

## American Innovations Privacy Policy

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

**Our Commitment:** We are committed to safeguarding the privacy and security of the information we collect on our websites, and to your satisfaction as a customer. “We,” “us” and “AI” means American Innovations and its subsidiaries. This statement explains our policies including what we collect and how that is used and protected. Please contact us if you have any questions or concerns about this policy.

**Personal Information:** Personal Information means information defined as “personal information or “personal data” under applicable Law. Without limiting the foregoing, Personal Information includes information that identifies or could be used to re-identify a specific person, including but not limited to first name and last name or first initial and last name in combination with any one or more of the following data elements: addresses; residential and/or mobile telephone numbers; social security numbers; medical insurance numbers; state issued identification card number (including tribal identification numbers); driver’s license numbers or other driver identification data; personnel records; financial account information; credit related information, including any information relating to credit checks or background checks; credit or debit card numbers and personal identification numbers such as access codes, security codes or passwords that would permit access to an individual’s financial account; and medical or health information and any other information that is defined as Personal Information under Law. Personal Information shall not include email, username, and linked names used for identity management purposes, or any publicly available information, lawfully made available to the general public in federal, state, or local government records.

**Personal Information We Collect:** We do not have direct relationships with, or collect information from, individual consumers, other than in their capacity as members of a commercial enterprise. AI does not provide services for consumer, personal, family or household purposes. The information we receive and collect is strictly related to our business customers and prospective business customers or website visitors who may be interested in learning more about our business. The information we receive may include personal or financial information about our customers such as company name, employee name, contact information and information related to payment for our products and services (we’ll shorten all of that to “Customer Data” in this policy). We understand that such information is sensitive, and we take appropriate steps to protect the confidentiality and security of the information in our possession in accordance with this Privacy Statement. AI may outsource or subcontract services like website hosting, payment authorization (for example Authorize.net) and payment settlement activities (for example Chase Paymentech). We rely on our third-party providers to help ensure the safety and security of your information.

**Use of Personal Information:** We only have access to and/or collect information that you voluntarily give us. We will use your information to process your orders and respond to you regarding the reason you contacted us. We will not sell or rent this information to anyone. We will not share or willingly disclose your information with any third party outside of our organization, unless such disclosure is required by law, and other than as necessary to fulfill your request, e.g. to ship an order. Unless you ask us not to, we may contact you periodically

to tell you about product/service offers. When you browse our website, we may collect information regarding the domain and host from which you access the Internet, the Internet Protocol address of the computer or Internet Service Provider you are using, and anonymous site statistical data. When you submit a form, answer a questionnaire, or contact us for information about our services or the company in general, we may store the inquiries and their contents. We collect, retain and use information only for specific business purposes, including to:

- Respond to requests for information about our products and services
- Open an account with us to place an order online
- Provide customer support or respond to your inquiries
- Administer the website or improve its performance
- Comply with certain laws and regulations

**Protection of Personal Information:** AI complies with all Laws applicable to Personal Information it receives and commits to ensure that all subcontractors or vendors who have access to Personal Information comply with all Laws. AI and its subcontractors and/or vendors who have access to Personal Information will implement and maintain appropriate physical, technical and administrative security measures for the protection of Personal Information as required by any Law including, but not limited to: (i) encrypting all transmitted records and files containing Personal Information that will travel across public networks, and encryption of all data containing Personal Information to be transmitted wirelessly; (ii) any files containing Personal Information contained on a laptop computer or other portable device shall either be deployed behind secure networks and/or shall be encrypted at rest on such device); (iii) retaining Personal Information for a period no longer than is reasonably required to provide the services requested, to meet the purpose for which it was collected, or in accordance with a written retention policy or as may be required by Law; and (iv) encrypting any Personal Information to be transferred to a portable device; 3) not directly or indirectly, divulge, disclose or communicate any Personal Information it receives, unless required by Law and in such case with written permission by the Disclosing Party.

**Cookies:** We may use "cookies" on our site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site. By using this site, you agree to the placement of cookies on your computer in accordance with the terms of this policy. Most browsers are initially set to accept cookies. You have the ability to disable cookies or modify how they are used, generally through changing your internet software browsing settings. If you do not wish to accept cookies from this site, please either disable or modify them or refrain from using this site.

**Third-Party Web Sites:** We may create links to third-party Web sites. In addition, we may authorize third-parties to create links to our websites. AI are not responsible for the content or

privacy practices employed by third-party web sites, nor do we control or warrant the products or services offered at third-party web sites.

**Modifications & Inquiries:** We reserve the right to change this Privacy Statement without notice at any time and from time to time, including as needed to comply with various rules and regulations.