

# Privacy Statement

## OVERVIEW

This website is operated by SWITLIK Survival Products. Throughout the site, the terms “we”, “us” and “our” refer to SWITLIK Survival Products. SWITLIK Survival Products offers this website, including all information, tools and services available from this site to you, the user, conditioned upon your acceptance of all terms, conditions, policies and notices stated in this Privacy Statement.

We respect and are committed to protecting your privacy. This Privacy Statement lets you know how and for what purposes we are collecting, processing and using your information.

This Privacy Statement applies to any web page, mobile application, email list, onsite data collection, generic information, and personal information collected and/or owned by us, including but not limited to our website and online store located at <https://www.switlik.com/>. This Privacy Statement is in effect no matter the method of collection, including collection through our website and any online features, products, services, and/or programs we offer. We will treat any offline collection, uses, and disclosures of your personal information consistently with our online privacy practices set forth in this Privacy Statement. This Privacy Statement is not applicable to any web page, mobile application, social media site, generic information, or personal information collected and/or owned by any entity other than us.

Your use of the website is also governed by our [Terms of Service](#).

## SECTION 1 - WHAT TYPE OF INFORMATION DO WE COLLECT?

When you purchase something from our online store, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address, as well as demographic information, banking information to makes a purchase, and other information that is specific to you.

When you browse our online store, we also automatically receive your computer’s internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system. Your IP address may be personal information depending on the laws of your country.

We may also automatically collect other usage information that cannot be used to identify you, such as your browser language and type, browsing history, domain name system requests, http headers, and operating system and fingerprinting data, and other aggregated data.

## SECTION 2 – HOW DO WE COLLECT YOUR INFORMATION?

We may collect personal information and usage information about you from the following sources: (1) correspondence you and others send to us, including when you complete any online forms or send us an email; (2) information we receive from you through the website and as a result of your use of our services, such as when you make a purchase from our online store; (3) information about your transactions with, or services performed by, us, our affiliates or nonaffiliated third parties; (4) information we receive from your computer or mobile device; (5) information we receive from our

affiliates, partners or service providers; and (6) information we receive from other sources, as permitted by applicable laws, rules and regulations.

Some of our web pages and electronic communications may contain images, which may or may not be visible to you, known as Web Beacons (sometimes referred to as "clear gifs"). Web Beacons collect only limited information that includes a cookie number; time and date of a page view; and a description of the page on which the Web Beacon resides. These Web Beacons do not carry any personal information and are only used to track usage of and activities associated with the site. We may assign you a unique internal identifier to help keep track of your future visits. We may use this information to gather aggregate demographic information about our visitors, and we use it to personalize the information that you see on the site and some of the electronic communications you receive from us. We may also use cookies, as set forth below.

## SECTION 3 – WHAT DO WE DO WITH YOUR INFORMATION?

Information collected by us may be used for the following primary purposes: (1) to provide products and services to you or any affiliate or third-party who is obtaining services on your behalf or in connection with a transaction involving you; (2) to improve our products and services; (3) to personalize your experience while shopping at our online store; and (4) to help protect the integrity of the site and our users.

With your permission, we may send you emails about our store, new products and other updates.

## SECTION 4 - CONSENT

### **Q: How do you get my consent?**

A: When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, you are consenting to and authorizing us to collect such information and use it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

### **Q: How do I withdraw my consent?**

A: If after you opt-in, you change your mind, you may withdraw your consent for the continued collection, use or disclosure of your information, at anytime, by contacting us at [info@switlik.com](mailto:info@switlik.com) or mailing us at:

### **Switlik Survival Products**

1325 East State Street, Trenton, New Jersey US 08609

There are some uses from which you cannot opt-out, such as to provide products, features or services that you have requested from us or have already ordered on our store.

Please note that making such requests does not ensure complete or comprehensive removal of the content. For example, we may retain the information for our own internal records, as permitted by law, or if the information resides in our data backups.

## SECTION 5 – WHEN DO WE DISCLOSE OR SHARE YOUR INFORMATION?

We may disclose your personal information if we are required by law to do so, to enforce this Privacy Statement, or if you violate our Terms of Service or other agreements. We may also disclose information to protect our rights, property, or the safety or the rights, property, or personal safety of our visitors and the public.

We may transfer your personal information to third parties, including our hosting partners and other trusted third parties who assist us in operating the online store and other features of our site, as more fully set forth below.

If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you. We reserve the right to transfer your personal information, as well as any information about or obtained from you, in connection with the merger, sale or other disposition of all or part of our business and/or assets, or in the event of our bankruptcy, reorganization, insolvency, receivership, or an assignment for the benefit of our creditors. You expressly agree and consent to the use and/or transfer of the foregoing information in connection with any of the above described proceedings. We cannot and will not be responsible for any breach of security by any third parties or for any actions of any third parties that receive any of the information that is disclosed to us.

We may disclose your personal information for any purpose disclosed by us when you provide the information. We may also disclose your personal information with your permission or as directed by you.

## SECTION 6 - SHOPIFY

Our store is hosted on Shopify Inc. They provide us with the online e-commerce platform that allows us to sell our products and services to you.

Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall.

### **Payment:**

If you choose a direct payment gateway to complete your purchase, then Shopify stores your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover.

PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

For more insight, you may also want to read Shopify's Terms of Service (<https://www.shopify.com/legal/terms>) or Privacy Statement (<https://www.shopify.com/legal/privacy>).

## SECTION 7 - THIRD-PARTY SERVICES

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. By using our site, you grant us all necessary rights and consents under applicable laws to disclose to our third-party service providers -- or allow those third-party service providers to collect, use, retain and disclose to us -- any personal information for purposes of providing services to you, including data that we may collect directly from you using cookies or other similar means.

Certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. If you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Statement or our website's [Terms of Service](#).

### **Links**

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

## **SECTION 8 - SECURITY**

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored with a AES-256 encryption. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

While we may provide certain encryption technologies and use other reasonable precautions to protect your confidential information and provide suitable security, we do not and cannot guarantee or warrant that any information transmitted through the Internet is secure, or that such transmissions are free from delay, interruption, interception or error.

## **SECTION 9 - COOKIES**

From time to time, we may use "cookies" to keep track of your visit and your use of the store and to improve your experience on the site. A cookie is a small piece of data that your browser stores on your computer's or device's hard drive and is used to collect information, such as identifying those areas of the site that you have visited in the past in order to enhance your next visit. You can choose whether to accept cookies by changing the settings of your browser, but some functionality may be impaired or not function as intended if you choose not to accept cookies. Each browser is a little different, so look at your Help menu to learn the correct way to modify your cookies. Cookies can be deleted by you, at any time, and will not collect any information when you are not accessing the site. By using our site and making purchases at our store, you consent to our use of cookies.

Here is a list of cookies that we use. We've listed them here so you that you can choose if you want to opt-out of cookies or not.

\_session\_id, unique token, sessional, Allows Shopify to store information about your session (referrer, landing page, etc).

\_shopify\_visit, no data held, Persistent for 30 minutes from the last visit, Used by our website provider's internal stats tracker to record the number of visits

\_shopify\_uniq, no data held, expires midnight (relative to the visitor) of the next day, Counts the number of visits to a store by a single customer.

cart, unique token, persistent for 2 weeks, Stores information about the contents of your cart.

\_secure\_session\_id, unique token, sessional

storefront\_digest, unique token, indefinite If the shop has a password, this is used to determine if the current visitor has access.

## SECTION 10 - AGE OF CONSENT

This site is not intended or designed to attract children under the age of 13. By using this site, you affirm that you are at least 18 years of age, are an emancipated minor, or are the age of majority in your state or province of residence, and you are fully able and competent to enter into the terms, conditions, obligations, affirmations, representations, and warranties set forth in this Privacy Statement, and to abide by and comply with this Privacy Statement. In any case, by using the site, you affirm that you are over the age of 13, as THE SITE IS NOT INTENDED FOR CHILDREN UNDER 13 WHO ARE UNACCOMPANIED BY THEIR PARENT(S) OR LEGAL GUARDIAN(S).

## SECTION 11 – CALIFORNIA PRIVACY RIGHTS

Under California's "Shine the Light" law, California residents who provide certain personally identifiable information in connection with obtaining products or services for personal, family, or household use are entitled to request and obtain from us (once per calendar year) information about the information that we shared (if any) with other businesses for their own direct marketing uses. If applicable, this information would include the categories of information and the names and addresses of those businesses with which we shared information for the immediately prior calendar year. To obtain this information, please send an email message to [info@switlik.com](mailto:info@switlik.com) with "Request for California Privacy Information" in the subject line and in the body of your message. We will provide the requested information to you at your email address in response. Please be aware that not all information sharing is covered by the "Shine the Light" requirements, and only information on covered sharing will be included in our response.

Under California Civil Code Section 1789.3, California residents who use the site and online store are entitled to the following consumer rights notice: The site is owned and/or operated by SWITLIK Survival Products. Unless otherwise expressly stated, the site is provided without charge. If you have a question or complaint regarding the services or products provided through the site, please send an email to [info@switlik.com](mailto:info@switlik.com). You may also contact us by writing to us at 1325 East State Street, Trenton, New Jersey US 08609 or by calling us at (609) 587-3300. California residents may reach the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs by mail at 1625 North Market Blvd., Suite N 112, Sacramento, CA 95834, or by telephone at (916) 445-1254 or (800) 952-5210.

## SECTION 12 – “DO NOT TRACK” SIGNALS

Note that your browser settings may allow you to automatically transmit a “Do Not Track” signal to websites and online services that you visit. Like many websites and online services, we currently do not alter our practices when we receives a “Do Not Track” signal from a visitor’s browser. To find out more about “Do Not Track,” you may wish to visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

## SECTION 13 – INTERNATIONAL USERS

The site and our products and services are hosted in the United States and are governed by United States law. If you are using the site or our products or services from outside the United States, please be aware that your personal information and/or usage information may be transferred to, stored, and processed in the United States. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. By using the site or our products and services, you consent to your personal information and usage information being transferred to our facilities and to the facilities of those third parties with whom we share it as described in this Privacy Statement.

## SECTION 14 - EUROPEAN USERS

If you are a data subject in the European Union or the European Economic Area, you may have certain rights to your personal information if your personal information is protected by the General Data Protection Regulation (Regulation (EU) 2016/679) (“GDPR”).

We will only process your personal information when we have a legal basis to do so. When we do process your personal information, we will do so with your consent as set forth in this Privacy Statement, or because the processing is necessary for the performance of services or to provide products to you, to comply with our legal obligations, to pursue our legitimate interests, or to establish or defend a legal claim.

Under certain circumstances, you may have the right to (i) obtain a listing of the categories of personal information we have about you, know how we use that personal information, and know with whom we share it; (ii) update or correct the personal information we have about you; (iii) request that we delete your personal information; (iv) object to how we use your personal information or restrict what we can do with it; (v) know the existence of automated decision-making; and (vi) move or transfer your personal information. We may not be able to accommodate your request in every situation, but if that is the case, we will let you know why. Contact us at [kdavis@switlik.com](mailto:kdavis@switlik.com) if you wish exercise any of these rights. We may ask you to verify your identify so that we can comply with your request. All correspondence will be done through email unless you specifically request a different method. We may charge you an administrative fee for subsequent requests.

If your personal information is protected by GDPR and you believe that our processing of your personal information infringes GDPR, you may submit a complaint with your local supervisory authority.

## SECTION 15 - CHANGES TO THIS PRIVACY STATEMENT

We reserve the right to modify this Privacy Statement at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are always aware of what information we collect, how we use it, and under what circumstances, if any, we use

and/or disclose it. Your use of the website following our publication of any amendment of this Privacy Statement will signify your assent to and acceptance of its revised terms for all previously collected information and information collected from you in the future. We may use comments, information or feedback that you may submit in any manner that we may choose without notice or compensation to you.

## QUESTIONS AND CONTACT INFORMATION

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information, please contact our Privacy Compliance Officer at [kdavis@switlik.com](mailto:kdavis@switlik.com) or by mail at

### **Switlik Survival Products**

Re: Privacy Compliance Officer

1325 East State Street, Trenton, New Jersey US 08609

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