

Unist Privacy Policy

Effective as of May 25, 2018

Our privacy policy is available in .PDF format. If you have a question regarding privacy, please contact Unist at 800.253.5462 (US/CAN), or 616.949.0853.

<https://get.adobe.com/reader>

Unist, Inc. respects your privacy

Safeguarding your privacy is important to us, especially on the Internet. This policy is to let you know about our online information practices and how we treat the information we receive about you from the Internet.

Data Controller Identity:

Unist, Inc. (referred to collectively with its affiliates as “Unist,” “we,” “us,” or “our”), collects information about you when you visit or interact with our website (unist.com), use our online store (uniststore.com), request a quote, place an order, or otherwise interact with one of our customer service and/or direct sales. This privacy policy (the “Policy”) describes the types of information we may collect about you, how we may use and share that information; and the choices you may make with respect to your personal information.

Data Controller Contact Details:

Unist, Inc.
4134 36th Street SE
Grand Rapids, Michigan 49512 USA
800.253.5462 US & CAN
616.949.0853
salesupport@unist.com

Personal Information We Collect Directly From You

Information You Provide

You provide us with your information when you communicate with us to:

- Purchase products from our web store;
- Submit forms or make requests for information on our website;
- Subscribe to e-mail newsletters or updates;
- Information you submit to us via email, fax or telephone.

In most cases the information given in these interactions is not personal since the interaction is with another business entity, and not with a natural person. However, in the instances where we sell products or offer services directly to a person, we only collect the personal information you choose to provide. This may include your name, email address, billing and shipping addresses, and telephone number, language of preference. We also may maintain your responses to questionnaires or other forms related to our products or services that you may complete from time to time. Please do not submit information that you do not want

us to have. Your submitting of the information is taken as your consent to use the information as outlined in this policy.

Automatically Collected Information

Log data - As with most websites and technology services delivered over the internet, our servers automatically collect data when you access or use our site and record it in log files. This log data may include the IP address, browser type and settings, the date and time of use, information about browser configuration, language preferences, and cookie data.

Usage information - This is information about the website and how you use it. We may also obtain data from our third-party partners and service providers to analyze how users use our site. For example, we will know how many users access a specific page on the site and which links they clicked on. We use this aggregated information to better understand and optimize the site.

Device information - These are data from your computer or mobile device, such as the type of hardware and software you are using (for example, your operating system and browser type).

Cookies - Data obtained from cookies are described in the “Cookies and Other Tools That May Collect Information About You” section.

How We May Use Your Personal Information

We generally use your personal information to serve you, to improve our products and services, to perform our contract with you once you have ordered, to improve your customer experience, and for our legitimate business interests.

For example, we use personal information to provide products and services to you, communicate with you about those products and services, and enhance your customer experience. Specifically, your personal information may be used to process transactions, respond to questions, maintain online accounts, send you information about products or services that may be of interest to you, analyze and monitor sales trends, provide product recommendations and reviews, comply with our legal obligations, and develop a knowledge base regarding our customers.

In addition, we may combine your personal information with information that we receive from other sources, including from third party business partners. For example, we may use third party information to confirm shipping or credit information.

Legitimate business interests include activities such as us administering our site, processing transactions, conducting research, improving the usability of our site, and aggregating statistics on the number of unique devices using our site to detect and prevent fraud and misuse of it.

We may use the personal information you provide us to send you emails to invite you to participate in various programs or inform you of new products or services.

Note: We do not currently use your personal information for the purposes of profiling or automated decision making

How We May Share Personal Information

Unist may share your personal information with others for a number of different reasons. We may share your personal information to fulfill your requests, to ship you products, provide you with information regarding products and services, to comply with law, and to enforce our rights. We also may share personal information among our independent sales representatives and distributors so they can provide you the products or services you have requested.

Examples of how we may share your personal information include:

With Service Providers, Business Partners, and Vendors: If you purchase goods from us, we may have to provide credit card information to our credit card processor for payment purposes. We will also have to provide your name and address to the company that ships our merchandise. Similarly, we may share personal information with sales representatives and distributors who may be involved in the delivery of the services and goods. Your information may be shared with parties that provide online services, such as those who host our web store or those who provide web site maintenance, support, and optimization. We also may retain other companies and individuals to perform services on our behalf, and we may collaborate with other companies and individuals with respect to particular products or services (collectively, "Providers"). Examples of Providers include data analysis firms, credit card processing companies, customer service and support providers, email and SMS vendors, web hosting and development companies, and fulfillment companies. Providers also include our co-promotion partners for products that we jointly develop and/or market with other companies. Some Providers also may collect information on our behalf from our site. These third parties may be provided with access to personal information needed to perform their functions.

To Comply with Law or to Protect Our Rights: We may disclose your personal information as required by law, when we believe disclosure is necessary to comply with a regulatory requirement, judicial proceeding, court order, or legal process served on us, or to protect the safety, rights, or property of our customers, the public, or Unist.

Unist does not share your Personal Data with third parties for the purpose of enabling them to deliver their advertisements to you.

Children

Unist does not intend to or knowingly collect such information about, or sell products to, children who are under 13 years of age. If we determine we have collected personal information from a child younger than 13 years of age, we will take reasonable measures to remove that information from our systems. If you are under the age of 13, please do not submit any personal information to us. We encourage parents and legal guardians to monitor their children's activities and to help enforce this Policy.

Security

No security program is impenetrable, and criminals have proven adept at circumventing widely adopted security safeguards, so we cannot guarantee the security of personal information. Accordingly, you acknowledge that you provide personal information to us at your own risk.

Any user or third party accessing our website or services is responsible for its own use of the website and the services. We are not responsible for any third party's actions or its security controls with respect to information that third parties may collect or process via the website, services, or otherwise.

Cookies and Other Tools That May Collect Information About You

In addition to personal information you may provide directly to us, Unist and its business partners may collect and store information about you and your use of the Site through cookies, tracking pixels, and other technologies (collectively, "Tools"). Cookies are small text files that are stored by your browser on your computer's hard drive. We collect, use, and modify this information to better understand, customize, and improve your experience with our website, services, and offerings as well as to manage our advertising. For example, we use web analytics services that leverage these Tools to help us understand how visitors engage with and navigate our site, e.g., how and when pages on the site are visited and by how many visitors. We are also able to offer our visitors a more customized and relevant experience on the site by delivering, through the use of these Tools, content and functionality based on your preferences and

interests. If you have provided us with personal information, e.g., through a registration or a request for certain materials, we may associate that personal information with information gathered through the Tools. This allows us to offer increased personalization and functionality.

Recipients of Personal Information Via Cookies or Other Tools

The following third parties may be provided with access to personal information needed to perform their functions:

Google Analytics - Privacy Policy: <https://policies.google.com/privacy> Google cookies or other tools help us understand how visitors engage with and navigate our site, e.g., how and when pages on the site are visited and by how many visitors.

LiveChat Software S.A. - Privacy Policy: <https://www.livechat.com/legal/privacy-policy/> - LiveChat Software cookies or other tools enable the live chat feature on our website.

CoreCommerce LLC - Privacy Policy: <https://www.corecommerce.com/privacy/> - CoreCommerce cookies or other tools enable online purchasing on our web store and allow us to offer increased personalization and functionality as well as helping us to understand how visitors engage with our web store.

SearchIQ - Privacy Policy: <https://www.searchiq.co/privacy-policy.html> - SearchIQ cookies or other tools enable search functionality on our website

Do Not Track Disclosures

Do Not Track (“DNT”) is a privacy preference that users can set in their web browsers. When a user turns on DNT, the browser sends a message to websites requesting that they don’t track the user. At this time, we ignore these signals. We do not change our practices, described elsewhere in this Policy, in response to DNT browser settings or signals. In particular, even if you have turned on DNT, we and others will continue to collect information about you and your activity through the use of cookies, tracking pixels, and other Tools. For information about DNT, visit: www.allaboutdnt.org.

Notice to California Residents

Under California law, California residents may request a list of all third parties to whom we have disclosed certain personal information (as defined by California law) during the preceding year for those third parties’ direct marketing purposes. If you are a California resident and would like to receive such a list, please contact us at the address listed in the “Accessing Personal Information” section below. For any such request, include the statement “Your California Privacy Rights” in the body of your request, as well as your name, street address, city, state, and zip code. Please provide enough information for us to determine if this applies to you. You must also attest to the fact that you are a California resident and provide a current California address for our response. Please note that we will not accept requests via the telephone, email, or by facsimile, and we are not responsible for notices that are not labeled or sent properly or that do not have complete information.

Notice to EU/EEA Residents

As a resident of the EU or EEA (European Union/Economic Area), you have certain rights according to the General Data Protection Regulation (GDPR). These rights are listed in Chapter 3, “Rights of the data subject” of the General Data Protection Regulation: <https://gdpr-info.eu/>

We have made effort in good faith to provide for your rights under this regulation. For questions regarding these rights and our handling of your personal data see “Your Rights Regarding Your Personal Information.”

You have the right to file a complaint with a supervisory authority for your area/country if you feel your rights under the General Data Protection Regulation have been violated.

A list of supervisory authorities can be found here:

<https://www.varonis.com/blog/gdpr-data-protection-authority-supervisory-listing/>

Other Websites

Our website may contain links to websites of third parties who: (1) are not affiliated with us; (2) are outside our control; or (3) are not covered by this Policy (“Third-Party Websites”). Links provided to Third-Party Websites on the Site are provided to you only as a convenience, and the inclusion of any link does not imply reliability or endorsement by us of the content of any such Third-Party Websites. We are not responsible for the privacy practices of Third-Party Websites, which may collect and use information from you in a manner different than how we do so; accordingly, the use of such Third-Party Websites is entirely at your own risk. For relevant information, you should review the privacy statements or policies of any Third-Party Websites before using them. Other parties may collect information about your online activities over time and across different websites when you use our site or services.

Personal Data Retention

Unist may keep some of your Personal Data for as long as reasonably necessary for our legitimate business interests, including fraud detection and prevention and to comply with our legal obligations including tax, legal reporting, and auditing obligations.

Your Rights Regarding Your Personal Data

Please contact us if you have any questions or concerns about your personal information or require assistance in managing your choices.

To access, change, or delete your personal information, choose not to receive marketing or other promotional communications from us, or otherwise change your choices about how we use your personal information, or for any questions regarding this Policy, please: email us at privacy@unist.com; (4) call us at (616) 949-0853; or (5) write us at the following address with your message:

Unist, Inc.
4134 36th St SE
Grand Rapids, MI 49512

Please be sure to include in any email or postal mail your full name, email address, postal address, and any message. Please note that such requests may take up to thirty (30) days to become effective.

Transfer of Data to Other Countries

Any information you provide to Unist may be stored, processed, transferred among, and accessed from the United States and other countries which may not guarantee the same level of protection of personal information as the one in which you reside. However, Unist will handle your personal information in accordance with this Policy regardless of where your personal information is kept.

Updates to Our Privacy Policy

From time to time, we may post updates to this Policy. Any changes will be effective upon the posting of the revised Policy. We may also make, without notice, minor changes to the Policy that will not significantly affect our use of personal information. We encourage you to periodically review this page for the latest information on our privacy practices. This Policy was updated as of the effective date listed above.

Additional Privacy Information/Questions

If you have questions or concerns about our privacy policy or practices, please contact us at:

Unist, Inc.

4134 36th St SE

Grand Rapids, MI 49512

Contacting Our Webmaster

If you have any questions about this privacy statement, the practices of this Web site or your dealings with this Web site, you can contact: Webmaster Unist, Inc. 4134 36th Street SE Grand Rapids, Michigan 49512 USA. (616) 949-0853. (800) 253-5462. Fax: (616) 949-9503 E-mail: webadmin@unist.com

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In the Event that We Sell Our Assets

In the event that Unist, Inc. is ever sold, acquired, merged, liquidated, reorganized or otherwise transferred, we reserve the right to transfer our user databases, together with any personally identifiable information contained therein, to the third-party acquiring our assets. We will place a prominent notice of the transfer on our Web site's home page with links to the new privacy policy and information on how to change your privacy preferences.

Use Common Sense with ALL of Your Online Activities

Even the best policies and practices cannot always protect your privacy and security. Dishonest advertisers, hackers and scam artists constantly search the Internet for new targets. Your best protection is to use common sense in all of your online activities. Understand that e-mail is inherently an insecure form of communication. Sometimes it is possible for third parties to illegally intercept your unencrypted messages. Be sure to give your e-mail address in circumstances in which it is safe to do so. Make sure you always verify the identity of anyone asking for your personal information. Do not give out your screen name, password, social security number or credit card number to someone you do not know.

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