

# YESCO Electrical Supply, Inc.

## Full Privacy Statement

Last Updated: April 4th, 2018

### OVERVIEW

YESCO takes our customers' privacy seriously. This Privacy Statement describes:

- How we gather information about you
- How we use and share your information
- The choices you can make regarding your information
- How we protect your information

This Statement applies to customer information we collect in the United States and through this website.

### INFORMATION WE GATHER

We gather information about you in a variety of ways.

#### *Information You Give Us*

If you make purchases through this website or register for an account, we will collect personal information such as your name; the name of your company; contact person name; physical address; telephone and/or fax number; email address; and credit or debit card information. We also collect information about you if you contact us or request information from us regarding a product or service.

#### *Automatically Collected Information*

If you browse our website, we will automatically gather technical information such as your IP address; browser and operating system information; your click path through our website; and, if you linked to our website from another website, the IP addresses of that website.

We use "cookies" to collect information about how our website is used and to provide you with a more personalized experience. Cookies record how often you visit our website and what pages you have accessed. Cookies are not tied directly to your personal information.

We may also use web beacons to learn what content is effective and to better manage content on our website.

#### *Information from Other Sources*

We receive personal information about you from other sources. For example, we collect information that is publicly available, such as information you submit in a public forum (e.g., blog or social network) to help personalize your experience. You should be aware that any information you provide in these arenas may be public and used by others.

We also obtain information from third parties that help us update our customer information records.

### ***Social Media Widgets***

This website includes social media features, such as the Facebook "Like" button and Twitter widgets. These features may collect information about your IP address and which pages you visit on our website, and they may set a cookie to ensure that the feature functions properly. Social media features and widgets are either hosted by a third party or hosted directly on our website. Your interactions with those features are governed by the privacy policies of the companies that provide them.

### **Google Web Analytics service**

This site uses the Google Analytics system to help improve usability and the customer experience. Google Analytics may record mouse clicks, mouse movements and scrolling activity. Google Analytics may record keystroke information that you voluntarily enter on this website. Google Analytics does not track this activity on any site that does not use the Google Analytics system.

### **HOW WE USE YOUR INFORMATION**

We use your information to offer and provide our products and to support our business functions. Some examples include:

- To process your orders and communicate with you regarding those requests
- To deliver coupons, newsletters, emails, and social media notifications
- To administer our website and provide interactive features, such as product reviews
- To offer promotions and surveys
- To improve the effectiveness of our website and to customize your experience
- To conduct research and analysis regarding our business, such as surveys
- To perform other business activities as needed

### **HOW WE SHARE YOUR INFORMATION**

YESCO does not sell or rent your personal information to third parties.

We share your information with others in certain limited circumstances. For example, to the extent needed, we share your information with third parties that perform services on our behalf, such as:

- Processing and fulfilling orders
- Shipping orders
- Sending postal mail or email communications
- Providing marketing or promotional materials
- Hosting or administering our website
- Conducting research and analysis

We also share your information as permitted under operation of law, such to comply with court orders, subpoenas, or other legal processes, or to exercise our legal rights and defend against legal claims. We may also share your information with any successor to YESCO's interest or in connection with a merger, sale or transfer of all or part of our business operations.

Additionally, we share your information with select companies who may offer products and services of interest to you. You may limit this sharing as described below under "Your Choices."

We also provide aggregated or anonymous group statistical information (such as click stream information, browser and operating system information, cookie and data session ID) to interested third parties to learn about our website, such as the number of visitors or the most popular areas of the website.

## **YOUR CHOICES REGARDING INFORMATION WE GATHER**

YESCO collects, uses, and discloses your personal information consistent with this policy.

To opt-out of receiving promotional materials from YESCO or third parties, please:

- Email us with your request at [info@yeselectric.com](mailto:info@yeselectric.com)
- Call us at 330-747-8593

Please allow sufficient time for your preferences to be processed. Please be aware that, even if you opt out of receiving marketing communications from us, we may still contact you for transactional purposes, such as order status, shipment, or refunds.

You may disallow receiving cookies at any time through your web browser; however, you will not be able to make a purchase or use all the features of this website if you disable the cookie feature.

We use an opt-in standard for marketing telephone, fax, and text messages, which means that we will only reach out to you via these mediums for advertising purposes with your express consent.

## **ONLINE ADVERTISING**

We may use information regarding how you browse and shop in order to show you advertisements on our website that are relevant to your interests. In addition, we belong to ad networks that may use your browsing history across participating websites to show you interest-based advertisements on those websites. We also allow third party tracking tools on our website that may collect information about your online activities over time and across different websites when you use our website. The goal is to tailor advertisements to your interests.

You can learn more about interest-based advertising and opt-out of such advertising by [clicking here](#). Note that if you choose to opt out of interest-based advertising, you will continue to see ads on our websites and other websites, but they will not be based on how you browse or shop at YESCO.

## **MOBILE APPLICATIONS**

YESCO may offer a mobile application for your convenience that allows consumers to search for and purchase products. The mobile application may automatically collect certain information, such as the type of mobile device you use, the IP address of your mobile device, the type of mobile internet browser you use, and information about how you use our mobile application. Any personal information collected through the application, such as registration information, will be used in accordance with this Privacy Statement.

Additionally, the mobile application may collect precise information about the location of your device, using technologies such as GPS. You must first enable this function through your device. Location-based information may be used to provide enhanced location-based services, such as identifying the YESCO counter location nearest to you with your desired product in stock.

We may disclose data collected through our mobile application, such as device-specific information, to service providers that help with the operation of our mobile application. We may also work with analytics companies to understand how our mobile applications are used.

You may choose to opt-out of allowing us to have access to your location data by adjusting the permissions in your mobile device.

## **HOW WE PROTECT YOUR INFORMATION**

Securing your information is important to us. We use reasonable security measures, including technical safeguards, to protect the confidentiality of your information. When you submit sensitive information via this website, your information is encrypted and is protected both online and offline. The server on which customer information is stored is kept in a secure environment with physical, technical, and administrative controls. Your account information is protected by the password you use to access your online account, which should be kept confidential. We also follow internal company procedures to protect sensitive information offline.

## **LINKS TO OTHER WEBSITES**

This website contains links to other websites and those websites may not follow our Privacy Statement. Please be sure to review those websites' privacy policies to understand how they collect, use and disclose your information.

## **CHANGES TO OUR POLICY**

This Privacy Statement describes how we currently collect, use, share and secure your personal information. From time to time, we may add features or services that change the type of information we collect or the manner in which we use or share your information. If applicable, we may edit this Statement to encompass the new practice, and we will update the effective date at the top of this Statement.

## **ACCESSING AND UPDATING YOUR INFORMATION**

We want to ensure that you have access to your information and that our records are correct and up-to-date. To access or update your personal information, please:

- Email us with your request at [info@yeselectric.com](mailto:info@yeselectric.com)
- Call us at 330-747-8593

YESCO will respond to appropriate requests within a reasonable time. In addition, you can update certain information by logging into your account.

## **PRIVACY OF CHILDREN ONLINE**

YESCO does not knowingly collect information from or about children under the age of 18. This website is not marketed toward children under 18 and is not intended to be used by them. Furthermore, our website does not permit children under 18 to register as users.

## **QUESTIONS?**

If you have any questions or concerns about our Privacy Statement, please contact us:

- Email us with your request at [info@yeselectric.com](mailto:info@yeselectric.com)

- Call us at 330-747-8593