

Privacy Policy

Effective Date: July 2, 2024

1. What Personal Information Do We Collect?

Depending on your interactions with our website, we may collect the following types of personal information:

1.1 Identity Data

Includes your first name, last name, and title.

1.2 Contact Data

Includes your delivery/service address, email address, and phone numbers.

1.3 Profile Data

Includes your username, password, purchase history, customer service requests, interests, preferences, feedback, survey responses, and preferences for receiving marketing and non-marketing communications.

1.4 Financial Data

Includes your payment card details.

1.5 Transaction Data

Includes details about payments to and from you, and other details of products and services you have purchased.

1.6 Website Technical Data

Includes your IP address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and your interactions with our online portal and services.

1.7 Customer Technical Data

Includes data about throughput, service connectivity, latency, quality metrics, sky obstruction, device orientation and location, WiFi quality metrics, WiFi device information, and public IP address information.

1.8 Location Data

Includes general location information to provide you with appropriate goods and services (not precise geolocation).

1.9 Communication Information

Includes audio, electronic, or visual information, data from files uploaded or emailed, the contents of your communications with us, and any inferences we may make from other personal information we collect.

2. How Do We Collect Your Personal Information?

2.1 Direct Collection

We collect personal information directly from you when you register for an account, request, or purchase products, services, or information from us.

2.2 Third-Party Sources

We may collect personal information from business partners and subcontractors.

2.3 Cookies and Online Tracking Technologies

We and our service providers use cookies and other tracking technologies to collect information about your activities on our sites and applications. This data is used for purposes such as:

- Analyzing traffic on our sites and third-party sites.
- **Cookie Categories:**
 - **Strictly Necessary Cookies:** Essential for providing services and functionality.
 - **Functional Cookies:** Enhance website functionality and personalization.
 - **Performance Cookies:** Measure and improve website performance.

You can control cookies and tracking technologies through your browser settings. Disabling cookies or unique identifiers may affect website functionality. Refer to your browser or mobile device's help pages for assistance.

3. How and Why Do We Use Personal Information?

We use your personal information for the following purposes, as permitted by applicable law:

3.1 Business Purposes

To support the goods and services we provide.

3.2 Order Processing

To process and deliver customer orders, manage payments, fees, and charges.

3.3 Customer Relationship Management

To communicate about our goods and services, provide customer service, and notify you of changes to our terms or privacy policy.

3.4 Business Protection

To administer, protect, and maintain our business and services, including troubleshooting, data analysis, system maintenance, and hosting.

3.5 Fraud Prevention

To detect, prevent, and address fraud, security, or technical issues.

3.6 Legal Compliance

To comply with applicable laws, legal processes, and government requests.

3.7 Content Delivery

To deliver relevant news, offers, and other content, and measure content effectiveness.

3.8 Surveys

To ask and enable you to participate in surveys.

3.9 Data Analytics

To debug, optimize, and improve our products, services, marketing, and customer experiences.

4. With Whom Do We Share Personal Information?

We may share your personal information with the following parties:

4.1 Service Providers

Affiliates and third-party service providers who help us with hosting, storage, payments, communications, and analytics.

4.2 Government and Legal Authorities

As required by law, we may share information with government agencies, law enforcement, and regulators.

4.3 Third Parties with Your Consent

We may share information with other third parties based on your request or consent.

5. How Do We Protect Personal Information?

We implement measures to keep your information secure but cannot guarantee absolute protection against unauthorized access. We have procedures to address suspected breaches and will notify you and regulators as required by law.

6. Your Privacy Rights

You may have rights to access, update, or erase your personal information, or restrict or object to its use. To exercise these rights, contact us. We may need to verify your identity before processing your request.

7. Data Retention

We retain personal information as long as necessary to fulfill the purposes for which it was collected or as required by law. Generally, account information is retained for the life of the account plus 2 years, unless a longer period is mandated by law.

8. Third-Party Websites

We are not responsible for the privacy practices of websites linked to or from our site. We encourage you to review the privacy policies of third-party sites before disclosing personal information.

Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at 541-513-0716.