

Privacy Policy 2013

Privacy Policy Effective Date: May 15, 2011

Welcome to BMSINDUSTRIALBAGS.COM (the "Site"), which is owned and operated by BMS INDUSTRIAL BAGS ("we"). This Privacy Policy informs you of what information we may collect from or about you on the Site, how we may use such information, and your rights and choices regarding our use of your information. Please read this Privacy Policy carefully before using the Site. This Privacy Policy, together with our Terms of Use ([click here](#)), constitute the legal contract between you and us concerning your use of the Site, including any purchase you make on the Site. By using this Site, you signify your acceptance and consent to be bound by this Privacy Policy. If you disagree with any provision of this Privacy Policy, please do not use the Site.

We reserve the right to amend this Privacy Policy at any time. We will inform you of any material changes to this Privacy Policy by posting a notice on the Site. If you are on our emailing list or if you have an account on the Site, we may also notify you of such material changes via email. By continuing to use the Site after such notice, you agree to be bound by this Privacy Policy as modified.

1. What Information We May collect

1.1 Personal Information: This refers to your personally identifiable information, including, without limitation, first and last name, telephone number, email address, mailing/shipping address, Payment Account Information (as defined below) and Credit Application Information (as defined below). Many areas and features on the Site do not require registration and may be accessed by you without having to disclose any Personal Information. However, to the extent you voluntarily provide your Personal Information to us, we collect such information. For example, we collect Personal Information from you: (i) when you register to open an account on the Site; (ii) when you join our electronic mailing list; (iii) when you make a purchase from us on the Site (in such

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case, we collect your credit card, bank account or other payment account information ("Payment Account Information") so as to enable us to process and fulfill your order); (iv) when you apply for credit from us on the Site (in such case, we collect certain information about your business, such as name, contact information, entity type, owner(s) and officer(s), tax status, bank references, and trade references (collectively "Credit Application Information"), so as to enable us to evaluate your credit application); and/or (v) when you submit a request or inquiry to us on the Site; each of the foregoing is referred to hereinafter as a "Transaction or Request." Whether or not to disclose Personal Information is completely your choice. However, without your information, we will not be able to process your Transaction or Request.

1.2 Aggregate and Anonymous Information: This refers to any information that does not identify you individually. For example, we may collect anonymous group data (demographics, interests and preferences, etc.) about customers when they register on the Site. We also collect aggregate traffic data pertaining to the Site, such as: total page views in a given time period; total impressions per ad; average amount of time that visitors spend on the site each time they visit; average amount of time that visitors spend on each page of the site; percentage of visitors from a certain geographical area, etc. Moreover, we may combine user activity information (as described in Section 1.3 below) about you and other users of the Site to generate aggregate information that reflects activities, habits, preferences, interests, etc. about our users as a group. In addition, we may take Personal Information and make it non-personally identifiable, such as by aggregating your information with information about other users, or by removing personally-identifiable elements (such as names) so as to "anonymize" or "de-personalize" your information.

1.3 User Activity Information: This refers to information we may collect about user activities on the Site. For example, our Site servers

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may automatically collect and log "clickstream data" for all visitors to the Site, such as IP addresses (which are numerical numbers that are automatically assigned to users' computers and mobile devices when they are surfing the Internet), page requests, pages visited, content viewed, clicks and search queries made, etc. We also use Cookies & Web Beacons to collect user activity information on the Site (see Section 6 below for more information).

To the extent we use user activity information in a manner that identifies a specific user individually (e.g., if we link or associate such information with name or address), it will be treated as "Personal Information." Otherwise, user activity information will be treated as "Aggregate and Anonymous Information."

2. How We May Use the Information

As a general matter, we use information collected from and/or about our users and customers to improve our products and services, to improve the Site and Site Content, to administer and maintain operations of the Site, to administer and manage transactions and relationships with our users and customers, to offer, market and advertise our products and services to our users and customers, and to conduct market research and analysis.

2.1 For Transaction/Customer Relation Purposes: If you provide Personal Information to us in connection with a Transaction or Request, we will use your information to process, administer, manage, and communicate with you regarding such Transaction or Request. For example: (i) if you register to open an account on the Site, we will use your information to set up, administer, service, and communicate with you regarding, your account; (ii) if you join our electronic mailing list, we will use your information to send you our electronic communications, including our newsletters and our company announcements, notices and updates; (iii) if you make a purchase from

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us, we will use your information to process, fulfill, and communicate with you regarding, your order; please note that we will use and share your Payment Account Information only for purposes directly related to your purchase and will not use or share such information for any other purposes; (iv) if you apply for credit from us, we will use your information to evaluate and communicate with you regarding your application; please note that we will use and share your Credit Application Information for credit evaluation purposes only and will not use or share such information for any other purposes; and (v) if you submit a request or inquiry to us, we will use your information to respond to your request or inquiry. Also, if you provide your email address or mailing address to us, we may use such address to send you notices of a transactional, administrative or relationship nature or as required by law, such as notice of a material change in this Privacy Policy and/or our Terms of Use ([click here](#)) for the Site, notice of an actual or suspected security breach that affects your Personal Information stored by or for us, etc.

2.1.1 Sharing with Account Executives: If you submit a product related request or inquiry to us, or if you make a purchase from us, we may share your name and contact information (such as email address) with one or more of our Account Executives (as defined below) so that they can communicate with you on our behalf to assist with your request/inquiry/transaction and/or to further our relationships and future dealings with you as a customer. As used herein, "Account Executives" means our local sales representatives throughout the United States who represent our product lines. Many of our Account Executives work for us as independent contractors and often have their own websites.

2.2 For Marketing Purposes: We may use your name and contact information (such as email address) to offer, market and advertise to you our and/or our business partners' products and services that may be of interest to you. See Section 4.3 below regarding your opt-out choice.

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2.2.1 Sharing with Service Providers: We will share your information (including your Payment Account Information when appropriate) with our suppliers, fulfillment partners, payment processors, payment gateway providers, and other third-party vendors (collectively "Service Providers") who need to access your information in order to perform necessary services for us or the Site, including, without limitation, order and payment processing, order fulfillment/production, order shipping & delivery, invoicing/billing, data processing and storage, data security, and hosting, operation and maintenance for the Site.

2.4 Disclosure Under Other Circumstances: We may disclose your information to others if doing so is required by law or, in our good faith belief, is reasonably necessary to: (i) comply with legal process (including a court order or subpoena); (ii) cooperate with law enforcement; (iii) enforce this Privacy Policy and/or our Terms of Use for the Site; (iv) respond to an emergency; or (v) protect the rights, property or safety of our company, our users or customers, and/or the public.

In addition, we may transfer your information as part of our assets if we (or parts of our businesses) are sold or transferred to, merged with, or acquired by a third party. Upon such transfer, the privacy policy of the acquiring entity may govern the further use of your information.

2.5 Market Research Use: We may use and share Aggregate and Anonymous Information to conduct market research and analysis for ourselves and/or for our business partners. Given the anonymous, non-personally identifiable nature of such information, there are no restrictions under this Privacy Policy on how we may use or disclose such information. For example, we may freely share such information with third parties who may use such data for their own marketing, advertising, research, or other business purposes. We may also freely share such information with our Service Providers in order for them to

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perform services to or for us.

4 Security

We use commercially reasonable measures to safeguard Personal Information that you have shared with us, but absolute security cannot be guaranteed. It is important for you to protect against unauthorized access to your account access information and to your computer. We urge you to keep your account login information in a safe place and not to divulge it to anyone. Also, remember to sign off your account and close your browser window when you have finished your visit. This is to ensure that others cannot access your account, especially if you are sharing a computer with someone else or are using a computer in a public place such as a library or an Internet cafe. We will endeavor to notify you in the event we become aware of a breach or suspected breach of the security of your Personal Information stored by or for us. However, we shall not be liable for any breach of the security of your Personal Information resulting from causes or events that are beyond our control, including, without limitation, your own act or omission, corruption of storage media, defects in third-party data security products or services, power failures, natural phenomena, riots, acts of vandalism, hacking, sabotage, or terrorism.

We use one or more secure servers for the Site. By secure, we mean that the Site uses the Secure Socket Layer (SSL) protocol and that our web servers are capable of delivering 128-bit encryption. For example, when you make a purchase on the Site, your Personal Information (including Payment Account Information) is transmitted using the SSL protocol and then encrypted (using industry-standard 128-bit SSL technology) into a secure database maintained by our payment gateway provider, which will be accessible only by those who are authorized to access the information and who are required to keep the information confidential. Please note, however, that your browser, not

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our web servers, ultimately determines the exact level of encryption. You may not be able to shop online if your browser does not support SSL or if you are accessing the Internet from behind a firewall that prohibits SSL transactions.

5 Cookies

5.1 Cookies: We may send cookies, which are small pieces of data, to your web browser to facilitate your use of the Site. Cookies help us deliver content specific to your interests and permit our servers to recall information from your prior visits to the Site. We may use information collected from cookies in conjunction with other information we have collected from you. We do not, however, use cookies to access information on your computer or device. You can choose whether to accept cookies by adjusting the settings of your browser. If your browser is set to reject cookies, you may still enter the Site, but you may not have full access to all areas within the Site.

6 Links to Third-Party Websites

The Site may contain links to third-party sites that are not owned or controlled by or affiliated with us. We are not responsible for the privacy practices of such third-party sites. Once you enter such a third-party site, this Privacy Policy will no longer apply, and any information collected from or about you on that third-party site will be governed by the privacy policy of that third party. Such third-party sites' privacy policies and practices may be substantially different from those of ours. They may send their own cookies to you and may collect data about you and make use of that data in ways that we would not. You access such third-party sites entirely at your own risk. You should always read the privacy policy for a third-party site before disclosing any personal information on such site.

7 Protecting Children

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The Site is not designed or intended for anyone under the age of 13, and we do not knowingly collect personal information from anyone under 13 on the Site. Children under the age of 13 will not be permitted to register, make a purchase, or otherwise interact with us on the Site. If we discover that any registration or transaction is made by an underage child, such registration or transaction will be immediately and permanently canceled and removed from the Site, with or without notice. We urge parents and guardians to spend time online with their children and to participate in and monitor the online activities of their children.

8 Contact Us

All communications pursuant to this Privacy Policy should be sent to us via postal mail or email, as follows:

BMS INDSUTRIAL BAGS
110 N. 1175 W.
LOGAN UTAH 84341
PHONE:435-770-8914