

PRIVACY POLICY OF JOSEPH REICHERT, INC.

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- Personal Data We Collect -

We collect various elements of your personal data when you make contact with us through our website, <https://www.josreichert.com>. You are deemed to make contact by browsing our website, purchasing items offered for sale on our website, downloading free materials from our website, sending emails to the electronic addresses listed on our website (josephr@josreichert.com and purchases@josreichert.com), submitting your comments to us through our website, and by corresponding with us at any physical mailing address which we maintain for receipt of hard copy correspondence and shipments. These elements of personal data can include one or more of the following pieces of information:

1. Your name, your email address, and your physical address,
2. Your gender (e.g., by use of "Mr.", "Mrs." etc.);
3. Your age;
4. Your IP address and your browser user agent string;
5. Various elements of your financial information (for example, if you send us a payment by check, we will acquire the name of your banking institution, your bank's routing number, your checking account number, and your physical address as displayed on your check.)
6. If you make contact with us, we may also be able to infer certain information not expressly stated by you, including but not limited to: your interests, your education and profession, your hobbies, avocations, and social and political opinions.

The foregoing is not a complete list of all information that may become accessible to us when you make contact with us, but is a good faith statement of all the information we believe we can readily access.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to determine if you are using it. The Gravatar service privacy policy is available here: <https://www.automattic.com/privacy>. After approval of a comment you have posted, your profile picture will be visible to the public in the context of the material you have submitted.

- How We Use Your Personal Information -

Any information we gather concerning you may be used by us for the following purposes:

1. To verify that you are who you claim to be, to verify your identity,
2. To verify that you have the right to use any form of payment you have tendered to us (for example, that you are an authorized user of a credit card or bank account you use to pay us.)
3. To fill orders and to communicate with you in response to questions and complaints about orders.
4. To communicate with you concerning comments you have submitted.
5. To notify you via email regarding new products we offer, including any items or information we may offer free of charge. **(Note: you may opt out of our email advertising by replying to email announcements with a request to be excluded from further email solicitations.)**

- Data Retention Policy -

We may retain your personal data indefinitely, and make no warranty that it will be discarded, erased or destroyed once it has been communicated to us.

- Submissions Delivered To Us - - Special Caution Concerning Images -

We do not encourage our readers and patrons to send us unsolicited materials for publication, except for text and images contained in comments on our articles. If you upload images to our website for any reason, you should avoid uploading images with embedded location data, including EXIF and GPS. Visitors to our website can download and extract any location data from images we display.

- Embedded Content From Other Websites -

Written materials appearing on this site may include embedded content from other sites we do not control. Such embedded content may take the form of videos, images, articles, etc. Embedded content from other websites behaves as it would had you visited those websites. Those websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with their embedded content, including tracking your interaction with embedded content if you have an account with those external websites and are logged into them.

- Sharing Your Data -

We do not voluntarily share your data with anyone outside of our corporate office; therefore, the only persons with access to it are the shareholders, officers, directors and employees of Joseph Reichert, Inc.

We make an exception to this rule under the following circumstances: if you request that we share your data, or if we are required to do so to fulfill the requirements of the law (by way of example, but not limitation, in the case of a valid subpoena issued by a court of competent jurisdiction, or a demand by governmental tax authorities requiring us to show our sources of income). We will not sell your data to anyone.

- **Third Parties From Whom We Receive Data** -
- **No Automated Decision Making Or Profiling** -

We do not receive data from any third parties, and in particular do not participate in or subscribe to any type of prospect list services or automatic email advertising services. We do not engage in automated decision making or profiling. We do review lists which reveal the geographical areas from which our visitors access our website, as a means of determining how to make our site and our products more accessible to our users, but we do not make any determination concerning their individual identities beyond the information they voluntarily provide to us.

- Information You Place In Emails To Joseph Reichert, Inc. -

If you correspond with us by email for any reason, you may choose to include information about yourself in your email correspondence. Please be aware that we cannot control the contents of email you send to us. We do not make it a practice to purge our email directories, and any information you send to us by email may potentially be retained indefinitely. As with your other data (your name, as you have provided it to us, your email address, your IP address, and your browser user agent string) the contents of your emails to us are not the subject of any special protections. We will not voluntarily publish your emails to third parties unless you request we do so, but we make no other guarantees concerning their security.

PLEASE RETURN TO REVIEW THIS PRIVACY POLICY FROM TIME TO TIME. WE RESERVE THE RIGHT TO AMEND IT AS THE NEEDS OF OUR ENTERPRISE CHANGE. HOWEVER, ANY CHANGES WE MAKE WILL ONLY APPLY PROSPECTIVELY; THAT IS, ANY INFORMATION YOU PROVIDE TO US WILL CONTINUE TO BE TREATED IN CONFORMITY WITH THE PUBLISHED PRIVACY POLICY IN PLACE ON THE DATE YOU SUBMITTED YOUR INFORMATION TO US.