

## **PRIVACY POLICY**

**Last revised: April 2015**

Cryogenic Industries, Inc., and its affiliates (collectively, “we,” “us,” “our”) understand that privacy is important to our consumers and want you to make knowledgeable decisions about the information you disclose. This Privacy Policy (“Privacy Policy”) is designed to inform you of our practices regarding the collection, use and disclosure of information that you provide to us or that we collect from you, through your use of or interaction with our websites and our other online or mobile sites, services, applications or advertisements that link to this Privacy Policy (collectively hereinafter, our “Properties”).

Before using our Properties or providing information to us, please carefully review this Privacy Policy. By using one of our Properties, including registering for an account or accessing one of our websites, mobile products or online services that link to this Privacy Policy, you agree that we may collect and use your information in accordance with this Privacy Policy, as revised from time to time. Please note that this Privacy Policy does not apply to information collected from sources other than our Properties, including third party websites that may link to or be linked from our Properties or that otherwise use our name.

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### **Contacting Us**

Please direct any inquiries related to this Privacy Policy or personal information we have collected about you by mail to Cryogenic Industries, Inc., 27710 Jefferson Avenue, Suite 301, Temecula, CA 92590 or by email at [info@cryoind.com](mailto:info@cryoind.com). **[If you have any questions or comments about our company or our products or have other customer service needs, please email us or go to [www.cryoind.com](http://www.cryoind.com) for information on contacting our customer service representatives.]**

### **Highlights of Our Practices**

This section is intended to provide you with a basic overview of the privacy practices described in this Privacy Policy. For complete details on our practices, please read this entire Privacy Policy.

### ***Information We Collect:***

- We collect information about you from a variety of sources, including:
  - Information you provide to us directly through the Properties, such as when you fill out a registration form.
  - Information automatically collected when you visit or use our Properties, such as information on how you were referred to our site and what pages you visited.

### ***How Your Information Is Used and/or Disclosed:***

- We use the information we collect to fulfill your requests, conduct transactions with you, communicate with you about our products and other matters, manage our Properties, and conduct research and analysis.
- We do not sell or rent your personal information to third party marketers.
- We may combine all the information we collect about you.
- We may share your information:
  - With our third party service providers that assist or support our business operations, such as research, marketing and technology.
  - With our affiliates for research, analysis, marketing and other purposes.
  - In an aggregated form that cannot identify you.
  - If all or part of our business is sold to another company.
  - To protect and defend our or other parties' rights, safety and property.
  - When required by law and/or government authorities.

### ***Your Choices:***

- If you have opted in to receive communications from us, we may send you e-mails containing newsletters and other information.
- You can stop receiving promotional messages by following the instructions contained in such communication, or by using the general contact e-mail or phone number listed on the appropriate web site.

### **What Information We Collect**

We may collect several types of information about you, including:

- Personal information:
  - We may collect personal information through your use of the Properties, such as when you register for our Properties, subscribe to receive our communications, update your account information, make purchases, contact us with questions or comments, and use of social media platforms.
  - This personal information can include data attributes like your full name, username, password, email address, telephone number, physical or billing mail addresses, company name, title and other information you may provide to us. It may also include other personally-identifiable information we have collected from you, such as your purchasing and browsing behavior. If you have contacted us on behalf of a business or other entity, we may also collect your work contact information and details about your business or entity that you provide to us.
  - In some instances, we may combine non-personal information with personal information, such as combining your name with your geographic location or your

browsing history. If we combine any non-personal information with personal information, we will treat the combined information as personal information as long as it is combined.

- Other information we collect through our Properties:
  - *Non-personal information:* We may collect non-personal information that does not uniquely identify any individual. This might include how fast a user connection is, or volume of visitors to a site or page. If this non-personal information does not personally identify you, we may collect, use and disclose non-personal information for any purpose, such as research to improve our products or advertising.
  - *Server log files:* An Internet Protocol (IP) address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider and is identified and logged automatically in our server log files whenever you visit one of our Properties, along with the time of the visit and the page(s) that were visited. We use IP addresses for purposes such as routing visitors to the appropriate website for the visitor's country, calculating usage levels, helping diagnose server problems, and administering our Properties. If you accessed one of our Properties using a mobile device like a smartphone, we may also collect your phone's unique device ID and other similar mobile device data.
  - *Cookies and similar technologies:* We also employ technologies like Cookies, which may uniquely identify your account, or the IP address associated with your Internet device. A "Cookie" is a small text file containing a random and unique alphanumeric identifier that our Properties may transfer to your computer's hard drive through your web browser that enables our systems to recognize your browser. These technologies provide us with information related to the ways consumers interact with our advertising or our Properties, like browser type, browsing behaviors, user web requests, pages and content viewed, the number of new visits or log-ins, search engine referral, affiliate referrals, traffic driven by banner ads or other promotions, which items are placed in shopping carts and which are abandoned, conversions and what purchases were made and zip codes. Such technologies, like Cookies, can contain or store non-personal and personal information (such as if you have previously registered on our Properties or consented to the retention of certain personal information) and allow web browser servers to recognize return visits to our Properties, improve web browsing navigation, or the quality and delivery of certain features or customized content through our Properties. Some Cookies (known as "persistent cookies") will remain on your computer or Internet device until you delete them, while others (known as "session cookies") are automatically erased when you exit your Internet browser. You can set your computer or Internet device to accept or reject most Cookies, or to notify you in most situations that a Cookie is offered so that you can decide whether to accept it.
  - *Website analytics:* We may work with third-party service providers who use the technologies described in this Privacy Policy to conduct website analytics to help us track and understand how visitors use our Properties. For example, we may use companies like Pingdom, a third-party web analytics service provider, to help us

improve our website performance and user experience. You can review the Pingdom privacy policy and its opt-out tool, by going to [www.pingdom.com/legal/privacy-policy/](http://www.pingdom.com/legal/privacy-policy/).

### **How We Use the Information We Collect**

We may use the information we collect about you for purposes such as to:

- complete transactions you have requested or fulfill orders you have placed;
- respond to or follow-up on your comments, reviews, inquiries and other requests;
- deliver product solutions or content or services you have requested;
- conduct research and analysis related to our business, products or Properties;
- improve our products, services or Properties and tailor them to your usage or preferences;
- publish your reviews, comments, photos, videos and other content you have posted to one of our social networking features;
- communicate with you about your account or your use of our Properties;
- enforce the terms of use of our Properties or otherwise manage our business;
- if you have opted-in to receive news or other information from us by email, send you promotional messages we think will be of interest to you. If you no longer want to receive direct marketing communications, you may opt-out of such communications by the methods describe in the “**Opting Out of Communications**” section below.

### **Information Sharing and Disclosure**

We will not sell or rent your personal information to third parties. From time to time, we may share your personal information with our affiliates, such as in the following circumstances:

- to conduct research and/or analysis.

We will require these parties to maintain the confidentiality of your personal information, and will not authorize them to use the personal information we provide for their direct marketing purposes (as defined the *California “Shine the Light” Law, California Civil Code §§ 1798.83*) unless we have explicitly given you the option to opt-in or opt-out of such disclosure.

We rely on third party service providers to perform a variety of services on our behalf, and we may disclose your personal information to such service providers, such as web service, technical support providers, delivery services, e-commerce providers, and research and analytics providers. However, we do not authorize these third parties to use your data for purposes other than for which it has been provided, and do not authorize these third parties to disclose that information to unauthorized parties or use that information for their direct marketing purposes.

Additionally, we will use and disclose personally identifiable information we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain. In addition, we may transfer personal information and other information to a third party

in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, brands, affiliates, subsidiaries or other assets.

We may offer community features and public interactive forums through our Properties, like discussion boards, product reviews, chat rooms, forums, wikis, social networking platforms and blogs. When you participate in such offerings, your username and other personal information you choose to provide or communicate in these public spaces may be seen by others, and you should exercise caution when disclosing such information and realize that information you post could remain viewable in cached or archived webpages or copied and stored by other users even after you remove it. We cannot control the actions of other users of our Properties, and we are not responsible for the results of your postings. Furthermore, when you participate in these interactive features, you may be agreeing to terms of use that, among other things, allow us to use your name and other information in our marketing and advertising.

We may share aggregated or anonymous information that cannot identify you with third parties. For example, we may disclose the number of visitors to our websites, the pages they visited, the platform and/or browser they used, or the number of people from a certain country who visited one of our websites.

### **Accessing and Updating Your Personal Information**

We will retain personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by law. You may contact us at the e-mail or mailing address listed above under “**Contacting Us**” to provide us with your name, telephone number, email and/or mailing address and your request to update information. We will try to comply with your request as soon as reasonably practicable.

### **Opting Out of Communications**

If you no longer want to receive marketing-related emails from us on a going-forward basis, you may opt-out of receiving marketing-related emails via the e-mail and phone number listed on the appropriate web site or email. If you are having difficulty unsubscribing from our marketing communications using the above methods, please contact us directly at the email or mailing addresses listed above under “**Contacting Us**”.

Please allow ample time for us to process your request. However, please note that even if you opt-out from receiving marketing communications, we may need to send you service-related communications and may need to keep information we have collected about you for record-keeping, research and other purposes.

### **Security**

We use organizational, technical and administrative means intended to protect stored and transmitted information from loss, misuse and unauthorized access or disclosure, and we use secure socket layer (SSL) technology. However, no method of Internet transmission or electronic storage is 100% secure or error-free, so we unfortunately cannot guarantee absolute security. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us by contacting us at the email address listed above.

### **Websites Not Covered by this Privacy Policy**

Our Properties may contain links or references to other websites or services that are managed by third parties or that are managed by us but contain a different privacy policy. This Privacy Policy governs only information that we collect through our Properties that link to this Privacy Policy, and not to websites, services or applications that do not link to this Privacy Policy or that are maintained and controlled by other companies or organizations, including third party websites linked to from our Properties, as well as communications from third parties that reference our company or products. Please note that many of the websites we operate outside of the United States are governed by separate privacy policies linked to from those websites. This Privacy Policy also does not cover the “offline” collection of information by us unless you have been notified that this Privacy Policy applies at the time of collection. The collection and use of your information by and through third party websites, applications or other means will be governed by the privacy policies applicable to those third parties and mediums. The inclusion of a link or reference on the Properties does not imply endorsement of the linked site by us or by our affiliates.

### **Children Under the Age of 13**

Our Properties are not intended for children under the age of 13 and we do not knowingly collect personal information from children under age 13. If you are younger than 13, please do not use our Properties and please do not provide your personal information to us.

### **Cross-Border Transfers**

Because we operate globally, your personal information may be stored and processed in any country where we have facilities or in which we engage service providers. By using our Properties, you consent to the transfer of information to countries outside your country of residence, including the United States, which may have different data protection rules than in your country.

### **Do Not Track Signals**

Because there is not yet a common understanding of how to interpret web browser-based “Do Not Track” (“DNT”) signals other than cookies, we do not currently respond to, or provide visitors with a different Site experience based on, undefined “DNT” signals to the site.

### **Changes to this Policy**

We reserve the right to change this Privacy Policy at any time. Please check the “Last Revised” legend at the top of this page to see when this Privacy Policy was last revised. When changes are made to this Privacy Policy they will become immediately effective when published in a revised Privacy Policy posted on this page unless otherwise noted. Your use of the Properties following these changes indicates your consent to the practices described in the revised Privacy Policy.

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