

# Smith Dynamics Privacy Policy

## Our Commitment to Your Personal Information

We are committed to managing & safeguarding your personal information in accordance with current legislation and best practice. Our aim is to be responsible, relevant and secure when using your data. Whenever you provide personal information we will treat that information in accordance with this Privacy Policy. We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate marketing, information, service and products and provide the best and most secure experience.

## What type of information do we collect?

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

## How do we collect information?

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

## Why do you collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:

1. To provide and operate the Services;
2. To provide our Users with ongoing customer assistance and technical support;
3. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
4. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
5. To comply with any applicable laws and regulations.

## How do you store, use, share and disclose your site visitors' personal information?

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Paypal, Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

## How do we communicate with your site visitors?

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

## How do we use collected data?

Any of the information we collect from you may be used in one of the following ways:

**To personalize your experience** – Your information helps us to better respond to your individual needs.

**To process transactions** – Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.

**To send periodic emails** – The email address you provide to us will be used to send you information and updates about Smith Dynamics. If at any time you would like to unsubscribe from receiving future emails, we include unsubscribe instructions at the bottom of each email.

**Customer service** – We will use the information you provide to deliver customer services related to your Smith Dynamics account and to respond to inquiries or requests that you direct to us. Your data will not be added to any marketing lists unless you have consented to this and will only be shared with third parties where we have appointed them to manage specific aspects of your customer care.

**Direct marketing** – We may use the details you share with us to send you offers and promotions by email wherever we have legitimate interest grounds to do so and where you have not objected. We will provide a way for you to opt-out of receiving marketing promotions both at the time of data capture and every time we contact you thereafter. You can also email [privacy@SmithDynamics.com](mailto:privacy@SmithDynamics.com) to request your details are suppressed from all promotional campaigns. We won't use your personal data for marketing purposes at all if you've told us not to.

**Legitimate interest** – We may process your personal data on the basis of a legitimate interest which may include promoting similar products or services via direct marketing activity, to manage suppression and unsubscribe requests received from you, to identify and prevent fraudulent behavior, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, identifying usage trends and

determining the effectiveness of our campaigns. Whenever we process data for these purposes we will ensure that we always keep your personal data rights in high regard and take account of these rights.

**Log data** – We store information about your location and device when you interact with Smith Dynamics, which we refer to as "Log Data." This Log Data may include information such as your IP address, browser type, operating system, referring web page, location, your mobile carrier, device information (including device and application IDs), search terms, and cookie information. We use Log Data to operate our services and ensure their secure, reliable, and robust performance.

## How We Keep Your Data Secure

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

We have use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our payment gateway provider's database only to be accessible by those authorized with special access rights to such systems, and who are required to keep the information confidential.

After a transaction, your private information (credit cards, etc.) will not be stored on our servers.

## Submitting the Personal Data of Others

When you submit the personal information of your customers or employees to us, you are responsible for informing such customers and employees about Smith Dynamics, and for obtaining any necessary consent or authority from them.

## Cookies and Similar Technology

We automatically collect certain types of usage information when you access or use the Service, including cookies and similar tracking technologies.

"Cookies" are small pieces of information that a website sends to your computer's hard drive while you are viewing a website. We use cookies for a number of reasons:

**Strictly Necessary Cookies** – These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

**Performance Cookies** – These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

**Functional Cookies** – These cookies enable the website to provide enhanced functionality and personalization.

They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

## Analytics

Smith Dynamics uses Google Analytics as its primary solution for tracking website visits, interactions, and events. We use website analytics data to help improve the way we deliver content and online experiences to visitors. For full details on how Google processes your data, please visit:  
[https://support.google.com/analytics/topic/2919631?hl=en&ref\\_topic=1008008](https://support.google.com/analytics/topic/2919631?hl=en&ref_topic=1008008)

## How can our site visitors' withdraw their consent?

If you don't want us to process your data anymore, please contact us at [mailto:mail@smithdynamics.com].

## Privacy policy updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

## Questions and your contact information

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [mail@smithdynamics.com](mailto:mail@smithdynamics.com) or call us at 1-877-841-9303.

## Your Consent

By using our site, you consent to our Privacy Policy.