through the survey. If the survey is provided by a third party service provider, in some instances, the third party's privacy policy applies to the collection, use, and disclosure of your information.	We have a legitimate interest in understanding your opinions, and collecting information relevant to our organization.
Request a Consultation or Appointment	When you request a consultation or an appointment with one of our representatives we collect information from you necessary to provide the consultation, such as your address or contact information.	We collect this information based off of your consent to receive a consultation.
Sweepstakes or contests	When you participate in a sweepstakes or contest we collect information about you which includes contact information to notify you if you are selected.	We have a legitimate interest in operating the sweepstakes. In some contexts we are also required by law to collect information about those that enter into our sweepstakes, and we have a legitimate interest in complying with those laws.
Website interactions	We use technology to monitor how you interact with our website. This may include which links you click on, or information that you type into our online forms. This may also include information about your device or browser.	We have a legitimate interest in understanding how you interact with our website to better improve it, and to understand your preferences and interests in order to select offerings that you might find most useful. We also have a legitimate interest in detecting and preventing fraud.
Web logs	We collect information, including your browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to a computer when the Internet is used), domain name, click-activity, referring website, and/or a date/time stamp for visitors.	We have a legitimate interest in monitoring our networks and the visitors to our websites. Among other things, it helps us understand which of our web services or features is the most popular.

In addition to the information that we collect from you directly, we may also receive information about you from other sources, including third parties, business partners, our affiliates, or publicly available sources. For example, if you submit a job application, or become an employee, we may conduct a background check.

**Use And Processing Of Information.**

In addition to the purposes and uses described above, we use information in the following ways: