

# American Innovations Privacy Policy

**Effective Date:** 01/01/2023

**Last Updated:** March 9, 2026

## 1. Introduction

American Innovations and its subsidiaries (“Company,” “we,” “us,” or “AI”) are committed to safeguarding the privacy and security of the information we collect through our websites, business operations, and customer interactions. This Privacy Policy explains what information we collect, how we use and protect that information, how we disclose and retain that information, and the choices and rights available to you.

American Innovations is a business-to-business (B2B) technology company. We primarily serve commercial customers, but the policy applies to personal information collected about employees, representatives, applicants, website visitors, and other individuals interacting with the company in a business context and we do not provide services for consumers, personal, family, or household purposes. In the course of our business, however, we may collect Personal Information relating to individuals acting in a business or professional capacity, including representatives of our business customers, prospective customers, vendors, partners, and service providers, as well as visitors to our websites and authorized users of our online services. This Privacy Policy applies to Personal Information collected online and offline from business customers, prospective customers, website visitors, and other individuals who interact with us in a commercial or professional context.

In some circumstances, we may process information on behalf of our customers pursuant to separate agreements. Where we act solely as a service provider, processor, or similar role under applicable law, our handling of such information is governed by our agreement with the relevant customer, and requests relating to such information should generally be directed to that customer.

If you have any questions or concerns about this Privacy Policy, please contact us using the information provided in Section 11 below.

## 2. Definition of Personal Information

“Personal Information” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual. Personal Information may include, for example, an individual’s name, business or personal contact information, online identifiers, IP address, account credentials, unique identifiers, payment information, government-issued identifiers, employment-related information, professional or commercial information, internet or network activity, geolocation data, audio/visual information, and other information as defined under applicable law. Personal Information does not include information that has been de-identified or aggregated so that it can

no longer reasonably identify an individual, provided that such information is maintained and used in accordance with applicable law.

### **3. Information We Collect**

Because we operate as a B2B provider, the information we collect is related to our business customers, prospective customers, and website visitors as well as other individuals who interact with us in a business or professional context. We may collect the following categories of information:

**Information You Provide to Us.** When you contact us, submit a form, place an order, create an account, answer a questionnaire, or otherwise interact with us, you may provide information such as your company name, your name, job title, contact information (address, phone number, email), and payment-related details. You may also provide account registration information, billing details, the contents of communications or submissions, and any other information you choose to provide to us.

**Information Collected Automatically.** When you visit our website, we may automatically collect certain technical information, including your Internet Protocol (IP) address, the domain and host from which you access the Internet, your Internet Service Provider, browser type, operating system, and site usage, diagnostic, analytics, and statistical data. We may collect this information through cookies and similar technologies as described in Section 6..

**Information from Inquiries.** When you submit a form, respond to a questionnaire, or contact us for information about our products, services, or the company generally, we may store the content of those inquiries for purposes of responding to you and improving our services.

**Information from Business Interactions.** We may collect information relating to sales discussions, onboarding, account administration, customer support, event participation, transactions, and other business interactions.

**Information from Other Sources.** We may receive Personal Information from third parties, such as business partners, lead generation providers, event sponsors, publicly or commercially available sources, payment processors, fraud prevention providers, recruiting sources, and service providers that assist us in operating our business

### **4. How We Use Your Information**

We collect, retain, and use information only for specific, legitimate business purposes, including to:

- Process and fulfill your orders for our products and services
- Respond to your inquiries and requests for information
- Open and manage customer accounts for online ordering
- Provide customer support and technical assistance
- Administer, maintain, and improve our website and its performance

- Communicate with you about product and service offerings, unless you have opted out of such communications
- Comply with applicable laws, regulations, and legal obligations
- Detect, investigate, prevent, and protect against fraud, unauthorized activity, security incidents, and other unlawful or harmful conduct
- Verify identity, authority, and access rights
- Perform analytics, auditing, reporting, forecasting, and business planning
- Maintain business records and documentation relating to our customer, vendor, and partner relationships
- Establish, exercise, or defend legal claims
- Facilitate mergers, acquisitions, financings, reorganizations, asset sales, or similar corporate transactions
- Carry out any other purpose disclosed at the time information is collected or as otherwise permitted by applicable law

We will not sell or rent your Personal Information to any third party.. We may disclose your Personal Information to third parties as described in this Privacy Policy and as otherwise permitted by applicable law.

## **5. Third-Party Service Providers and Subcontractors**

We may engage third-party service providers or subcontractors to perform certain business functions on our behalf, such as website hosting, payment processing (for example, Authorize.net), and payment settlement (for example, Chase Paymentech). These providers may have access to Personal Information only to the extent necessary to perform their contracted services and are required to protect it in accordance with applicable law and this Privacy Policy.

We require our third-party service providers to implement and maintain appropriate security measures for the protection of any Personal Information to which they have access.

## **6. Cookies and Website Analytics**

Our website may use “cookies,” which are small data files stored on your device that help us improve your experience on our site. Cookies may be used to identify returning visitors so you do not need to re-enter login credentials, and to help us understand site usage patterns so we can improve our content and services.

Depending on the circumstances, information collected through cookies and similar technologies may constitute Personal Information under applicable law.

We and our service providers may use cookies, pixels, tags, software development kits, local storage, and similar technologies to operate and secure our websites and online services, remember preferences, authenticate users, understand site usage, improve functionality and

performance, measure the effectiveness of communications, support analytics and internal reporting, and detect fraud and security incidents.

Most web browsers are set to accept cookies by default, but you can modify your browser settings to decline cookies or to alert you when cookies are being sent. Please note that if you disable cookies, some features of our website may not function as intended.

Where required by applicable law, we will provide additional notice and/or choices regarding cookies and similar technologies, including with respect to analytics or advertising-related technologies, and we will honor legally required opt-out preference signals where applicable.

## **7. Security and Data Protection**

We take the protection of Personal Information seriously. American Innovations and its subcontractors and vendors who have access to Personal Information implement and maintain appropriate physical, technical, and administrative security measures, including but not limited to:

- Encrypting records and files containing Personal Information that are transmitted across public or wireless networks
- Securing Personal Information stored on portable devices such as laptop computers, including through the use of encryption at rest and deployment behind secure networks
- Restricting access to Personal Information to authorized personnel on a need-to-know basis
- Maintaining administrative, technical, and physical safeguards designed to protect against unauthorized access, acquisition, use, disclosure, alteration, and destruction.
- Implementing monitoring, logging, and incident response measures, as appropriate.
- Requiring confidentiality obligations and appropriate vendor diligence and contractual protections.

We maintain safeguards designed to comply with applicable law and require our subcontractors and vendors with access to Personal Information to protect it in accordance with applicable law and contractual requirements.

No method of transmission over the Internet or method of electronic storage is completely secure. Accordingly, while we strive to protect Personal Information, we cannot guarantee absolute security.

## **8. Retention of Personal Information**

We retain Personal Information only as long as reasonably necessary to provide the services you have requested, to fulfill the purpose for which it was collected, to comply with our legal obligations, or in accordance with our written data retention policies. When Personal Information is no longer needed for these purposes, we take reasonable steps to securely delete or de-identify the Personal Information.

The criteria used to determine retention periods may include the nature and sensitivity of the information, the purpose for which it was collected and used, whether we have an ongoing relationship with the relevant individual or organization, applicable legal, tax, accounting, reporting, and contractual obligations, applicable statutes of limitation, and our legitimate business needs and records management practices.

## **9. Third-Party Websites**

Our website may contain links to third-party websites, and third parties may link to our website. American Innovations is not responsible for the privacy practices or content of third-party websites. We do not control or endorse the products or services offered by third parties. We encourage you to review the privacy policies of any third-party site you visit.

Depending on your jurisdiction and subject to applicable exemptions and verification requirements, you may have the right to request that we confirm whether we process your Personal Information; provide access to or a copy of certain Personal Information; correct inaccurate Personal Information; delete certain Personal Information; provide information about the categories of Personal Information we collect, use, disclose, sell, or share, and the categories of recipients; provide Personal Information in a portable format, where required; opt you out of the sale of Personal Information, sharing of Personal Information for cross-context behavioral advertising, targeted advertising, or certain profiling, where applicable; and limit the use or disclosure of sensitive Personal Information, where applicable.

You also may have the right not to be discriminated against or retaliated against for exercising any privacy rights available under applicable law.

To submit a privacy rights request, please contact us using the information provided in Section 11 below. We may need to verify your identity and authority before processing your request. In some cases, we may deny or limit a request where permitted by law.

If you are an authorized agent submitting a request on behalf of another person, we may require proof of your written authority and may also require verification directly from the individual concerned.

Where required by applicable law, you may have the right to appeal our decision regarding your request by contacting us and stating that you wish to appeal a privacy rights determination.

## **10. Changes to This Privacy Policy**

We reserve the right to update or modify this Privacy Policy at any time to reflect changes in our practices or to comply with applicable laws and regulations. When we make changes, we will revise the “Last Updated” date at the top of this policy and take any additional steps required by applicable law.. We encourage you to review this policy periodically.

## **11. Contact Us**

If you have questions, concerns, or requests related to this Privacy Policy or the handling of your Personal Information, please contact us at:

### **American Innovations**

Attn: Privacy Inquiries

Address: 12211 Technology Blvd. Austin, TX, 78727

Phone: 512-249-3400

Email: [contracts@aiworldwide.com](mailto:contracts@aiworldwide.com)