

# Privacy Policy

This Privacy Policy explains how information about you is collected, used and disclosed by WireXpress and our subsidiaries and affiliated companies (collectively, "**WireXpress**", "**we**" or "**our**"). This Privacy Policy applies to information we collect when you access and use the services and features offered on wirexpress.com and any of our other websites or mobile applications that link to this policy (the "**Sites**").

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the end of the policy and, in some cases, we may provide you with additional notice (such as adding a statement to our homepage or sending you a notification). We encourage you to review the Privacy Policy whenever you access the Sites to stay informed about our information practices and the ways you can help protect your privacy.

## Language of the Privacy Policy

Where WireXpress has provided a foreign translation of the English language version of this Privacy Policy, the translation is provided for your convenience only and you agree that the English language version of this Privacy Policy will govern your usage of the Sites. If there is any contradiction between the English language version of this Privacy Policy and a translation, then the English language version will take precedence. The parties have expressly requested and required that this Privacy Policy and all other related documents be drawn up in the English language. *Les parties conviennent et exigent expressément que ce Politique de Confidentialité et tous les documents qui s'y rapportent soient rédigés en anglais.*

## Collection of Information

**Information You Provide Us.** We collect information you provide directly to us. For example, when you visit the Sites, we collect information when you request a quote, create an account, participate in any interactive features of Sites, order products, sign up for a newsletter or provide general feedback. The types of information we may collect include your name, company name, credit card information, street address, telephone number, email address and any other information you choose to provide. In the event that you register for an enterprise account, we may also collect information about your authorized users, including their names, titles, telephone numbers, fax numbers and email addresses.

**Information We Collect Automatically When You Use Our Sites.** When you access or use our Sites, we automatically collect information about you, including:

- **Transaction Information:** When you purchase or return products, we collect information about the transaction, such as the product name, purchase price and quantity ordered.
- **Log Information:** We log information about your use of the Sites, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our Sites.

- **Device Information:** We collect information about the computer or mobile device you use to access our Sites, including the hardware model, operating system and version, unique device identifiers and mobile network information.
- **Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information, including cookies and web beacons. Cookies are small text files that a website or its service provider transfers to your devices, such as mobile devices or computers through your web browser (if you allow) that enables the websites or service providers' systems to recognize your browser and capture and remember certain information. We use cookies to help us remember and process the items in your shopping cart, understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction.

**Information We Collect From Other Sources.** We may also obtain information from other sources and combine that with information we collect through our Sites. For example, if you create or log into an account by using social network credentials, such as LinkedIn or Facebook, we will have access to certain information from that site, such as your name, account information and friends lists, in accordance with the authorization procedures determined by such social media site.

## Use of Information

We may use information about you for various purposes, including to:

- Provide, maintain and improve our Sites;
- Personalize and improve your experience using the Sites and provide advertisements, content or features that match user profiles or interests;
- Provide and improve our customer service, including to respond to your comments, questions and requests;
- Analyze and manage our business;
- Fulfill orders and requests for products, services or information;
- Process credit card and other forms of payment;
- Track and confirm orders and process returns and exchanges;
- Send technical notices, updates, security alerts and support and administrative messages
- Communicate with you about services, offers, promotions, rewards, and events offered by WireXpress and others;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose described to you at the time the information was collected.

WireXpress is based in the United States and the information we collect is governed by U.S. law. However, as WireXpress operates internationally, we may need to make your information available to companies and/or branches within our group which may be located outside of the U.S., including in countries which may not provide the same level of protection of your information as in your home jurisdiction.

By accessing or using the Sites or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and to other countries.

## Sharing of Information

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- If you access and use the Sites as an authorized user in connection with an enterprise account, we will share certain information about you and the actions you take on the Sites (such as product purchase information) with your account administrator;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of WireXpress or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company; and
- With your consent or at your direction, including if we notify you through our Sites that the information you provide will be shared in a particular manner and you provide such information.

## Social Sharing Features

The Sites may offer social sharing features and other integrated tools (such as the Facebook "Like" button), which let you share actions you take on our Sites with other media, and vice versa. The use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the entity that provides the social sharing feature. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the entities that provide these features.

## Advertising and Analytics Services Provided by Others

We may allow others to serve advertisements on our behalf across the Internet and to provide analytics services. These entities may use cookies, web beacons and other technologies to collect information about your use of the Sites and other websites, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. This information may be used by WireXpress and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Sites and other websites and better understand your online activity. For more information about Internet-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit [www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp) and [www.aboutads.info/choices](http://www.aboutads.info/choices).

## Security

WireXpress takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

## Your Choices

**General.** You may at any time review or ask for the rectification or removal of your information by contacting us at WireXpress, 1601 Feehanville Drive, Mount Prospect, Illinois 60056 or by e-mail at [customer.service@wirexpress.com](mailto:customer.service@wirexpress.com). However, note that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period of time.

**Cookies.** Most web browsers are set to accept cookies by default. You can block cookies by activating the setting on your web browser that allows you to refuse the setting of all or some

cookies. These settings are usually found in the 'options' or 'preferences' menu of your web browser. In order to understand these settings or get further information, refer to the documentation provided by the provider of the web browser you are using. For further information about deleting or blocking cookies, please visit: <http://www.allaboutcookies.org>. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our Sites or perform certain functionalities of the Sites, such as requesting a quote.

**Promotional Communications.** You may opt out of receiving promotional emails or messages from WireXpress by following the instructions in those emails or messages or by using other tools we may make available. If you opt out, we may still send you non-promotional communications, such as those about your account or our ongoing service relationship.

## Your California Privacy Rights

California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. If you are a California resident and would like to make such a request, please contact us by using the Contact Form or emailing us at [customer.service@wirexpress.com](mailto:customer.service@wirexpress.com).

## Your Canada Privacy Rights

Canadian federal and provincial laws permit Canadians to request certain details about what information is collected about them and how it used and/or disclosed. If you are a Canadian resident and would like to make such a request, please contact us by using the Contact Form or emailing us at [customer.service@wirexpress.com](mailto:customer.service@wirexpress.com).

## Contact Us

If you have any questions about this privacy policy, the data processing practices of WireXpress, or our Sites, you can contact us at:

WireXpress  
Attn: Chief Compliance Officer  
1601 Feehanville Drive  
Mount Prospect, Illinois 60056 USA  
Email: [customer.service@wirexpress.com](mailto:customer.service@wirexpress.com)

**This policy was last revised on April 1, 2017**