

PRIVACY POLICY

ROWMARK LLC PRIVACY POLICY

This Privacy Policy covers what information we collect from you when you visit a website operated by Rowmark, LLC, including Rowmark.com and RowmarkLLC.com and their subdomains (each, a "Site" and collectively, the "Sites"), how we use such information, and under what circumstances we disclose that information to other parties. By using the Sites, you agree with the terms and conditions of this Privacy Policy.

References contained in this Privacy Policy to "you" or "your" means the individual user accessing or browsing the Sites. Where the Privacy Policy refers to "us", "we", or "our", we mean Rowmark, LLC.

The Information We Collect:

When you use the Sites, we receive and collect certain information. The information that we receive and collect depends on what you do when you visit a Rowmark website.

Browsing Our Sites:

When you browse or access our Sites, we collect browsing information from you, such as your device type, internet browser name, internet protocol address ("IP address"), geographic country, and web browsing history (collectively, "Browsing Information"). We collect Browsing Information through the use of cookies, which are small files that are transferred to your computer's hard drive through your web browser to enable us to recognize you when you return to our website. Web beacon technology is also used, which allows us to identify which webpages on our sites that visitors view. Google Analytics are used on the Sites as detailed in this Privacy Policy.

You are able to browse the Sites and take as much time as you wish to review the content on our Sites without submitting personal information, such as your name, email address, billing address, shipping address, phone number, and payment card information (collectively "Personal Information"). Where you are acting on behalf of an organization or business entity, we will ask for information, such as the name on the payment card, billing address, email address, and information about the individual using the payment card (collectively, "Company Information"), which may include Personal Information.

Rowmark.com:

This section outlines the information we collect as it pertains only to Rowmark.com. In the following instances, we will require you to provide us with your Personal Information or Company Information on the Rowmark.com website when you want to (i) complete an order; (ii) subscribe to our E-newsletters (iii) submit a Sample and Literature Request via the Sites or (iv) when you contact us by email or telephone with a comment, question or request.

Completing an Order:

To complete an order, we require you to supply information us with your Personal Information or Company Information, Information such as your name, billing address, ship to address, and payment information.

Rowmark.com E-newsletter, Sample and Literature Request:

You have the option to sign up for the free E-newsletter or submit a Sample and Literature Request. To do so, you will need to supply your email address in the E-Newsletter form located at the bottom of any page, or you will need to fill out the Sample and Literature Request form.

Other information:

When you express your interest in our products, download product literature, and make product inquires and

provide us with your Personal Information, we utilize artificial intelligence technologies to help us better understand your preferences and the types of communications that might be best suited for your interests based upon your interaction with our website and the materials you download or inquire about on our Site.

RowmarkLLC.com:

This section outlines the information we collect as it pertains only to RowmarkLLC.com

Information Request:

If you submit an Information request on RowmarkLLC.com, we require you to provide us with your name, email address, and your message.

How we use and share Personal Information

Both the Rowmark.com and RowmarkLLC.com Sites use Browsing Information as follows:

Information Collected From Cookies:

The Browsing Information collected from cookies and our web beacon technology is for the purposes of improving and optimizing your user experience while browsing and using our Sites. We use this information to detect and troubleshoot problems with our Sites and services, fraud detection, and cybersecurity purposes. We also use the information we receive from cookies and web beacon technology to learn about the content on our websites that our users find most interesting and the activities that are most popular among our users, which we evaluate when we consider making upgrades to our websites, features, and online functions. We use Google Analytics to record sales, the time a user spends on a particular Rowmark website, and to review trends in sales and use of the Sites.

The Rowmark.com and RowmarkLLC.com Sites also share information in the same manner as follows:

Law Enforcement Investigations:

Rowmark will disclose Personal Information and/or Company Information when we believe that the disclosure is necessary to comply with the law, enforce or apply the terms of any of our policies or user agreements, or to protect the rights, property, or safety of Rowmark, our users, or others. For example, we may be required by law to disclose Personal Information about you without your consent and without notice in order to comply with a valid legal process such as a subpoena, court order, or search warrant.

Rowmark.com

The policies detailed in this section are particular to the way Rowmark.com uses information.

Orders:

When you elect to purchase a product from our Site, we use the Personal Information and/or Company Information that we collect from you to verify and complete the financial transaction and order. Our use of your Personal Information and/or Company Information in this processing activity is directly necessary for the purposes of fulfilling our contractual obligations to you as it relates to the sale. If you fail to provide us with the required Personal Information and/or Company Information, we will be unable to process your order. During the purchase transaction, you will be asked to provide your affirmative consent (opt-in) to enroll to receive our E-Newsletter, which is entirely voluntary. You may unsubscribe from the E-Newsletter at any time by clicking the unsubscribe link at the bottom of the E-Newsletter email or by contacting our customer service department at marketing@rowmark.com and requesting removal from our distribution list.

E-Newsletter, Sample and Literature Request:

The Personal Information collected when you enroll to receive our E-Newsletter is only used to forward the E-Newsletter to the e-mail address supplied. You may unsubscribe from the E-Newsletter at any time by clicking the unsubscribe link at the bottom of the E-Newsletter email or by contacting our customer service department at

marketing@rowmark.com and requesting removal from our distribution list. To the extent you request a Sample or Literature Request, your Personal Information is only used for the purposes of responding to your request.

Rowmark.com shares Personal Information collected from you in the following ways:

Payment card processors:

Payment card transactions are handled by a third-party processor, which receive the payment card number and other personal identifying information only to verify the payment card numbers and process the financial transaction.

Our Service Providers:

We utilize third party service providers so that we can provide our products and services to you. In each instance, these services are provided to us by contract. These service providers provide us with web hosting, enterprise management services, marketing platform systems, and data storage services. Your Personal and Non-personal Information is used exclusively by our third party service providers to comply with their contractual obligations to us.

RowmarkLLC.com:

The policy detailed in this section is specific to RowmarkLLC.com.

Information Request:

If you submit an Information request on RowmarkLLC.com, we will use the Personal Information and/or Company Information that you provide us to respond to your Information Request.

Communications from Rowmark:

If you submit Personal Information, you will receive the following communications from based upon your specific interactions with each of the Rowmark Sites as detailed below:

Rowmark.com:

Communications Related to Transaction, Account Maintenance, and Inquiries:

By placing an order through the Rowmark.com Site, you will receive communications from us relating to: order confirmations; order updates; order problems; and material changes to this Privacy Policy. When placing a phone call or email to Rowmark, your personal information will be used to respond to your request. For telephone calls, you will be asked whether you consent to receiving our E-newsletter. If you consent, you will receive an email message containing instructions regarding how to confirm your consent to receive our E-newsletter, which you may revoke or otherwise unsubscribe from at any time by contacting us or clicking the unsubscribe link contained at the bottom of the email communication.

Rowmark E-newsletter, Sample and Literature Request:

You may sign up for the free E-newsletter or submit a Sample and Literature Request. To do so, you will need to supply us with your email address in the E-Newsletter form at the bottom of any page, or fill out the Sample and Literature Request form. The contact information collected is only used to forward the E-Newsletter to the e-mail address supplied. You may unsubscribe at any time by clicking the unsubscribe link at the bottom of the message or by contacting our customer service department and requesting removal from the distribution list.

RowmarkLLC.com:

Information Request:

To the extent you submit an information request via the Contact Us feature contained on the RowmarkLLC.com

Site, we will communicate with you to the extent required to respond to your comment, question or request. We will only keep this personal information for the length of time required to respond to your inquiry.

Control Over Your Information:

Depending upon your internet browser and settings, you may be able to reject cookies. Please be aware that by rejecting cookies on our website, some functions and features will not work properly.

To learn more about Google Analytics and ways to disable or block such technology, visit:

<https://tools.google.com/dlpage/gaoptout>.

To the extent you enroll to receive our E-newsletter by providing your affirmative consent (opt-in), you may withdraw your consent and unsubscribe to the E-newsletter email by clicking at the unsubscribe link at the bottom of an E-newsletter email or contacting our customer service department and requesting removal from the distribution list.

Children’s Privacy

United States:

To comply with the Children's Online Privacy Protection Act, the Sites are only available to users within the United States, who are at least 13 years old. Rowmark will never knowingly request Personal Information from anyone under the age of 13. If you are under 13, please do not use a Rowmark website. If a child has provided us with Personal Information, that child’s parent or legal guardian should contact us immediately to delete such information from our database.

European Union:

Any user of our websites located within the European Union (“EU”) that meet the definition of a “minor” as defined under applicable EU law shall not use or provide any information to the Sites. If a child has provided us with Personal Information (or personal data), the person having legal responsibility for that child should contact us immediately to have such information deleted from our database.

Linking to Third-Party Websites:

When you click on links on our site that take you to a website outside of Rowmark website, you will be subject to the third parties' privacy policies and terms of use. While we support the protection of privacy on the Internet, Rowmark is not responsible for the actions of any third-party websites. We encourage you to read the posted privacy statement and the terms of use of any and every site you visit, whether you are linking from our site or browsing on your own.

Protecting Your Information – Rowmark.com:

The Personal Information you provide -- including your credit card information -- to create and access an account with us and to make purchases from us is secured using industry standard e-commerce security technology such as Secure Sockets Layer (SSL) encryption technology. We use this SSL technology to reduce the risk of such information from being intercepted and read as it is transmitted over the Internet. The encrypted data goes to a secure site where your information is stored on restricted-access computers located at restricted-access sites.

Alternative Customer Purchasing Options – Rowmark.com:

If you do not feel comfortable sending your payment information to us over the Internet, you still can shop with us. We welcome you to call us to complete your purchase by phone. When you call us to complete a transaction or to inquire about information, we will ask for your consent to use your information in accordance with this Privacy Policy.

Changes to Privacy Policy:

Rowmark reserves the right to modify or amend this policy at any time by posting the revised Privacy Policy on our Sites. It is your responsibility to regularly review this Privacy Policy for changes. We will post a notice on our website regarding any material change in this Privacy Policy.

EU Data Rights:

On May 25, 2018, the European Union's ("EU") General Data Protection Regulation ("GDPR") goes into effect. In accordance with the GDPR, identifiable natural persons ("data subjects") located within the EU must be provided with the following information:

Contact Details of the Controller:

Rowmark, LLC
5409 Hamlet Drive
PO Box 1605
marketing@rowmark.com
1-877-769-6275

Rowmark, LLC's Personal Representative in Europe:

Myrth Van den Brand
Operations Manager EMEA
mvandenbradt@rowmark.com
+32 (0)3 870 41 10

Contact Details of the Data Protection Officer

Christy Kisseberth
Director of Strategic and Technology Planning
CKiss@Rowmark.com
1-877-769-6975

Purposes of Processing:

Personal data is processed for the purposes detailed in this Privacy Policy. The legal basis for the processing activities detailed in this Privacy Policy are by consent and/or contract as detailed herein.

Recipients or categories of recipients of the personal data:

Personal data is received by our payment card processor (for Rowmark.com), service providers, and where required law enforcement in accordance with this Privacy Policy.

Personal Data Storage Criteria:

Personal data is stored by us until such time as you contact us, in writing, to request that your personal data be deleted. Personal data in Information Requests on RowmarkLLC.com is deleted as soon as we respond to your inquiry.

Transfers:

If a transfer of your personal data is required to a third country or international organization, the transfer is pursuant to appropriate and suitable safeguards, including the execution of the Standard Contractual Clauses as approved by the European Commission.

Data Rights:

EU data subjects have the following data rights:

- Right to access to the personal data we have for such data subject;
- Right to rectification of incorrect personal data;
- Right to erasure of the personal data we have for such data subject;
- Right to restriction of processing concerning such data subject;
- Right to object to our processing of such personal data;
- Right to data portability, that is, a copy of the data we have on such data subject;
- Right to withdraw consent at any time to our processing of such data subject's personal data;
- and
- Right to lodge a complaint with a supervisory authority.

You may exercise your data rights by contacting us, in writing, at the address indicated above.

Questions or Comments:

If you have any questions regarding our Privacy Policy, please email us at marketing@rowmark.com

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