

Effective on July 30, 2016

This privacy statement describes how Innate Elevations collects and uses the personal information you provide on our Web site: www.innateelevations.com. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

Collection and Use of Personal Information

We collect the following personal information from you

- Contact Information such as name, email address, mailing address, phone number
- Billing Information such as credit card number, and billing address
- Unique Identifiers such as user name, account number, password
- Preferences Information such as product wish lists, order history, marketing preferences

We may also collect the following information from you

- Demographic information such as age, education, gender, interests and zip code

As is true of most Web sites, we automatically gather information about your computer such as your IP address, browser type, referring/exit pages, and operating system.

We use this information to

- Fulfill your order
- Send you an order confirmation
- Assess the needs of your business to determine suitable products
- Send you requested product or service information
- Send product updates or warranty information
- Respond to customer service requests
- Administer your account
- Send you a newsletter
- Send you marketing communications
- Respond to your questions and concerns
- Improve our Website and marketing efforts
- Conduct research and analysis
- Display content based upon your interests

Choice/Opt-Out

You may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included in these emails or you can contact us info@innateelevations.com.

Information Obtained from Third Parties

If you provide us personal information about others, or if others give us your information, we will only use that information for the specific reason for which it was provided to us.

Information Sharing

We will share your personal information with third parties only in the ways that are described in this privacy statement. We do not sell your personal information to third parties.

We may provide your personal information to companies that provide services to help us with our business activities such as shipping your order or offering customer service. These companies are authorized to use your personal information *only as necessary to provide* these services to us.

If you provide the name of your company, we may use the name of your company (but not other personal information) on a list of current or former customers for promotional purposes.

We may also disclose your personal information

- as required by law such as to comply with a subpoena, or similar legal process
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request,
- if Innate Elevations is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information,
- to any other third party with your prior consent to do so.

We may share your personal information with other companies so that they can market their products or services to you. If you do not want us to share your personal information with these companies, contact us at info@innateelevations.com.

Cookies and Other Tracking Technologies

The Site may automatically collect information as you browse, such as Internet Service Provider, browser type and version, operating system and device type, average time spent on our site(s), pages viewed, information accessed, the Internet Protocol (IP) address used to connect your computer to the Internet and other relevant statistics. Such information is sometimes referred to as web analytics and/or clickstream data.

We and our partners may use cookies and action tags to keep track of your visits, preferences and profile information.

- A cookie is a small, unique text file that a website can send to your computer when you visit a site. We may use session cookies, which terminate when a user closes his or her browser, and/or persistent cookies, which remain on the user's computer until manually deleted. Most web browsers can either alert you to the use of cookies or refuse to accept cookies entirely. If you do not want us to deploy cookies to your browser, you can set your browser to reject cookies or to notify you when a website tries to put a cookie on your computer. Rejecting cookies may affect your ability to use the Site.
- An action tag is similar to a cookie. Action tags help us identify and track the performance of web pages on the Site, allowing us to measure the performance and quality of the Site and to manage Site content. In addition, we may use action tags in

emails. This allows us to gauge the effectiveness of certain communications and the effectiveness of marketing campaigns by showing, for example, how many emails have been opened.

Electronic tracking technologies are used to enhance your experience on the Site, including allowing you to remain logged in on the Site. Cookies and pixel tags may also be used to collect general usage and aggregated statistical information that does not identify you personally. However, we and our third party partners may use cookies to store some of your preferences (including limited Personal Information) or to display relevant content based upon what you view on our site.

Security

The security of your personal information is important to us. When you enter sensitive information (such as credit card number) on our order forms, we encrypt the transmission of that information using secure socket layer technology (SSL).

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at info@innateelevations.com. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

If you have any questions about security on our Web site, you can contact us at info@innateelevations.com

Additional Policy Information

Our Web site includes Widgets, which are interactive mini-programs that run on our site to provide specific services from another company (e.g. displaying the news, opinions, music, etc). Personal information, such as your email address, may be collected through the Widget. Cookies may also be set by the Widget to enable it to function properly. Information collected by this Widget is governed by the privacy policy of the company that created it.

Correcting and Updating Your Personal Information

To review and update your personal information to ensure it is accurate, contact us at info@innateelevations.com.

Notification of Privacy Statement Changes

We may update this privacy statement to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We

encourage you to periodically review this page for the latest information on our privacy practices.

Contact Information

You can contact us about this privacy statement by writing or email us at the address below:

Innate Elevations

397 Somersby Drive

Dallas, Ga. 30157

Email: info@innateelevations.com