

Arclet Website Privacy Policy

Last modified: January 6th, 2025

NOTICE: We may sell your sensitive and biometric personal data.

Introduction

Arclet LLC ("**Company**" or "**We**") respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information that we may collect from you or that you may provide when you visit the website www.arclet.com (our "**Website**") and use the social media management services available on our Website (the "Platform"), as well as our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On our Website and through use of the Platform;
- In email, text, and other electronic messages between you and our Website; and
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by us or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or through our Website or the Platform.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website and/or the Platform. By accessing or using our Website and/or the Platform, you agree to this privacy policy. This policy may change from time to time (Please see **Changes to Our Privacy Policy** below). Your continued use of our Website after we make changes is deemed to be acceptance of those changes, so please check this policy periodically for updates.

Children Under the Age of 16

Our Website is not intended for children under 16 years of age. No one under age 16 may provide any information to or on our Website. We do not knowingly collect Personal Information (as defined below) from children under 16. If you are under 16, do not use or provide any information on our Website or on or through any of its features, including the Platform. If we learn that we have collected or received Personal Information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at: support@arclet.com

Residents of certain states under 13, 16, or 18 years of age may have additional rights regarding the collection and sale of their Personal Information. (Please see **Your State Privacy Rights** below for more information.)

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, email address, telephone number, or any other identifier by which you may be contacted online or offline ("**Personal Information**");
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us;
- Automatically as you navigate through our Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies; and
- From third parties, for example, our business partners.
- Through use of the Platform. Information collected automatically may include engagement metrics, reach, impressions and other performance aspects available through the Platform.

Information You Provide to Us.

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website or the Platform, subscribing to our service, posting material, or requesting further services. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions that you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your search queries on our Website.

You also may provide information to be published or displayed (hereinafter, "**Posted**") on public areas of our Website, Posted through the Platform or transmitted to other users of our Website or third parties (collectively, "**User Contributions**"). Your User Contributions are Posted on and transmitted to others at your own risk. Although we may limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of our Website or the Platform with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Information We Collect Through Automatic Data Collection Technologies.

As you navigate through and interact with our Website and the Platform, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on our Website;
- Details of your use of the Platform; and
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information that we collect automatically may include Personal Information. We may maintain such information or associate it with Personal Information that we collect in other ways or receive from third parties. These actions help us to improve our Website and the Platform and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns;
- Store information about your preferences, allowing us to customize our Website according to your individual interests;
- Speed up your searches; and
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. (For information about managing your privacy and security settings for cookies, see **Choices About How We Use and Disclose Your Information** below.)
- **Web Beacons.** Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on our Website and the Platform are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. (For information about how you can opt out of receiving targeted advertising from many providers, see **Choices About How We Use and Disclose Your Information.**)

How We Use Your Information

We use information that we collect about you or that you provide to us, including any Personal Information:

- To present our Website and its contents to you;
- To provide you with information, products, or services that you request from us;
- To fulfill any other purpose for which you provide it;
- To provide you with notices about your account, including expiration and renewal notices;
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- To notify you about changes to our Website or any products or services we offer or provide through it;
- To allow you to participate in interactive features on our Website;
- In any other way we may describe when you provide the information; and
- For any other purpose with your consent.

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please adjust your user preferences by sending us an email stating your request to support@arclet.com or sending a notice to PO Box 8142, Asheville NC 28804. (For more information, see **Choices About How We Use and Disclose Your Information** below.)

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your Personal Information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose Personal Information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates;
- To contractors, service providers, and other third parties we use to support our business;
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Arclet LLC's assets,

whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by Arclet LLC about our Website users is among the assets transferred;

- To third parties to market their products or services to you if you have not opted out of these disclosures. (For more information, see **Choices About How We Use and Disclose Your Information** below);
- To fulfill the purpose for which you provide it;
- For any other purpose disclosed by us when you provide the information; and
- With your consent.

We may also disclose your Personal Information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- To enforce or apply our Terms of Use (<https://www.arclet.com/terms-of-use>) service agreements, and other agreements, including for billing and collection purposes; and
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Arclet LLC, our customers, or others. This disclosure includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the Personal Information that you provide to us. We have created mechanisms to provide you with the following control over your information such as:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Website may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your Personal Information with unaffiliated or non-agent third parties for promotional purposes, you can opt out by sending us an email stating your request to support@arclet.com or sending a notice to PO Box 8142, Asheville NC 28804.
- **Promotional Offers from Us.** If you do not wish to have your email address used by us to promote our own or third parties' products or services, notify us by sending us an email stating your request to support@arclet.com or sending a notice to PO Box 8142, Asheville NC 28804. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to us as a result of a product purchase, warranty registration, product service experience, or other transactions.
- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience

preferences, notify us by sending us an email stating your request to support@arclet.com or sending a notice to PO Box 8142, Asheville NC 28804.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's [website](#).

Residents of certain states may have additional Personal Information rights and choices. (Please see **Your State Privacy Rights** below for more information.)

Accessing and Correcting Your Information

You can review and change your Personal Information by logging into our Website and visiting your account profile page.

You may also send us an email at support@arclet.com to request access to, correct, or delete any Personal Information that you have provided to us. We may not be able to delete your Personal Information except by also deleting your user account. We may not accommodate a request to change Personal Information if we believe the change would violate any law or legal requirement or cause the stored Personal Information to be incorrect.

If you delete your User Contributions from our Website, copies of your User Contributions may remain viewable through the Platform, in cached and archived pages, or might have been copied or stored by other Website users. Proper access and use of information provided on our Website and the Platform, including User Contributions, is governed by our Terms of Use (<https://www.arclet.com/terms-of-use>).

Residents of certain states may have additional Personal Information rights and choices. (Please see **Your State Privacy Rights** below for more information.)

Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their Personal Information.

California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to:

- Confirm whether we process their Personal Information;
- Access and delete certain Personal Information;
- Correct inaccuracies in their Personal Information, taking into account the Personal Information processing purpose;
- Data portability;
- Opt-out of personal data processing for:
 - targeted advertising (excluding Iowa);

- sales; or
- profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah); and
- Either limit (opt-out of) or require consent to process sensitive Personal Information.

The exact scope of these rights may vary by state. To exercise any of these rights please email us at: support@arclet.com. To appeal a decision regarding a consumer rights request, please email us at: support@arclet.com, within the specified number of days after the decision was rendered.¹

Nevada provides its residents with a limited right to opt-out of certain Personal Information sales. Residents who wish to exercise this sale opt-out rights may submit a request to: support@arclet.com.

Data Security

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of our Website like message boards. The information you share in public areas may be viewed by any user of our Website.

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 Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on our Website.

Social Networks

Some of our services via use of the Platform allow you to interact with or access social networks, including Facebook, Instagram, and LinkedIn (collectively, "Social Networks").² To gather content and aggregate analytics on your behalf through the Social Networks' application programming interfaces, we or the Platform may share or exchange some or all of the information that you have consented to provide when authenticating your account. Any information shared with the Social Networks as part of your use of the Platform will be handled according to the privacy policies of the Platform and the applicable Social Networks. For more details about these privacy policies and the security settings available on the Social Networks, you can find them here:

Platform Privacy Policy

¹ NT Arclet – You may want to consider creating a new email for the different notice purposes you may receive under the agreements. You want to avoid missing a request for opt-out in an email box that may be full with support questions. Again, you must comply with each specific state requirement for opt-out requests.

² NT Arclet – You should update this language to account for any additional social platforms added in the future.

Facebook and Instagram

LinkedIn

Changes to Our Privacy Policy; General Terms

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' Personal Information, we will notify you by email to the primary email address specified in your account. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

The word “including” means “including without limitation”.

If any provision of this policy is, for any reason, held to be invalid or unenforceable, the other provisions of this policy will be unimpaired and the invalid or unenforceable provision will be deemed modified so that it is valid and enforceable to the maximum extent permitted by law.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, or to register a complaint or concern, please email us at: support@arclet.com.