

# Privacy Policy

## 1-800 Radiator & A/C, Inc.

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally identifiable information' (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

### **What personal information do we collect from the people that visit our blog, website or app?**

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number or other details to help you with your experience.

### **When do we collect information?**

We collect PII when you register on our site, place an order, fill out a form, are visited by an employee of or enter information on a site hosted in the radiator.com or 1800radiator.com domain.

### **How do we use your information?**

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize user's experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website in order to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To deliver products or equipment..

### **How do we protect visitor information?**

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

Personal information is stored behind secured networks and is only accessible by a limited number of persons with special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive information you transmitted to our website is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information.

Credit card transactions are processed through a gateway provider and are not stored or processed on our servers.

### **The Use of Cookies**

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

#### **We use cookies to:**

- Help remember and process the items in the shopping cart.
- Understand and save user's preferences for future visits.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

#### **Disabling Cookies:**

If cookies are disabled, some of the features that make your site experience more efficient will not function properly. Disabling cookies will prohibit certain functionality and cause errors when using sites from 1-800 Radiator & A/C, Inc.

With cookies disabled, retail transactions can still be accommodated over the phone.

### **Third Party Disclosure**

We do not sell, trade, or otherwise transfer personally identifiable information to outside parties unless we provide you with advance notice or have your prior electronic or written consent. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **Third party links**

Third party links accessible through websites hosted by 1-800 Radiator & A/C, Inc. are limited to partner sites bound by the same PPI limitations as 1-800 Radiator & A/C, Inc. These third party links exist to allow convenient access to features offered by partner companies that work in concert with 1-800 Radiator & A/C, Inc.

### **Google**

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We have not enabled Google AdSense on our site but we may do so in the future.

### **California Online Privacy Protection Act**

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. - See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

#### **According to CalOPPA we agree to the following:**

Users can visit our retail website anonymously

The first significant page after entering our website will reference a link to this privacy policy

Our Privacy Policy link includes the word 'Privacy', and can be easily be found on the page specified above.

Users will be notified of any privacy policy changes:

- On our Privacy Policy Page

Users are able to change their personal information:

- By email
- By telephone
- By chatting with us or sending us a ticket

#### **How does our site handle do not track signals?**

We honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

#### **Does our site allow third party behavioral tracking?**

It's also important to note that we do not allow third party behavioral tracking

### **COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

### **Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

**In agreement with the Fair Information Practices we will take the following responsive action, should a data breach occur:**

We will notify the users via email within 30 business days after the resolution of the event

We will notify the users via in-site notification within 30 business days after the resolution of the event

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

**CAN SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

**We collect your email address in order to:**

- Send information, respond to inquiries, and/or other requests or questions.
- Process orders and to send information and updates pertaining to orders

**To be in accordance with CANSPAM we agree to the following:**

If at any time you would like to unsubscribe from receiving future emails, you can email us at [helpdesk@radiator.com](mailto:helpdesk@radiator.com) and we will promptly remove you from **ALL** correspondence.

**Contacting Us**

If there are any questions regarding this privacy policy you may contact us using the information below.

www.radiator.com

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