

**Joram Corporation, dba Polyfuze Graphics Corporations®**

# Privacy Policy

**Your privacy is critically important to us.**

Polyfuze is located at:

[999 Highway 89A](#)  
[Clarkdale, Arizona 86324](#)  
[United States](#)  
[923-634-8888](#)

It is Polyfuze's policy to respect your privacy regarding any information we may collect while operating our website. This Privacy Policy applies to <https://polyfuze.com> (hereinafter, "us", "we", or "<https://polyfuze.com>"). We respect your privacy and are committed to protecting personally identifiable information you may provide us through the Website. We have adopted this privacy policy ("Privacy Policy") to explain what information may be collected on our Website, how we use this information, and under what circumstances we may disclose the information to third parties. This Privacy Policy applies only to information we collect through the Website and does not apply to our collection of information from other sources.

This Privacy Policy, together with the Terms and conditions posted on our Website, set forth the general rules and policies governing your use of our Website. Depending on your activities when visiting our Website, you may be required to agree to additional terms and conditions.

## Website Visitors

Like most website operators, Polyfuze collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. Polyfuze's purpose in collecting non-personally identifying information is to better understand how Polyfuze's visitors use its website. From time to time, Polyfuze may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

Polyfuze also collects potentially personally-identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on <https://polyfuze.com> blog posts. Polyfuze only discloses logged in user and commenter IP addresses under the

same circumstances that it uses and discloses personally-identifying information as described below.

## Advertisements

Ads appearing on our website may be delivered to users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This Privacy Policy covers the use of cookies by Polyfuze and does not cover the use of cookies by any advertisers.

## Gathering of Personally-Identifying Information

Certain visitors to Polyfuze's websites choose to interact with Polyfuze in ways that require Polyfuze to gather personally-identifying information. The amount and type of information that Polyfuze gathers depends on the nature of the interaction. For example, we ask visitors who sign up for a blog at <https://polyfuze.com> to provide a username and email address.

We collect the following categories of information for the purposes explained below.

- *Activity on Advertisers' Digital Properties:* This is data about your browsing activity on the Advertiser's website or application. For example, which pages you visited and when, what items were clicked on a page, how much time was spent on a page, whether you downloaded a white paper on a business to business ("B2B") website, what items you placed into your online shopping cart, what products were purchased and the price of the products purchased.
- *Device and browser information:* This is technical information about the device or browser you use to access the Advertiser's Digital Property. For example, your device's IP address, cookie string data, operating system, and (in the case of mobile devices) your device type, and mobile device's identifier (such as the Apple IDFA or Android Advertising ID, and any other unique identifier that may be assigned to the mobile device).
- *Ad data:* This is data about the online ads we have served (or attempted to serve) to you. For example, how many times an ad has been served to you, what page the ad appeared on, and whether you clicked on or otherwise interacted with the ad. This data includes information about how well our clients' ads and campaigns have performed, whether on our platform or on other platforms.
- *Data from Advertising Partners:* This is data that we lawfully receive from other digital advertising companies that we work with ("**Advertising Partners**") to help us deliver ads to you and recognize you across browsers and devices. This may include

pseudonymous advertiser identifiers (meaning identifiers that help identify your browser or device, but do not directly identify you as a person) which some Advertisers or other third party Advertising Platforms choose to share with us – for example, your “Customer ID” with an Advertiser, a pseudonymous identifier (such as a cookie) associated with a hashed version of your email address, or demographic data such as age range. We may work with our Advertisers and Advertising Partners to synchronize their unique, pseudonymous identifiers to our own to enable us to more accurately recognize a particular unique browser or device and the advertising interests associated with it.

- *Email and CRM data from Advertisers:* Some Advertisers choose to share clear email addresses (as opposed to hashed email addresses, described below) or other contact information belonging to their customers with us, so that (with the help of Advertising Partners) we can help the Advertiser serve, measure and analyze targeted ads to customers. For example, if you have given ACME Soccer Ball Co. your email address, through our service, ACME Soccer Ball Co. may send you a promotional email for a soccer ball you looked at but did not purchase. Similarly if you provided your email to a software website when you downloaded a white paper, through our services the software company may send you a follow up email providing you with more information about the software company’s products or services. We use our Advertiser’s CRM Data (e.g., their customer lists or other information they provide to us about their customers) that consists of clear email addresses only for the purpose of assisting that particular Advertiser with their own advertising efforts and, in some cases, so we can report performance data back to the Advertiser’s CRM / reporting system. We do not share clear email addresses with other third parties for their advertising purposes.
- *Email Communications:* Clients may provide us with access to their email communications from their prospective customers when they have engaged us to provide email marketing services.
- *Hashed email addresses:* If an Advertiser permits us, we collect hashed versions of the emails that consumers have entered on that Advertiser’s site. Hashing is a “one-way function” that effectively pseudonymizes email addresses. For instance, when joe\_the\_cat@adroll.com is run through a typical hashing function, it becomes the following string of digits:  
0F0B7B1A1A7E8BDBBC6AA545F8CCD6F83671B32479271BFCB6CC8498912058D5.

We take this step to de-identify data and protect email addresses, while being able to use an identifier to better connect devices and browsers. We then employ these hashed emails (along with other information) for cross-device targeting, in order to try to recognize users across devices and browsers – for instance, to find the same user across multiple devices such as computers, tablets, and mobile devices.

- *Contact Information.* We obtain and collect contact information from various third party sources, including from public sources and through licenses with data providers. We may also infer contact information based on email addresses and email naming conventions. This contact information is B2B information – in other

words, it is usually the contact information of someone at a business email address, business street address, or sometimes, a business telephone number. We will not collect contact information this way for individuals who are located in European Territories.'

## **How We Use the Data We Collect**

We use this data to help our Advertisers identify and serve ads to you that are more relevant to you. We also use this data to operate, improve and enhance our services including enhancing the data points we or our Advertising Partners have about a particular user, browser, or device to serve the most relevant ads to you and, in turn, improve performance of an Advertiser's ad campaigns. Specifically, we use this data for:

- *Targeting*: Selecting ads that are more likely to be relevant to you based on the interests previously associated with your device and the time of day you may be most interested in viewing these specific ads. For example, we may show you ads for your favorite shopping site (or similar sites we think you may like) during lunch or commute hours.
- *Frequency capping*: Making sure that you don't see the same ad too many times.
- *Sequencing*: If you are being served a sequence of ads, making sure we show you the right ad next in the sequence.
- *Cross-device matching*: Identifying different devices that are likely to be associated with you so that ads can be targeted, capped and sequenced across those devices, and so that campaign effectiveness can be measured and analyzed. For example, cross-device matching helps us NOT show you ads for the shoes you were looking at on your phone but already purchased on your tablet. Instead we'll try to show you ads for an upcoming triathlon where you can put those shoes to work. It also helps us match devices so we can honor your opt-out choices across all devices we know are connected to the opted-out cookie. You may opt-out of being targeted in the above "cross-device" and "cross-channel" ways by employing the respective opt-out techniques we describe in the "Your Choices and Opting-Out of Targeted Ads" section below.
- *Attribution*: Monitoring when, where, and at what price we served certain ads on behalf of an Advertiser so that we can measure our influence on the marketing results of the Advertiser's campaigns and overall marketing strategy. For example, being able to measure if a certain ad campaign (the ads shown and to whom they were shown) actually sold more soccer balls for ACME Soccer Ball Co.
- *Reporting*: Providing Advertisers insights into how their ads are performing and gain insights into their customers. Reporting may include ad metrics such as impressions, clicks, and conversions (however the Advertiser may define a "conversion" such as, for example, a sale or a white paper download, or a correlation to an actual or inferred sale, site visit or store visit). This data allows an Advertiser to determine if an ad is not performing well (customers are not clicking

on it), so that the Advertiser will be able to see that data and update the ad (perhaps with a better deal!). With respect to specific cookie data, we limit reporting to cookie activity on the specific Advertiser's website and which ads were shown, whether there was engagement with those ads.

## Data Sharing

We may disclose information about you:

- *With an Advertiser whose Digital Properties you have visited:* We may share information about how you have interacted with that Advertiser's Digital Properties, email campaigns or its Ads.
- *With a Client:* We may share your business contact information collected from third party sources or inferred with a Client if we think that your business or employer would be interested in that Client's products.
- *With our service providers:* We contract with companies who help with parts of our business operations (e.g., for example, website and data hosting, fraud prevention, viewability reporting, data hygiene, marketing, and email delivery), as well as billing, collections, tech, customer and operational support.
- *To comply with legal process:* To satisfy in good faith any applicable law, legal process, or proper governmental request, such as to respond to a subpoena (whether civil or criminal) or similar process.
- *To investigate wrongdoing and protect ourselves or third parties:* To enforce our Terms of Service or other policies or investigate any potential violation of our Terms of Service and policies, any potential violation of the law, or to protect ourselves, our customers, or any third party from any potential harm (whether tangible or intangible).
- *In connection with a sale of our business:* If a third party acquires some or all of our business or assets, we may disclose your information in connection with the sale (including during due diligence in preparation for the sale).
- *With our Advertising Partners:* We also share hashed email addresses (or other pseudonymous identifiers associated with those hashes), technical data that we collect about your browsing habits and your device (such as data relating to our cookies, tracking pixels and similar technologies) with other companies in the digital advertising ecosystem. This enables them and us to better personalize ads to you.

**Tracking cookies** enable us to identify your device when you move between different Digital Properties, so that we can serve targeted advertising to you.

## Your Choices and Opting-Out of Targeted Ads

We recognize how important your online privacy is to you, so we offer the following options for controlling the targeted ads (sometimes called “interest-based ads”) you receive and how we use your data.

Opting-out of this type of advertising through the below methods will not prevent you from seeing ads, but those ads will likely be less relevant because they will not be tailored to your interests. The ads might, for instance, be randomly generated or based on the web page you are visiting.

- *Web browser:* You can opt-out of receiving personalized ads (including retargeted ads) served by us or on our behalf by clicking on the blue icon that typically appears in the corner of the ads we serve and following the instructions provided or by clicking [here](#). Please note that this “opt-out” function is browser-specific and relies on an “opt-out cookie”, thus, if you delete your cookies or upgrade your browser after having opted out, you will need to opt-out again. If you use a Safari browser, please also see directions regarding our cookie-less technology opt-out, below.
- *Cross Device Opt- Out:* In some cases we may link multiple browsers or devices to you. If you opt-out on a browser or device and we have additional devices or browsers linked to you, we will extend your opt-out decision to any other linked browsers and devices. Since we only link users across browsers and devices in some conditions, there could be cases where you are still being tracked in a different browser or device we have not linked, and where we are treating you as a different user.
- *Mobile Device Opt-Out:* To opt-out of receiving targeted ads that are based on your behavior across different mobile applications follow the below instructions, for iOS and Android devices:
  - iOS 7 or Higher: Go to your Settings > Select Privacy > Select Advertising > Enable the “Limit Ad Tracking” setting; and
  - For Android devices with OS 2.2 or higher and Google Play Services version 4.0 or higher: Open your Google Settings app > Select Ads > Enable “Opt out of interest-based advertising”.
- **Note to Safari Users.** When you opt-out on a browser, we, other advertising platforms, and other third parties, generally place a cookie on your browser instructing us not to use your other online behaviors to customize the ads you see. However, if you are using a Safari browser, opt-out cookies that are set for purposes of restricting this type of advertising may be deleted prior to their intended expiration date; we have no control over these browser controls or cookie deletions.
- **Do Not Track Disclosure:** Some internet browsers allow users to send a “Do Not Track” signal to websites they visit. We do not respond to this signal at the present time.
- **Reminder to Users Residing in a European Territory:** If you are located in a European Territory you will also have additional data protection rights.

## Data Retention

**CRM Data:** We are processors of CRM data that we hold on behalf of an Advertiser, such as email address lists. We retain this CRM Data until the Advertiser asks us to delete this data.

**Mobile Identifiers and Cookie Identifiers:** Cookie identifiers we collect expire (and are then deleted) 13 months from the last time your device accessed a Digital Property using our technology. If you visit another Digital Property that uses our technology inside that 13-month expiry period, then the expiry period will be reset and measured from that date instead. The expiration period for mobile identifiers is controlled by the end-user on their own device.

**Personal Data Associated with Mobile and Cookie Identifiers Related to Browsing History:** We delete personal data associated with mobile and cookie identifiers after 12 months. For example, data such as an Advertiser's website you visited or ads that you may have clicked.

**Personal Data Associated with Real Time Bids:** Data logged for a particular submitted bid or a received real time bid request (including cookie identifiers, mobile identifiers, the admissible bid on, and the admissible won or displayed to the end-user) are deleted after 30 days.

**Personal Data Associated with the Display of an Advertisable:** Data logged for the display of an admissible (including cookie identifiers, the admissible won or displayed to the end user as well as data indicated whether an end user clicked on the particular admissible displayed) are deleted after 12 months.

## Security

We apply technical, administrative and organizational security measures to protect the personal data we collect against accidental or unlawful destruction, loss, alteration, unauthorized disclosure or access, in particular where the processing involves the transmission of data over a network, and against other unlawful forms of processing.

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## Links To External Sites

Our Service may contain links to external sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy and terms and conditions of every site you visit.

We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party sites, products or services.

## **Polyfuze uses Google Ads for remarketing**

<https://polyfuze.com> uses the remarketing services to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an inquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy.

You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

## **Aggregated Statistics**

Polyfuze may collect statistics about the behavior of visitors to its website. Polyfuze may display this information publicly or provide it to others. However, Polyfuze does not disclose your personally-identifying information.

## **Cookies**

To enrich and perfect your online experience, Polyfuze uses "Cookies", similar technologies and services provided by others to display personalized content, appropriate advertising and store your preferences on your computer.

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Polyfuze uses cookies to help Polyfuze identify and track visitors, their usage of <https://polyfuze.com>, and their website access preferences. Polyfuze visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using Polyfuze's websites, with the drawback that certain features of Polyfuze's websites may not function properly without the aid of cookies.

By continuing to navigate our website without changing your cookie settings, you hereby acknowledge and agree to Polyfuze's use of cookies.

## **Privacy Policy Changes**

Although most changes are likely to be minor, Polyfuze may change its Privacy Policy from time to time, and in Polyfuze's sole discretion. Polyfuze encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.