

## SECURITY AND PRIVACY

YOUR USE OF THE SOUTHERNBARCODELLC.COM SITE CONSTITUTES YOUR ACCEPTANCE OF OUR TERMS OF USE.

THIS PRIVACY POLICY IS ONLY A SUPPLEMENT TO OUR TERMS OF USE. YOU SHOULD CONSULT THE TERMS OF USE FOR TERMS AND POLICIES OTHER THAN PRIVACY.

### SECURITY

This Privacy and Security Policy (this “Privacy Policy”) explains how Southern Barcode collects, protects, uses and discloses the Personal Information (defined below) that Southern Barcode gathers when you use our website located at [www.southernbarcode.com](http://www.southernbarcode.com) or any other website provided by Southern Barcode.

[www.southernbarcode.com](http://www.southernbarcode.com) and its processing partners have put in place security protocols and technologies to secure the information you provide during your visit to the Site or when completing your business transaction. However, no information transmitted via the Internet is guaranteed to be 100% secure. Thus, while [southernbarcode.com](http://southernbarcode.com) and its processing partners work to protect your Personal Information, we cannot guarantee or warrant the security of any information you transmit to or from our website, and you do so at your own risk.

### PRIVACY POLICY

including, but not limited to, a user ID and password, a first and last name, shipping and billing addresses, e-mail addresses, phone numbers or other contact information that is gathered by Southern Barcode as described below. Personal information is not the same as aggregate information, which is information presented in summary or statistical form which does not contain data that would permit the identification of a specific individual without extraordinary effort.

[southernbarcodellc.com](http://southernbarcodellc.com) respects your privacy and recognizes your need for appropriate protection and management of the Personal Information you provide during your visit to the site. The intent of this privacy policy is to inform you how the contact information you provide is used, the options you have regarding its use, your entitlement to review and correct that information, and your ability to opt out of its use. This Security and Privacy Policy is applicable only to customers in the United States.

To help improve the privacy policy, please send your comments to [simon@southernbarcode.com](mailto:simon@southernbarcode.com).

### HOW SOUTHERN BARCODE GATHERS YOUR PERSONAL INFORMATION

[southernbarcodellc.com](http://southernbarcodellc.com) may send you e-mails or postal mail promoting products or events that, based on your preferences, may be of interest to you, unless you have chosen not to receive them.

When you request to be on the [southernbarcode.com](http://southernbarcode.com) mailing list (for e-mail or regular mail) you will be asked to provide your name, address, e-mail address and telephone number. You have the option to remove yourself at any time from the [southernbarcode.com](http://southernbarcode.com) mailing lists. Any requests to remove or update your contact information may take up to ten days for an e-mail request and six to eight weeks for a postal mail request.

### Southern Barcode’s Use of Cookies and Internet Monitoring Technologies

Cookies are small text files stored by your browser in your computer when you visit our Site. We use cookies to improve the Site and make them easier to use. Cookies permit us to recognize users and avoid repetitive requests for the same information. Cookies also assist us

by identifying the types of browsers and operating systems used most frequently by our customers, and how visitors move through the Site. All of this information enables us to improve the Site and tailor them to our customers' needs and preferences. We use cookies for a variety of purposes intended to make our Site a better service for you. We reserve the right to use cookies to deliver content specific to your needs and interests. We may also use cookies to track user trends and patterns in order to better understand and improve areas of our Site that our users find valuable. Most browsers will accept cookies until you change your browser settings to refuse them. At any time, you can disable the use of cookies in your browser and still have access to much of the information on the Site. However, you may not be able to access your account information or complete transactions on the Site unless you permit the use of cookies. In addition, our servers track various technical details about your visit, such as your computer's Internet protocol address and the pages that you visited. We also reserve the right to use outside ad companies to display ads on our Site. These ads may contain cookies. Cookies received with banner ads are collected by our ad companies, and we do not have access to this information.

### HOW SOUTHERN BARCODE USES PERSONAL INFORMATION

improve its business processes.

Southern Barcode uses Personal Information to fulfil orders placed by customers, to respond to the requests of users of the Site, and to enrich the usefulness of the Site. Your contact information will also be used should Southern Barcode personnel need to contact you via phone, e-mail or postal mail regarding your order. This does not constitute a solicitation. We may also use this data to send you information about products, sales and promotions that may be of interest to you.

Southern Barcode uses Personal Information as part of aggregate reports.

In addition, Southern Barcode may use Personal Information, both on an identifiable and aggregate basis, in various analyses intended to help Southern Barcode better understand its customers and suppliers. Southern Barcode reserves the right to perform such "data mining" activities at its discretion, subject to the terms of this Privacy Policy.

We may combine Personal Information with other information to create aggregate or summary reports, and we may provide aggregate data to other parties for marketing, advertising and other purposes.

If Southern Barcode provides information to other parties in aggregate form, such data will not include any identifiable Personal Information concerning specific customers, suppliers or individuals.

### IS PERSONAL INFORMATION EVER SHARED OR DISCLOSED?

Personal Information is used to complete and support your use of the Site and the services provided thereon and to comply with any requirements of law. Southern Barcode may share Personal Information with third parties only as described below:

Southern Barcode may disclose Personal Information as required by law and for the protection of Southern Barcode and others.

Southern Barcode may disclose Personal Information if required to do so by law or in the good faith belief that such action is necessary to: (1) conform to the edicts of the law or comply with legal process served on Southern Barcode or its affiliates or the Site; (2) protect and defend the rights, property or safety of Southern Barcode, our employees and contractors, our users or others; (3) act in urgent circumstances to protect the personal safety of users of Southern Barcode, its Site or the public; and (4) enforce or apply our Terms of Use and other agreements. The foregoing includes exchanging information with other

companies and organizations for fraud protection and credit risk reduction. Southern Barcode may disclose Personal Information to third parties who help us provide our services.

We depend upon third party service providers to provide services to us necessary to run our business. We may transmit your Personal Information to third party service providers who assist us in processing orders and payments, shipping products, sending catalogs, performing surveys, conducting sweepstakes, processing job applications, and sending e-mails and newsletters. We use good faith efforts with these third party service providers to require them to protect the privacy of Personal Information by implementing adequate security measures and by using the Personal Information only as authorized and directed by Southern Barcode. Southern Barcode may disclose Personal Information as part of a corporate transaction. If Southern Barcode should ever merge with, acquire or be acquired by another company, whether by merger, stock transfer, or sale of assets, we may disclose, sell or otherwise transfer control of the Personal Information to a third party as part of such a transaction.

### LINKS TO THIRD PARTY SITE

Our website may contain links to website operated and maintained by other retailers who may sell Southern Barcode products. Privacy and security policies and practices on these Site may be different from southernbarcode.com's privacy and security policies and practices. Southernbarcodellc.com has no control over these Site, and you access such linked Site at your own risk. You should always read a site's privacy and security policies before disclosing any Personal Information on that site.

### SITE SECURITY POLICIES

Southernbarcodellc.com has put in place various procedural, technical and administrative measures to safeguard and secure the Personal Information you provide.

### CHOICES FOR MAINTAINING YOUR PERSONAL INFORMATION

If you do not want to receive e-mail, other than purchase acknowledgements and shipping confirmations, please use the unsubscribe button on the bottom of any e-mail sent to you. You may also contact southernbarcode.com's by calling us on +1 772-453-2700, or by e-mailing us at [simon@southernbarcode.com](mailto:simon@southernbarcode.com). Please include your name, address and phone number, and state your preference for "no e-mail solicitations," "no mail solicitations," "no phone solicitations" or any combination of these. Please allow six to eight weeks for us to fulfil your request.

### CHILDREN'S PRIVACY PROTECTION

The Children's Online Privacy Protection Act that took effect on April 21, 2000 imposes certain requirements on website directed toward children under age 13 that collect information on those children, or on website that know they are collecting information on children under 13. Southernbarcodellc.com's current policy is to not collect Personal Information from any person under age 13.

### CALIFORNIA PRIVACY RIGHTS

Under California Civil Code sections 1798.83-1798.84 California residents are entitled to ask southernbarcode.com for a notice describing what categories of personal customer information southernbarcode.com shares with third parties or corporate affiliates for those third parties' or corporate affiliates' direct marketing purposes. That notice will identify the categories of information shared and will include a list of the third parties and affiliates with which it was shared, along with their names and addresses. If you are a California resident

and would like a copy of this notice, please submit a written request to the following address:  
Southern Barcode LLC, 601 21st Street, Vero Beach, Florida 32960

In your request, please specify that you want a copy of “Your Southern Barcode of America’s California Privacy Rights Notice.” Allow 30 days for a response.

### **FRAUD PROTECTION**

Unfortunately, some unscrupulous people may purport to represent Southern Barcode. When Southern Barcode becomes aware that someone or some company is using southernbarcode.com without our authorization, southernbarcode.com will take reasonable steps designed to stop that activity. This may take time, and it may be difficult or even impossible to stop that activity. Thus, you should take precautions to protect yourself. You should keep your password and other Personal Information in a safe location and not share them with anyone. After you complete your visit, please log off your account and close your browser window; this should prevent someone else from accessing your account. This procedure is especially critical if you are sharing a computer with someone else or are using a computer in a public place, such as a library.

For more information on how to protect yourself, please visit the Federal Trade Commission’s Website at [www.ftc.gov](http://www.ftc.gov).