



## TriMark Privacy Policy

This Privacy Policy contains information about how TriMark and/or its affiliates and subsidiaries (collectively, "TriMark") uses and discloses the personal data TriMark collects when you use the Website and how you can communicate your privacy preferences. Capitalized terms used but not otherwise defined herein shall have the meanings set forth in the Terms of Use. Review this Privacy Policy carefully.

### Collection and Use of Your Information

"Personal Data" means information relating to an identified or identifiable individual, including information such as your name, contact information, online identifiers, and other information that can reasonably be linked to you. The Personal Data we collect from you depends on how you use the Website. For example, if you:

- **Sign up for our marketing and promotions:** we will collect your email address so that we may add you to our mailing lists and send you communications that we think may be of interest to you.
- **Submit an inquiry or comment or otherwise contact us:** we will collect your contact information and the contents of your inquiry or comment. We will use this information to respond to you, improve our services and provide you with customer service.
- **Complete online forms or submit an application for credit:** we will collect the contents of the form and application in order to evaluate your eligibility and/or provide you the service you request.
- **Use our Website Search or Interactive Features:** if you use Website search or other interactive features, the information you submit (including search terms) may be processed by our service providers to return results, improve functionality, and maintain Website security. This processing may involve transmission of information to those providers, including online identifiers such as IP address and device information

In addition, when you use the Website, we may automatically collect certain data, including some Personal Data, about you through the use of cookies and similar data-collection technologies. We may collect your IP address, device ID, and information about your use of the Website to: help support the integrity of the registration and learn about your possible interests so we can personalize content and communications to better support your interests, and improve our site and your experience.

In addition to the uses described above, we may also use your personal data to:

- Present our Website and its content;
- Provide and deliver products and services;
- Send you administrative and transactional messages, including about changes to our Website and this Privacy Policy;
- Send you communications about TriMark and our partners' products, services, offers, promotions, news, upcoming events and geographically relevant information;
- Coordinate among the TriMark brands and entities for internal business purposes; and
- Fulfill any other purpose for which you provide it or have given your consent.

### Sharing of Your Information

We may share aggregated data about our users that does not identify any individual with third parties. We may share your personal information outside of TriMark in the following instances:

- With our service providers who process transactions or provide products or services on our behalf, including but not limited to providers of product delivery services (for example, UPS and FedEx) and website analytics (for example, Google Analytics).
- With service providers that help operate, support, and secure the Website, including providers that support Website search, hosting, content delivery networks, tag management, performance monitoring, fraud prevention, and customer support.
- For corporate transactions, such as in connection with a merger, acquisition or sale involving all or a portion of our company.
- Other reasons, so that we can: (a) satisfy applicable law, regulations, legal process or valid governmental requests; (b) enforce the Terms of Use applicable to our services, (c) detect, prevent or mitigate fraud, or security or technical issues; or (d) protect against imminent harm to the rights, property or safety of our company, our customers or the public, as required or permitted by law.

### Our Use of Cookies

When you access and interact with our Website, we may use certain technologies to automatically collect your information. The technologies we use for this automatic data collection may include:

- **Cookies.** We may automatically collect information using cookies, which enhance our ability to serve you. A cookie is a small data file that our Website transfers to your computer. We deliver these cookies and collect data on our Website, and we may also use a third-party agent to deliver cookies and collect data. We use the data we collect using cookies to help support the integrity of the registration and buying processes on our Website, retain your preferences and account settings, learn about your possible interests so we can personalize our content and communications to better support your interests, and improve our Website and your experience.
- **Local Storage/SDK.** We may use local storage and similar technologies to remember preferences and improve Website performance.
- **Web Beacons.** We may also collect information using web beacons. Web beacons are electronic images that may be used on our site or in our emails. We use web beacons to deliver cookies, count visits, understand usage and campaign effectiveness, and to tell if an email has been opened or acted upon.

If you want to prevent your browser from accepting cookies, if you want to be informed whenever a cookie is stored on your computer or if you



want to delete cookies from your computer, please make the necessary changes in your Internet browser settings, typically under the sections "Help" or "Internet Options."

If you disable or delete cookies in your Internet browser settings, you might not be able to access important functions or features, you will be required to re-enter your log-in details, and your use of the Website may be limited. Please note that if you clear all cookies on your browser, or use a different browser or computer, you will need to complete the opt-out procedure again.

**Do Not Track Disclosure.** We may use the above technologies to collect information about your online activities over time and across third-party websites or other online services. The Website does not monitor for or behave differently if your computer transmits a "do not track" or similar beacon or message. You can manage certain cookies through your browser settings and, where available, through our any cookie management tools made available on the Website

### **Your Communication Choices**

You may opt out of receiving promotional emails from TriMark by following the unsubscribe instructions contained in those emails. Should you opt out, we may still send you non-promotional emails, including emails regarding your purchases, account, or other ongoing business relations.

### **Children's Privacy**

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any information to the Website. We do not knowingly collect personal information from children under 13.

### **Note to International Visitors**

Our Website is intended primarily for visitors located in the United States. TriMark USA, LLC is located in the United States, and this Privacy Policy is intended to meet the laws and requirements of the United States, which may or may not necessarily be the same as the laws and regulations of your home country. Information collected through the Website is processed, transmitted and stored in the United States. You acknowledge and consent to such collection, process, transmission and storage of your information in the United States.

### **State Privacy Disclosures and Individual Rights**

Depending on where you reside, you may have rights regarding your personal information, including the right to access, delete, correct, and obtain a copy of certain personal information we maintain about you, and to opt out of certain processing, including targeted advertising (if applicable). To submit a request, contact us at [TriMarkLegal\[at\]trimarkusa.com](mailto:TriMarkLegal@trimarkusa.com). We will verify your request consistent with applicable law.

### **California Privacy**

If you are a California resident, you may have additional rights. Please visit our California Privacy Notice for more information.

### **Nevada Privacy**

Nevada law gives residents the right to opt out of the sale of their personal information. TriMark is not considered a data broker under the Nevada law and does not sell your personal information.

### **Security of Your Personal Information**

We use reasonable security measures and safeguards designed to protect personal information from loss, misuse, unauthorized access, disclosure, alteration and destruction while it is under our control. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of Personal Data is at your own risk. You acknowledge and agree that we are not responsible for circumvention of any privacy settings or security measures contained on the Website.

### **Retention of Your Personal Information**

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law, or to establish, exercise, or defend legal claims.

### **Privacy Policy Changes**

From time to time, TriMark may make changes to this Privacy Policy. Should any additions or modifications to this Privacy Policy be made, we will post these changes on this page of the Website. We may also communicate changes through email or other methods. Review our Privacy Policy periodically.

### **Contact Us**

For questions, comments or concerns about this Privacy Policy or about our privacy practices, please contact us at [TriMarkLegal\[at\]trimarkusa.com](mailto:TriMarkLegal@trimarkusa.com).  
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