

Tyndale USA Privacy Policy

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Overview

This Privacy Policy explains how Tyndale Enterprises, Inc. ("Tyndale," "we," "us," or "our") collects, uses, and discloses information about you. This Privacy Policy applies when you use our websites or when we provide services directly to you (collectively, our "Services").

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy and, in some cases, we may provide you with additional notice. We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

By using our Services, you consent to the collection and use of information by us as described in this Privacy Policy.

Collection of Information

We collect information you provide directly to us. For example, you may share information with us when you create an account, fill out a form, make a purchase, interact with our customer service, or otherwise communicate with us. The types of personal information you may provide include your name, company information,

mailing address, telephone number, e-mail address, credit card information, gender, personal interests, and any other information you choose to provide.

In addition, in some instances, we collect certain information automatically when you interact with us. We automatically collect information in the following manners:

- **Cookies and Similar Tracking Technologies.** We use cookies, embedded scripts, and web beacons to gather information. Cookies are small data files stored on your hard drive or device memory, while web beacons (also known as "pixel tags" or "clear GIFs") are electronic images embedded in our services and emails to deliver cookies, track visits, and understand usage. An embedded is a piece of code included on a website or app that runs within the user's browser or device to enhance functionality, track usage, or interact with third-party services. Cookies and embedded scripts help us identify popular areas and features of our services and track visits, aiding us in enhancing our services and your experience. You can manage your cookie preferences by adjusting your internet browser settings.
- **IP Addresses.** We collect information about IP addresses to understand more about our users. Every device connected to the internet is assigned a domain name and an IP address, which serves as its unique identifier. When you access our website, our servers automatically recognize your domain name and IP address. This information does not reveal personal details about you, and we do not use this information to identify individual users. We use this information to analyze our traffic in aggregate.

Use of Information

We use the information we collect to provide, maintain, and improve our Services. We collect your information for the following primary purposes:

- **Enhancement of Services.** We use your information to improve our website by identifying which areas, features, and forums are most popular, allowing us to optimize and enhance your experience.
- **Personalization.** We use your information to tailor your experience on our websites. For example, certain features require you to create a User Account, User ID, and password to access specific functionalities.
- **Access.** We use your information to allow you to engage with features, services, programs, and other activities offered on our website. For example, we collect credit card information to enable you to purchase our products directly through our website. Without the required credit card information, you may not be able to purchase products through our website.

- Purchases. We use your information to facilitate the purchase of our products directly through our websites, ensuring a seamless and secure transaction process.

Sharing of Information

We share personal information in the following circumstances or as otherwise described in this policy:

- We share personal information with vendors, service providers, and consultants that need access to personal information to perform services for us, such as companies that assist us with web hosting, storage, and other infrastructure, analytics, payment processing, fraud prevention and security, customer service, communications, accounting, and marketing.
- We may disclose personal information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements.
- We may disclose personal information when we have reason to believe that disclosure is necessary to identify, contact, or bring legal action against someone who may be causing injury to our rights or property, other users of our Services, or anyone else that could be harmed by such activities.
- We share personal information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- We may share personal information in connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- We share personal information with your consent or at your direction.
- We share aggregated or de-identified information that cannot reasonably be used to identify you.

Transfer of Personal Information

- We may store or process your data outside your city, province, state, or country. So, your personal information may be stored in a jurisdiction that operates under privacy and data protection laws different from (and potentially less protective than) those of your home jurisdiction.

Your Rights and Choices

Privacy laws vary across regions and are constantly evolving. Not all laws apply to everyone, everywhere, or in every situation. Depending on where you are, certain rights may apply to how your personal data is handled. For example, some cases might be covered by the GDPR in Europe, while others may be governed by the CCPA in California.

Depending on your jurisdiction, you may have certain rights in connection with your personal information. Please reference this chart maintained by the International Association of Privacy Professionals to review the rights available to you based on your jurisdiction:

https://iapp.org/media/pdf/resource_center/State_Comp_Privacy_Law_Chart.pdf

Depending on your jurisdiction, your rights may include, but are not limited to, the following:

- Right to Access: The right to request a copy of the personal data collected by a company, including information on how it is being used.
- Right to Correct: The right to request the correction or updating of inaccurate or outdated personal data.
- Right to Delete: The right to request the deletion of personal data, with some exceptions for legal or operational needs.
- Right to Opt Out of Certain Processing: The right to opt out of specific types of data processing, such as targeted advertising.
- Right to Portability: The right to request personal data in a machine-readable format, enabling the transfer of data to another service.
- Right to Opt Out of Sales: The right to opt out of the sale of personal data to third parties.
- Right to Opt In for Sensitive Data Processing: The right to give explicit consent before a company can collect or process sensitive personal data, such as health or biometric information.
- Right Against Automated Decision-Making: The right to prevent being subject to decisions made solely by automated processes, particularly when the decision significantly impacts areas like employment or credit.
- Private Right of Action: The right to sue a company for violating privacy laws, especially in cases of unauthorized data collection or data breaches

You may make the following choices regarding how we collect, use, and disclose information about you:

- **Account Information.** You may access, correct, delete and export your account information at any time by logging into the Services and navigating to the Settings page. Please note that if you choose to delete your account, we may continue to retain certain information about you as required by law or for our legitimate business purposes.
- **Cookies.** Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Services.
- **Communications Preferences.** You may opt out of receiving certain communications from us by following the instructions in those communications. If you opt out, we may still send you administrative emails, such as those about your account or our ongoing business relations.
- **Mobile Push Notifications.** You can deactivate these messages at any time by changing the notification settings on your mobile device.

You can exercise your rights at any time by contacting us via CustomerService@TyndaleUSA.com. If you believe you have legal rights you wish to exercise regarding your personal data, that is not addressed in this Privacy Policy, please contact us at CustomerService@TyndaleUSA.com.

Information from Children

Our Services are not intended or designed to attract children under the age of 17 years old. We do not purposefully or knowingly collect personally identifiable data from anyone under 17 years old. If we learn that a user under the age of 17 years old is sharing personally identifiable information on or through our Services, then we will use reasonable measures to block that user from access. Should you believe, we may have collected Personal Information from a child, please contact us at CustomerService@TyndaleUSA.com.

We encourage all guardians to instruct their children in the safe and responsible use of their personal data while using the internet.

Protection of Personal Information

We make reasonable efforts to protect your personal information. No method of transmission over the Internet, or method of electronic storage, is 100% secure, so we cannot guarantee that our users' information will not be accessed, disclosed, altered,

or destroyed by breach of any of our physical or technical safeguards and we cannot assume responsibility or liability for unauthorized access to our servers and systems.

In the event of a breach of our security safeguards, we will assess the extent of harm, if any, to individuals and comply with reporting and notification obligations in accordance with applicable laws.

Contact Us

If you have questions or comments regarding this Privacy Policy, please do not hesitate to contact us at:

Email: CustomerService@TyndaleUSA.com,

Phone: 1.800.356.3433

Mail: Tyndale
Attn: Customer Care – Website Issues
5050 Applebutter Rd.
Pipersville, PA 18947