

REPTIROAD, LLC

ONLINE PRIVACY NOTICE

I. Introduction.

- (a) **Web Site Owner.** REPTIROAD, LLC ("REPTIROAD") is the owner of this web site ("REPTIROAD Web Site"). REPTIROAD can be contacted by phone at (847).563.0530, or by e-mail at Nathan.Adams@ReptiRoad.com. This online privacy notice discloses REPTIROAD information practices for this REPTIROAD Web Site, including what type of personal identifiable information is requested in order to make a purchase, how the information is used, and with whom the information is shared. Note that other REPTIROAD web sites may be governed by privacy notices containing different information practices applicable to those sites.
- (b) **Web Site Visits.** In general, you can visit on the REPTIROAD Web Site without disclosing or revealing any personal information. REPTIROAD [does OR does not] keep track of the domains from which people visit us. OR REPTIROAD analyzes the data gathered from Web Site visits for trends and statistics, and then REPTIROAD discards the gathered data.
- (c) **Web Site Transactions.** At times, REPTIROAD will need personal information regarding a customer or a prospect. For example, to process an order or provide a subscription, REPTIROAD may need to know a customer's name, mailing address, e-mail address and credit card details. It is REPTIROAD's intent to inform you now before REPTIROAD collects personal information, such as user's name and/or address on the Internet. If you tell us that you do not wish to have this information used as a basis for further contact with you, REPTIROAD will respect your wishes.

II. Personal Information That May Be Collected.

- (a) **Identifying Information.** In order to make a purchase or to access designated subscriber services and /or restricted areas within the REPTIROAD Web site, REPTIROAD will request a user to provide certain personal identifying information, which may include: legal name, postal address, e-mail address, telephone number, facsimile number, method of payment, and, if applicable, credit card number. REPTIROAD may request additional information necessary to establish and maintain customer's account.
- (b) **Service Quality Monitoring.** Some web site transactions may require a customer to telephone REPTIROAD, or REPTIROAD to call the customer. REPTIROAD will not contact you by telephone without your prior consent, except to confirm an order placed online and/or to inform a customer of the status of such order. Customer should be aware that it is REPTIROAD's practice to monitor, and in some cases record such calls for staff training or quality assurance purposes.
- (c) **Information from Children.** REPTIROAD does not sell products or services for purchase by children, and will not collect or post information from a child under the age of 18 without the involvement of a parent or guardian. REPTIROAD will notify the child's parent or guardian at the e-mail address provided by the prospective customer, alerting the parent or guardian to the child's use of the Web site and providing instructions as to how the parent or guardian can delete the child's registration from the Web site. REPTIROAD does not use personally identifying information collected from children for marketing or promotional purposes, and does not disclose such information to any third party for any purpose whatsoever.
- (d) **Lost or Stolen Information.** If a customer's credit card and/or password is lost or stolen, the customer should promptly notify REPTIROAD in order to enable REPTIROAD to cancel the lost or stolen information and to update its records with a changed credit card and/or password.

- (e) **Links to Other Web Sites.** A REPTIROAD Web site may contain links to other web sites. REPTIROAD is not responsible for the privacy practices or the content of those other Web sites.

III. Uses Made of the Information.

- (a) **Limited Uses Identifies.** Without customer's prior consent, REPTIROAD will not use your personal identifiable information for any purpose other than that for which it is submitted. REPTIROAD uses personal identifiable information to reply to inquiries, handle complaints, provide operational notices and in program record-keeping. REPTIROAD also processes billing and business requests related to REPTIROAD Web Site participation.
- (b) **Marketing.** Unless customer marks an "x" on the opt-out option box herein provided, REPTIROAD reserves the right to provide customer with information about REPTIROAD's Web site, REPTIROAD products and services, and related information in which customer has indicated an interest.
- (c) **Stored Information Uses.** REPTIROAD stores and retains the information provided by customer OR the information entered on the REPTIROAD Web site. Stored information is used by REPTIROAD and/or REPTIROAD agents: to support customer interaction with the REPTIROAD Web site; to deliver customer purchases; and/or to contact customer again about other REPTIROAD services and products.
- (d) **Online Advertising.** Some companies that help REPTIROAD deliver interactive on-line advertising, such as banner ads, may collect and use information about REPTIROAD's customers to help REPTIROAD better understand the types of advertising or promotions that are most appealing to REPTIROAD's customers. After it is collected the information is aggregated so it is not identifiable to a specific individual. If, however, customer would prefer that these companies not collect such information, please mark an "x" on the opt-out option box herein provided.

IV. Disclosure of the Information

- (a) **Within Corporate Organization.** REPTIROAD is a multinational organization, with legal entities, business processes, management structures, and technical systems that cross borders. REPTIROAD may share your personal information within the REPTIROAD corporate organization and may transfer the information to countries in the world where REPTIROAD conducts business. Some countries may provide less legal protection for customer personal information.
- (b) **Mergers and Acquisitions.** Circumstances may arise where for business reasons, REPTIROAD decides to sell, buy, merge or otherwise reorganize its businesses in the United States or some other country. Such a transaction may involve the disclosure of personal identifying information to prospective or actual purchasers, and/or receiving such information from sellers. It is REPTIROAD's practice to seek appropriate protection for information in these types of transactions.
- (c) **Agents.** REPTIROAD employs or engages other companies and individuals to perform business functions on behalf of REPTIROAD. These persons are provided with personal identifying information required to perform their functions, but are prohibited by contract from using the information for other purposes. These persons engage in a variety of functions which include, but are not limited to, fulfilling orders, delivering packages, removing repetitive information from customer lists, analyzing data, providing marketing assistance, processing credit card payments and providing customer services.
- (d) **Affiliated Businesses.** REPTIROAD works closely with affiliated businesses operating web site stores, providing services or selling products on each other's Web sites. These businesses identify themselves to customers. Customer information related to a transaction with an affiliated business is shared with that affiliated business.

(e) Marketing Analysis by Third Parties. REPTIROAD reserves the right to disclose to third parties personal information about customers for marketing analysis; however, any information disclosed will be in the form of aggregate data that does not describe or identify an individual customer.

(f) Disclosure to Government Authorities. Under certain circumstances, personal information may be subject to disclosure pursuant to a judicial or other government subpoenas, warrants or orders.

V. Use of Computer Tracking Technologies.

(a) No Tracking of Personal Information. REPTIROAD's Web Site(s) are not set up to track, collect or distribute personal information not entered by visitors. Through web site access logs REPTIROAD does collect clickstream data and HTTP protocol elements, which generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for internal purposes by technical support staff for research and development, user analysis and business decision making, all of which provides better services to the public. The statistics garnered, which contain no personal information and cannot be used to gather such information, may also be provided to third parties.

(b) Use of Cookies. REPTIROAD, or its third-party vendors, collects non-identifiable and personal information through the use of various technologies, including "cookies". A cookie is an alphanumeric identifier that a Web site can transfer to customer's hard drive through customer's browser. The cookie is then stored on customer's computer as an anonymous tag that identifies the customer's computer, but not the customer. Cookies may be sent by REPTIROAD or its third party vendors. Customer can set its browser to notify customer before a cookie is received, giving an opportunity to decide whether to accept the cookie. Customer may also set its browser to turn off cookies; however, some Web sites may not then work properly.

(c) Use of Web Beacon Technologies. REPTIROAD may also use Web beacon or other technologies to better tailor its Web site(s) to provide better customer service. If these technologies are in use, when a visitor accesses these pages of the Web site, a non-identifiable notice of that visit is generated which may be processed by REPTIROAD or by its suppliers. Web beacons usually work in conjunction with cookies. If customer does not want cookie information to be associated with customer's visits to these pages, customer can set its browser to turn off cookies; however, Web beacon and other technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.

(d) Collection of Non-Identifiable Information. REPTIROAD may collect non-identifiable information from user visits to the REPTIROAD Web site(s) in order to provide better customer service. Examples of such collecting include: traffic analysis, such as tracking of the domains from which users visit, or tracking numbers of visitors; measuring visitor activity on REPTIROAD Web site(s); Web site and system administration; user analysis; and business decision making. Such information is sometimes known as "clickstream data." REPTIROAD or its contractors may use this data to analyze trends and statistics.

(e) Collection of Personal Information. REPTIROAD collects personal identifying information from customer during a transaction. REPTIROAD may extract some personally identifying information about that transaction in a non-identifiable format and combine it with other non-identifiable information, such as clickstream data. This information is used and analyzed only at an aggregate level (not at an individual level) to help REPTIROAD understand trends and patterns. This information is not reviewed at an individual level.

VI. Information Security.

(a) Commitment to Online Security. REPTIROAD employs physical, electronic and managerial procedures to safeguard the security and integrity of personal information. Billing and payment data is encrypted whenever transmitted or received online. Personal information is accessible only by staff designated

to handle online requests or complaints. All REPTIROAD agents and contractors with access to personal information on the REPTIROAD web site(s) are also bound to adhere to REPTIROAD security standards.

- (b) **No Liability for Acts of Third Parties.** REPTIROAD will exercise all reasonable efforts to safeguard the confidentiality of customer personal information. However, transmissions protected by industry standard security technology and implemented by human beings cannot be made absolutely secure. Consequently, REPTIROAD shall not be liable for unauthorized disclosure of personal information due to no fault of REPTIROAD including, but not limited to, errors in transmission and unauthorized acts of REPTIROAD staff and/or third parties.

VII. Privacy Policy Changes and Opt-Out Rights.

- (a) **Changes to Privacy Policy.** This privacy notice was last updated on March 2, 2020. REPTIROAD reserves the right to update its privacy policy statement at any time. A notice of any material change will be posted on the REPTIROAD Web site for thirty (30) days prior to the implementation of such change.
- (b) **Opt-Out Right.** Customer and/or prospective customer has the right at any time to cease permitting personal information to be collected, used or disclosed by REPTIROAD and/or by any third parties with whom REPTIROAD has shared and/or transferred such personal information. Right of cancellation may be exercised by contacting REPTIROAD via e-mail, telephone or postal mail. After processing the cancellation, REPTIROAD will delete customer or prospective customer's personal information from its data base.

VIII. Access Rights to Data.

- (a) **Information Maintained by REPTIROAD.** Upon customer's request, REPTIROAD will provide a reasonable description of customer's personally identifiable information that REPTIROAD maintains in its data bank. REPTIROAD can be contacted by e-mail, telephone, or postal mail.
- (b) **Corrections and Changes to Personal Information.** Help REPTIROAD to keep customer personal information accurate. If customer's personal information changes, or if customer notes an error upon review of customer information that REPTIROAD has on file, please promptly e-mail REPTIROAD and provide the new or correct information.

IX. Accountability.

- (a) **Questions, Problems and Complaints.** If you have a question about this policy statement, or a complaint about REPTIROAD compliance with this privacy policy, you may contact REPTIROAD by e-mail at Nathan.Adams@ReptiRoad.com. If REPTIROAD is unable to resolve your complaint to your reasonable satisfaction or if customer does not receive acknowledgment of an inquiry, customer may elect to proceed by contacting REPTIROAD via postal mail.
- (b) **Terms of Use.** If customer chooses to enter into a purchase order OR to subscribe to REPTIROAD's services, customer's action is hereby deemed acceptance of REPTIROAD practices described in this policy statement. Any dispute over privacy between customer and REPTIROAD is subject to the provisions of this notice and to REPTIROAD's Terms and Conditions of Use which is hereby incorporated herein and which can be read at www.ReptiRoad.com