

# MEVCO Privacy Policy

**Effective Date:** October 28, 2024

## Your Privacy Matters

MEVCO ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://mevco.com> (the "Site") or interact with us.

We value your trust and want to be transparent about how we handle your data. Please take a moment to read this policy carefully. If you do not agree with its terms, please do not access the Site.

## What Information Do We Collect?

We collect information in two ways:

- **Information You Provide:** When you register on the Site, place an order, subscribe to our newsletter, participate in a survey, contact customer support, or otherwise interact with us, you may provide us with information that identifies you, such as:
  - **Contact Information:** Your name, email address, phone number, postal address, and similar information.
  - **Account Information:** Usernames, passwords, and other information you use to create an account.
  - **Transaction Information:** Details about your orders, such as products purchased, payment method, and shipping address.
  - **Customer Service Information:** Records of your interactions with our customer support team, including emails, chat logs, and phone calls.
  - **Other Information:** Any other information you choose to provide, such as your social media handles, job title, or feedback.
- **Information We Collect Automatically:** We automatically collect certain information about your interactions with the Site and our services, such as:
  - **Device Information:** Your IP address, device type, operating system, browser type, and unique device identifiers.
  - **Usage Data:** Pages you visit, links you click, features you use, the date and time of your visit, and the referring URL.

- **Location Information:** Approximate location information based on your IP address or, with your consent, more precise location information from your device.
- **Cookies and Similar Technologies:** We use cookies and similar technologies (like web beacons and pixel tags) to collect information about your browsing activity. These technologies help us analyze website traffic, personalize your experience, and deliver targeted advertising.

## How Do We Use Cookies?

We use different types of cookies for various purposes:

- **Essential Cookies:** These cookies are necessary for the Site to function properly. They enable basic features like page navigation and access to secure areas.
- **Analytical/Performance Cookies:** These cookies help us understand how visitors use our Site, such as which pages are most popular and how visitors move around the Site. This information helps us improve the Site's performance and user experience. We use Google Analytics for this purpose.
- **Functionality Cookies:** These cookies allow the Site to remember choices you make (like your preferred language or region) and provide enhanced features.
- **Targeting/Advertising Cookies:** These cookies are used to deliver ads that are more relevant to you and your interests. They may also be used to limit the number of times you see an ad and measure the effectiveness of advertising campaigns.

You can control cookies through your browser settings. Most browsers allow you to block all cookies, block only third-party cookies, or delete existing cookies. However, blocking cookies may affect the functionality of our Site.

## Why Do We Collect Your Data?

We collect and use your information for the following purposes:

- **To Provide and Improve Services:** We use your data to operate our website, fulfill your orders, provide customer support, and improve your experience on the Site. For example, we use your IP address to diagnose problems with our server and your order history to recommend products you might like.
- **To Respond to Your Requests:** We use your information to respond to your comments, questions, and requests. For example, we use your email address to respond to your inquiries and send you order confirmations.

- **To Send You Marketing Communications:** With your consent, we may use your email address and other contact information to send you newsletters, promotional offers, and other marketing communications. You can unsubscribe from these communications at any time.
- **To Personalize Your Experience:** We use your data to personalize your experience on the Site, such as by showing you relevant product recommendations and targeted advertising.
- **To Analyze Site Usage:** We use data analytics to understand how visitors use our Site, which helps us improve its content and functionality.
- **To Protect Our Rights and Interests:** We may use your information to prevent fraud, enforce our terms of service, and protect our legal rights and the rights of others.
- **To Comply with Legal Obligations:** We may use your information to comply with applicable laws and regulations, such as tax laws and consumer protection laws.

### **What Is Our Legal Basis for Processing Your Data?**

We rely on the following legal bases to process your personal data:

- **Consent:** We will obtain your consent before collecting or using your personal data for marketing purposes or for any other purpose where consent is required by law.
- **Contractual Necessity:** We process your data when it's necessary to fulfill a contract with you, such as processing your orders and delivering products.
- **Legal Obligation:** We process your data when we are legally required to do so, such as for tax reporting or to comply with a court order.
- **Legitimate Interests:** We may process your data when it's necessary for our legitimate interests, such as to improve our Site and services, prevent fraud, and protect our legal rights, as long as these interests don't override your fundamental rights and freedoms. For example, we use your browsing history to improve the content and functionality of our Site and to personalize your experience.

### **Who Do We Share Your Data With?**

We may share your information with the following categories of third parties:

- **Service Providers:** We share data with service providers who assist us with various business functions, such as:
  - **Website Hosting:** Amazon Web Services

- **Data Analytics:** Google Analytics
  - **Payment Processing:** Stripe
  - **Order Fulfillment:** [Name of fulfillment provider(s)]
  - **IT Support:** [Name of IT provider(s)]
  - **Customer Service:** [Name of customer service provider(s)]
  - **Email Delivery:** Mailchimp
  - **Credit Card Processing:** [Name of credit card processor(s)]
  - **Auditing:** [Name of auditing firm(s)]
- **Business Partners:** We may share data with business partners with whom we jointly offer products or services, or whose products or services we believe may be of interest to you. We will only do this with your consent.
  - **Advertising Networks:** We may share information with advertising networks to display targeted ads to you on our Site and other websites.
  - **Authorities:** We may disclose your information to government agencies or law enforcement if required to do so by law or if we believe that such disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with a judicial proceeding, court order, or legal process.
  - **Potential Acquirers:** We may share data 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.

### **Do We Transfer Your Data Internationally?**

We may transfer your personal data to countries outside of your jurisdiction, including the United States. If we transfer your data to a country that does not have the same level of data protection as your country, we will take steps to ensure that your data is adequately protected, such as by using Standard Contractual Clauses approved by the European Commission or relying on adequacy decisions.

### **How Long Do We Keep Your Data?**

We will retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, or to comply with legal obligations, resolve disputes, and enforce our agreements.

## How Do We Protect Your Data?

We take reasonable and appropriate measures to protect your personal information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction.

These measures include:

- **Encryption:** We use encryption to protect your data when it is transmitted over the internet.
- **Access Controls:** We restrict access to your personal data to authorized personnel only.
- **Data Security Training:** We provide data security training to our employees to ensure they understand how to handle your data securely.
- **Security Audits:** We regularly conduct security audits and vulnerability assessments to identify and address potential security risks.
- **Physical Security:** We maintain physical security measures to protect our data centers and other facilities where your data is stored.

## Your Privacy Rights

Depending on your location and applicable privacy laws, you may have the following rights:

- **Right to Access:** You can request access to the personal information we hold about you.
- **Right to Correction:** You can request that we correct any inaccuracies in your information.
- **Right to Deletion:** You can request the deletion of your personal information, subject to certain exceptions.
- **Right to Opt-Out of Sale/Sharing:** You can opt-out of the sale or sharing of your personal information. While we do not currently sell your information, we may share it with third parties for targeted advertising, which may be considered a "sale" under some laws. You can opt-out of this sharing by using the opt-out link provided in our marketing emails or by contacting us.
- **Right to Limit Use and Disclosure of Sensitive Personal Information:** You can limit the use and disclosure of your sensitive personal information.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your privacy rights.

## **How to Exercise Your Rights**

To exercise any of your privacy rights, please contact us using the contact information provided below. We will respond to your request within a reasonable timeframe, as required by applicable law.

## **Notice at Collection**

At or before the point of collection of your personal information, we will provide you with notice about the categories of personal information collected and the purposes for which the information will be used.

## **Authorized Agent**

You may designate an authorized agent to make a request on your behalf. To do so, you must provide the agent with written permission to act on your behalf, and we may require you to verify your identity directly with us.

## **Financial Incentives**

We may offer financial incentives, such as discounts or rewards, for the collection, sale, or deletion of your personal information. We will provide a clear description of the material terms of any financial incentive offered, and we will obtain your prior opt-in consent before implementing any new financial incentive program.

## **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will post any changes on this page and, if the changes are material, we will provide you with additional notice, such as by email or through a prominent notice on the Site.

## **Contact Us**

If you have any questions about this Privacy Policy or wish to exercise any of your privacy rights, please contact us:

- **By email:** info@mevco.com
- **By phone:** 309-585-2075
- **By mail:** 3 Quest Drive #108, Bloomington, IL 61704, USA