

# Engineered Floors, LLC

## Privacy Policy

**Last modified:** June 2021

### **Introduction**

Engineered Floors, LLC (“**Company**,” “**we**,” “**our**,” “**us**”) respects your privacy and is committed to protecting it for our customers, vendors and suppliers and for visitors and users of the Website (“**you**”) through our compliance with this privacy policy (this “**Privacy Policy**”).

This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit or interact with the following websites: [www.engineeredfloors.com](http://www.engineeredfloors.com), [www.engineeredfloorsllc.com](http://www.engineeredfloorsllc.com), [www.engineeredfloorscommercial.com](http://www.engineeredfloorscommercial.com), [www.efcontractflooring.com](http://www.efcontractflooring.com), [www.jjflooringgroup.com](http://www.jjflooringgroup.com), [www.efsales.com](http://www.efsales.com), [www.efcarpetmart.com](http://www.efcarpetmart.com), [www.dwrewards.com](http://www.dwrewards.com), [www.myefmarketing.com](http://www.myefmarketing.com), and [www.efmarket.store](http://www.efmarket.store) or any other website owned and/or operated by the Company and including any content, functionality and services offered thereon or through it (the “**Website**”) and when you provide us information as a prospective or actual customer, supplier, or vendor and our practices for collecting, using, maintaining, protecting and disclosing that information.

This Privacy Policy applies to information we collect:

- On the Website;
- In email, text and other messages or communications between you and the Company;
- Through mobile and desktop applications you may download from the Website, which provide dedicated non-browser-based interaction between you and the Website;
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this Privacy Policy;
- When you provide us information whether through the Website or offline as a perspective or actual customer, supplier or vendor; or
- When you interact with us offline or through any other means, including on any other website operated by Company or any third party (including our affiliates and subsidiaries)

It does not apply to information collected by any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this Privacy 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 the Website. By accessing or using the Website, you agree to this Privacy Policy. This Privacy Policy may change from time to time. Your continued use of the Website or continued interaction or communication with the Company after we make changes is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates.

California residents may have additional rights regarding the collection of their personal information. If you are a California resident, please see our [Privacy Policy Notice for California Residents](#) for more information.

### **Information We Collect About You and How We Collect It**

We collect several types of information from and about users and visitors of the Website and customers we interact with, including information:

- By which you may be personally identified, such as name, postal address, billing address, e-mail address, telephone number, social security number, payment and other financial information, credit history and information, or any other similar information or identifier by which you may be contacted online or offline (“**Personal Information**”);
- That is about you but individually does not identify you; and

- About your network information such as internet connection, history or activity information, the equipment you use to access the Website and usage details and interactions with the Website.

We collect this information:

- Directly from you when you provide it to the Company;
- Automatically as you navigate through the 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.

### ***Information You Provide to Us***

The information we collect that you may provide to use may include:

- Information that you provide by filling in forms on or off the Website. This includes information provided at the time of registering to use Online Ordering and Payment System on the Website, applying for financing through our Credit Application, subscribing to our service or communications with the Company, posting material, or requesting further services, products, or information. We may also ask you for information when you enter a contest or promotion sponsored by us and when you report a problem with the Website;
- Records and copies of your correspondence (including email addresses), if you contact us;
- Records or copies of information to maintain customer accounts and keep records of transactions;
- Your responses to surveys that we might ask you to complete for research purposes;
- Details of transactions you carry out through the Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through the Website. Please refer to our [Credit Agreement](#) and our [Standard Terms and Conditions of Sale](#); and
- Your search queries on the Website.

You also may provide information to be published or displayed (hereinafter, “**Posted**”) on public areas of the Website or transmitted to other users of the 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 or you may set certain privacy settings for such information by logging into your account profile, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website or through third party websites 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 the Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:

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

The information we collect automatically is only statistical data and does not include Personal Information, but we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties. It helps us to improve the Website 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 the Website according to your individual interests;
- Speed up your searches; and
- Recognize you when you return to the 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 the 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 the Website.
- **Flash Cookies.** Certain features of the Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from and on the Website. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- **Web Beacons.** Pages of the 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 the Company, 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).

We do not collect Personal Information automatically, but we may tie this information to Personal Information about you that we collect from other sources or you provide to us.

### **Third-Party Use of Cookies and Other Tracking Technologies**

Some content or applications, including advertisements, on the Website may be 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 the 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.

### **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 the 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, orders, shipments and other similar account and purchase order information and 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 the Website or any products or services we offer or provide;
- To allow you to participate in interactive features on the Website;

- To respond to any product warranty issues which you request from us;
- 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 Personal Information to contact you about our own goods and services that may be of interest to you. If you do not want us to use your information in this way, please check the relevant box located on the form on which we collect your data, your order form, or adjust your user preferences in your account profile, as applicable.

We may use the information, including Personal 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 and information that does not identify any individual visitor of the Website without restriction.

We may disclose your information, including 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 and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them;
- 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 the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by the Company about the Website users is among the assets transferred;
- To fulfill the purpose for which you provide it;
- For any other purpose disclosed by us when you provide the information; or
- With your consent.

We may also disclose your information, including 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 [Website Terms of Use](#), [Credit Agreement](#), our [Standard Terms and Conditions of Sale](#), [Privacy Policy Notice for California Residents](#), and other agreements, including for billing and collection purposes; or
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others. This 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 information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **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. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

We do not control third parties' collection or use of your information. 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.

### **Accessing and Correcting Your Information**

You can review and change your Personal Information by logging into the Website and visiting your account profile page. You may also send us an email at [questions@engineeredfloors.com](mailto:questions@engineeredfloors.com) to request access to, correct or delete any Personal Information that you have provided to us. In some cases, we cannot 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 information to be incorrect or if the information falls under any exception to any law or legal requirement entitling the Company to retain such information.

Please note that, if you delete any User Contributions from the Website or third party websites, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Website users. Proper access and use of information provided on the Website, including User Contributions, are governed by our [Website Terms of Use](#).

### **Data Rights**

We respond to all requests that we receive from individuals who wish to exercise their data protection rights in accordance with applicable data protection laws and comply with all requests in accordance with our obligations under certain laws and regulations of which we are obligated to comply. Depending on your residency and our legal obligations, in certain circumstances you may have the following rights:

- You may choose to access, correct, update, or request deletion of your Personal Information;
- You may object to processing of your Personal Information;
- You may withdraw your consent at any time if we have collected and processed your information with your consent. Withdrawing your consent will not affect the lawfulness of any processing that we conducted prior to your withdrawal, nor will it affect processing of your information conducted in reliance on lawful processing grounds other than consent; or
- If you have any questions or requests related to your Personal Information or how the Company processes them, please contact the Company at [questions@engineeredfloors.com](mailto:questions@engineeredfloors.com). Proof of identity and other verification information will be required to protect personal data against unauthorized access. Any personal data collected to respond to an inquiry or fulfill a request may be retained for 90 days or as required or permitted under any applicable law after request closure and then deleted. This will allow for follow-up processing as necessary.

If you are a California resident, California law may provide you with additional rights regarding our use of your Personal Information. To learn more about your California privacy rights, visit our [Privacy Policy Notice for California Residents](#).

### **Data Security**

We have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration and disclosure. All information, including Personal Information, you provide to us is stored on our secure servers behind firewalls in the United States unless legally required to be kept elsewhere. Any payment transactions and financial payment information will be encrypted using SSL technology.

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 the 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 the Website like message boards. The information you share in public areas may be viewed by any user of the 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 the 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 the Website.

### **Children Under Age 18**

The Website is not intended for children under 18 years of age. No one under age 18 may provide any information to or on the Website. We do not knowingly collect Personal Information from children under 18. If you are under 18, do not use or provide any information on the Website or through any of its features, register on the Website, make any purchases through the Website or with the Company, use any of the interactive or public comment features of the Website, or provide any information about yourself to us, including your name, address, telephone number, email address or any screen name or user name you may use. If we learn we have collected or received information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at [questions@engineeredfloors.com](mailto:questions@engineeredfloors.com).

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to this Privacy Policy on this page. The date this Privacy Policy was last modified is identified at the top of the page. You are responsible for periodically visiting the Website and this Privacy Policy to check for any changes. **Your continued use of the Website or continued interaction or communication with the Company following the posting of any changes to this Privacy Policy constitutes your acceptance of such changes.**

### **Contact Information**

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at:

Engineered Floors LLC

1502 Coronet Dr

Dalton, GA 30720

855-343-5667

[questions@engineeredfloors.com](mailto:questions@engineeredfloors.com)