

## Privacy Policy

Updated March 1<sup>st</sup>, 2019

Thank you for visiting Knotsprings.com. Your privacy is important to us. This Policy sets out how we collect, use and protect any personal information that you give us when you use this Website. If you have any questions about this policy, the practices of this site or your dealings with Knotsprings.com, please Contact Us via email or call us at 5032225668 before using this Website. We may change this policy from time to time by updating this page. You should check back frequently to ensure you are happy with any changes. This policy is effective from March 1<sup>st</sup>, 2019

### Information We Collect

In general, you can use this website without giving us any information. However, Knotsprings.com does collect and store personal information when you register to use our site, ask a question, complete a form, enter a contest, conduct a transaction, or send us an email. Personal information means any information that may be used to identify an individual, including, but not limited to, a first and last name, home, billing or other physical address or email address as well as any information associated with the foregoing. In addition to your contact information, we may collect information about your purchases, billing address, shipping address, gender, occupation, birthday, marital status, anniversary, interests, phone number or other contact information, and credit card information.

We also collect general statistics to track user trends on our site. These statistics include hits to our server, the types of browsers used to access our site, page views, shopping cart transactions and navigational patterns. This information helps us track "where" our users are coming from and "how" they are using the site. This allows us to determine the most effective ways to communicate with our users and improves the level of service we can provide to our customers.

Knotsprings.com DOES NOT respond to web browser "do not track" signals. In addition, trusted third party providers may use information we share with them or information that they collect on their own on Knotsprings.com to perform certain services on our behalf such as providing you with more relevant advertising.

### How We Use and Share Your Information

We may use the information we collect about you to:

- ❑ Facilitate your purchases and provide the services you request,
- ❑ Confirm and track your order,
- ❑ Respond to your inquiries and requests,
- ❑ Compare and review your personal information for errors, omissions and accuracy,
- ❑ Prevent and detect fraud or abuse,
- ❑ Improve our Website, service, product offerings, marketing and promotional efforts, and overall customer experience,

- ☒ Identify your product and service preferences,
  - ☒ Understand our customer demographics, preferences, interests, and behavior, and
  - ☒ Contact you via email regarding products and services (of Knot Springs or our partners) that we believe may be of interest to you.
- We may share your information in the following circumstances:
- ☒ Special Events: If we team up with trusted partners to offer products or services to our customers or if you choose to participate in a special event (for example, a promotion, contest, or sweepstakes), Knot Springs may share your personal information with those trusted organizations participating in the applicable event. Unless we tell you otherwise in connection with a special event, these third parties do not use your information for any other purpose other than to manage the event. We may authorize trusted partners to send you information about products and services that may be of interest to you.
  - ☒ Service Providers: We use trusted third-party service providers to perform certain services on our behalf, including: shipping, payment processing, data storage/management, webhosting, web analytics, fulfillment, assembly, marketing, mailing, emailing, etc. These service providers only receive personal information if such information is needed to perform their function(s), and they are not authorized to use any personal information for any other purpose(s) other than the purpose(s) set forth by Knot Springs.
  - ☒ Advertising Partners: Our advertising partners may use the information we provide to them in combination with their existing information to provide you with more relevant advertising. For example:

Knot Springs works with Facebook retargeting , who uses technology including web beacons and cookies to collect data about our website usage and to improve the effectiveness of our marketing. Data recorded through the use of this technology is aggregated and shared with us. No personally identifiable information about you is collected or shared by Facebook with Knot Springs.

Knot Springs works with Google to do remarketing which means we show advertisements to past visitors of our website on other third-party websites including Google. Remarketing also allows us to target advertisements to other internet users who have preferences similar to past visitors of Knotsprings.com. Third party vendors, including Google, show our advertisements across the internet. These third party vendors, including Google, use cookies to serve ads based on someone's past visits to Knotsprings.com. You can opt out of Google's, Double Click's and other third party vendor's use of cookies by visiting the Network Advertising .

- ☒ Compliance with Law and Fraud Protection: We may also share

information about you, if necessary in our good faith judgment, to comply with laws or regulations or in response to a valid subpoena, order, government request, in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person or as otherwise required by law, to other companies and organizations for credit fraud protection and risk reduction or to protect the rights of Knotsprings.com or others.

¶ Sale of Our Business: In the unlikely event of a sale or merger of Knotsprings.com, our customer personal information and other information that has been collected as described in this policy may be among the transferred business assets.

#### Accessing and Updating Your Information

If the personally identifiable information Knotsprings.com has collected from you changes or you would like to access, correct, or delete such information, we will gladly provide you access to, correct, or delete (to the extent allowed by law) any personal information we have collected about you. To request access to, a correction to, or deletion of your personal information, please contact us via email or call us toll free at 5032225668

#### Security

Knotsprings.com is committed to the protection of the personally identifiable information that you share with us. We utilize a combination of physical and electronic security technologies, procedures, and organizational measures to help protect your personally identifiable information from unauthorized access, use or disclosure. When we transfer sensitive personal information (for example, credit card information) over the Internet, we protect it using Secure Sockets Layer (SSL) encryption technology. While we strive to safeguard your personal information once we receive it, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure and, accordingly, we cannot guarantee or warrant the security of any information you disclose or transmit to us.

#### Choice/Opt-Out

If you are currently receiving Knotsprings.com emails and would like to be removed from the list, you may do so by following the directions here:

Email [info@knotsprings.com](mailto:info@knotsprings.com) Note, removal from the list(s) does not apply to transactional email such as order confirmation and receipts.

#### Children Under 13

Knotsprings.com does not knowingly collect personal information from children under the age of 13. If we learn that we have collected personally identifiable information from a child under the age of 13, we will delete that data from our systems. Please visit [www.ftc.gov](http://www.ftc.gov) for tips on protecting children's privacy online.

#### Links to Other Sites

Knotsprings.com may provide links to other third-party Websites which are outside our control and not covered by this privacy policy. We encourage you to review the privacy policies posted on these (and all) Websites.

**Your California Privacy Rights**

If you are a California resident and would like a copy of our notice describing what categories of personal information we share with third parties or corporate affiliates for their direct marketing purposes and the names and addresses of the third parties and affiliates that received your information in the past year, please email a request to the following email address: [info@Knotsprings.com](mailto:info@Knotsprings.com). Please note "California Privacy" in the subject line of the email. Please allow up to 30 days for us to process your request. You may submit such a request once per year.