



Privacy Policy

Impact Mailing of Minnesota, Inc. (“Impact”) takes your privacy seriously. This Privacy Policy is meant to help you understand the information we collect, why we collect it, and how you can manage it. This Policy applies to our website at <https://impactconnects.com> (the “Site”) and any and all related products, services, communications, or apps (the “Services”). By using our Site, or by purchasing our products or Services, you are acknowledging that you have read, understood, and accept this Privacy Policy and our Terms and Conditions (available at <https://impactconnects.com>).

In this Privacy Policy, any use of the words "you," "yours," or similar expressions refers to users of this Site and our Services, as well as any other individuals whose information we collect and process. References to "we," "us," "our" or similar expressions refer to Impact.

This Policy does not extend to anyone whose personal information is not under our control or management, including data that is collected by other websites that you may visit before or after this Site, and which are not governed by this Privacy Policy. We are not responsible for the data protection or privacy policies of any other websites, and accept no responsibility or liability for those policies. Please carefully check the policies of other websites and services you use before you visit or submit personal information.

1. Information We Collect

- 1.1 Information We Collect and Receive. In order for you to use our Site and Services, we need to collect and process certain types of information. Depending on your use of our Site and Services, this may include:
- a. Information you provide to us by completing forms on our website: For example, your name and contact information, as well as any other information you may provide in the forms on our website.
 - b. Information you provide to us by contacting us: Any personal information you may provide to us when you email or call us, such as name, phone number, employer, and any other details you provide in your communications. Impact may also request your contact information for the purposes of having someone contact you for additional information, or in response to your request for information from us.
 - c. Information about your activity through our Services, including your device information, such as your IP address, the type of device or browser you use, and your actions on the Site.

We will only use personal information to provide you with information, products, or services you have requested, or for other purposes set out in this Policy. Personal information does not include aggregate information from which individual identities have been removed.

- 1.2 Information from Children. Impact does not knowingly solicit or collect any personal information from anyone under 18 years of age, and children under 18 are not permitted to register for or use our Site or Services, including by subscribing to receive information from Impact. Parents can contact our customer service department to access, change, or delete the personal information that has been submitted by a child. If we become aware that a child under the age of 18 has provided us with personal information, we will delete it.

- 1.3 Cookies and Tracers. We may use cookies and similar technologies (e.g., web beacons, pixels, ad tags and device identifiers) to recognize you and/or your device(s) on, off and across the Site and different Services and devices. A cookie is a small file that is placed onto your device (e.g., computer, smartphone or other electronic device) that stores information when you visit a website. However, you can control cookies through your browser settings and other tools. You can also opt-out from our use of cookies and similar technologies that track your behavior on the sites of others for third party advertising. Neither the Site nor the Services respond to Do Not Track signals.

Our Cookie Policy (available at <https://impactconnects.com>) has more information about how cookies collect information and how that information is used.

2. How We Use Information

Impact may use the personal information we collect for the following purposes:

- a. To deliver our products and Services;
- b. To provide customer service and our support services;
- c. To keep your information secure such as by monitoring for security irregularities, and to be able to verify your identity and contact information;
- d. To alert you about product updates, special offers, updated information and other news and services from Impact;
- e. To ensure our Site and Services are relevant to you and your interests;
- f. To help us create and publish content most relevant to you; and
- g. To contact you in response to sign up forms or requests at <https://impactconnects.com>

3. How Information May Be Shared

Impact will only share your information with certain trusted third-party services to help us provide, improve, promote, or protect our products and Services. For example, we may store the information above with a third-party data storage service to support delivery of our Services and respond to customer service requests. Whenever we share data with third-party services, we require that they use your information only for the purposes we've authorized, and that they protect your personal information at least to the same standards we do.

We also reserve the right to disclose personal information when it is reasonably necessary to conduct our business, protect Impact's legal rights and property, and to comply with the law or law enforcement. Otherwise, your personal information is never shared with any individual or other organization.

4. Protection of your Personal Information

We take the security of your personal information seriously and follow industry-standard practices to protect the data we collect and process. Impact has therefore put in place commercially reasonable physical, electronic, and managerial procedures to safeguard and secure the personal information that Impact collects. Access to personal information will be

restricted to our authorized personnel who require the information in order to perform their duties properly. In addition, access will be limited to only that information that is strictly necessary for the performance of those duties.

Remember, the safety and security of your information also depends on you. Where you have chosen, or where we have given you a username and password for access to certain parts of the Site or Services, you are responsible for keeping the username and password confidential. No method of transmission over the internet or electronic storage is completely secure, so Impact cannot guarantee its absolute security.

5. Data Transfers

Because Impact is a US-based company, your information may be collected and processed in the United States. Additionally, as part of the products and services offered to you through our Site, the information which we collect about you may be transferred to, and stored in, one or more countries other than where you currently reside. For example, this may occur if any of our servers or third-party service providers are located in a country other than yours. These countries may have different data protection laws that are similar to your current residence. However, if we transfer your information in this way, we will put in place appropriate protection to make sure your personal data remains adequately protected and is treated in line with this Privacy Policy.

6. Email Notifications

We try to keep email communications to a minimum and give you the ability to opt out of any marketing communications we send. By example, we may send you email relating to the Services we offer. You may also elect to receive certain marketing email communications, in accordance with your preferences, and from which you may opt out at any time. You can always opt out of receiving email information by sending us an email at privacy@impactconnects.com detailing your request. If we have sent you a promotional email or mobile device notification, you may send us a return email or mobile device communication asking to be omitted from future email or mobile device distributions. This opt-out does not apply to information provided to Impact as a result of a purchase of the Services, product service experience, or other transactions.

7. Retention

We will hold your personal information on our systems for as long as is necessary to perform the relevant processing activity for that information, or as long as is set out in any relevant contract you hold with us. This is a case-by-case determination that depends on things like the nature of the data, why it is collected, why it is processed, and any relevant legal or operational retention needs. For example, we may retain your data for as long as you maintain an account on our Site so that we may process and deliver your orders. We may also be legally required to hold some types of information to fulfil our statutory obligations. We review our retention periods for personal information on a regular basis. When the relevant processing activity has been completed, we may destroy your data, or alternatively anonymize the data in such a way that you are not personally identifiable, either directly or indirectly.

8. Personal Information Requests - California Residents

Site visitors residing in California are afforded certain rights regarding their personal information that we may process. Except where an exception or exemption applies, these rights may include 1) the ability to request a copy of the information we have collected about you during the previous 12 months, as well as the right to review our data collection practices related to you, (a "Personal Information Request"); 2) the ability to request deletion of your personal information; 3) and the right not to be discriminated against due to your exercise of any of the preceding rights. While these rights are not globally applicable,

our customers are entitled to access the personal information that we hold about them. To ensure that your personal information is accurate and complete, please contact us through the email address below regarding any errors or updates affecting the personal information that we may hold.

You may make a Personal Information Request by emailing us at privacy@impactconnects.com, by calling us at 612-521-6245, or by mailing us at Impact, 4600 Lyndale Ave North, Minneapolis, MN 55412. As explained above, you may contact us to request access to or deletion of any personal information that we hold about you. Residents of California may also designate an authorized agent to exercise certain privacy rights on their behalf and should make any such request by contacting the above email address. To protect your privacy and security, Impact may take reasonable steps to verify your identity before granting access to, correcting, or deleting data. We will generally respond to your request for information within 45 days, unless a longer response time is necessary, in which case, you will be advised accordingly. Please note that we may retain certain information as required by law or as necessary for our legitimate business purposes.

9. Questions, Comments, or Complaints

If you have questions or comments about this Privacy Policy, or if you are not completely satisfied with this Privacy Policy or its application by us, we invite you to convey your concerns or suggestions to us at privacy@impactconnects.com. If you have an applicable disability, you may also contact us at the above email address to request access to this Privacy Policy an alternative format. We will reply as quickly as possible and inform you of the steps, if any, that have been or will be taken in order to address your concern or implement the suggestion.

10. Updates and Changes to this Privacy Policy

This Privacy Policy is effective as of July 13, 2022. We may update this Policy from time to time. If we do, we'll let you know about any material changes, either by notifying you on the Site or by sending you an email. Any updates to this Policy will not apply retroactively. If you keep using our Site or Services after a change, that means you accept this Policy.