

## Privacy Policy

Ethos Group Holdings Organization (“Ethos Group”)

Thank you for visiting our web site, storefront.printersmall.com/sfplus (“Site”). This Privacy Policy applies to this Site only, and it tells you how we use Personal Information collected at this Site. If you visit other web sites, whether they are linked to this Site or not, please review the privacy policies posted at those web sites. Please read this Privacy Policy before using the Site or submitting any Personal Information. By using the Site, you are accepting the practices described in this Privacy Policy. If you do not agree with the terms of this Privacy Policy, you should immediately cease the use of this Site. As used in this Privacy Policy, the terms “you” and “your” refer to each party accessing this Site for any reason, and the terms “we”, “us”, and “our” refer to Ethos Group.

### Collection of Information.

We collect personally identifiable information of Site users (“Personal Information”), including but not limited to names, postal addresses, email addresses, demographic information, and credit card information when you voluntarily submit such information to us. The information you provide is used to fulfill your specific request and to make products and services available to you. Further:

- You have the choice whether or not to disclose such Personal Information; however, some parts of the Site and some services may be more difficult or impossible to use if you choose not to disclose Personal Information.
- At the time of registration, you will have the option to receive future communications from us by checking the appropriate opt-in box. If you choose to opt-in, your Personal Information will be kept in a secured database and we will alert you via your e-mail address regarding such information and new services.
- In addition to Personal Information provided to us as identified above, our web servers automatically identify computers by their IP addresses. We, and our service providers, may use IP addresses to analyze trends, administer the Site, track users’ movement and gather broad demographic information for aggregate use. We will not link these IP addresses to Personal Information.

### Cookie/Tracking Technology.

The Site may use cookie and tracking technology depending on the features offered. Cookie and tracking technologies are useful for gathering information such as browser type and operating system, tracking the number of visitors to the Site, and understanding how visitors use the Site. Cookies can also help customize the Site for visitors. Cookies are a common part of many commercial websites that allow small text files to be sent by a website, accepted by a web browser and then placed on your hard drive as recognition for repeat visits to the Site. Further:

- Every time you visit our Site, our servers, through cookies, pixels and/or GIF files, collect basic technical information such as your domain name, the address of the last URL visited prior to clicking through to the Site, and your browser and operating system.
- You do not need to enable cookies to visit our Site; however, some parts of the Site and some services may be more difficult or impossible to use if cookies are disabled.
- Personal Information cannot be collected via cookies and other tracking technology; however, if you previously provided Personal Information, cookies may be tied to such information.
- Aggregate cookie and tracking information is not shared with third parties.

### Distribution of Information.

We may share information with governmental agencies or other companies assisting us in fraud prevention or investigation. We may also share Personal Information with third parties under the following circumstances:

- (1) as permitted or required by law;
- (2) when trying to protect against or prevent or investigate actual or potential fraud or unauthorized transactions;
- (3) in the event of illegal activities, or events in which threats or potential threats to the physical safety of any person or persons is evident, or when violations of Site’s terms of use occur;
- (4) in working with third party companies to support the Site’s technical operation, fulfill an order, or execute a specific promotion or program;
- (5) in the event of a corporate sale, merger, acquisition, or similar event; or
- (6) in the event that we transfer the operations of the site or services offered on of through the site to another party.

The information is not provided to these companies for marketing purposes. We may also share information with third parties as necessary to provide you with the products and services that you requested. Further:

- If Personal Information is shared with any third party for the purposes of fulfilling an order for products or services, the third party will have no right to use the Personal Information for independent purposes.
- In support of this policy, we will enter into written agreements with any third party receiving Personal Information requiring the third party to comply with our privacy policies and applicable laws.
- To prevent your Personal Information from being shared with a third party, you can choose not to use the affected service or participate in the affected ordering or promotional activity.

### **Data Security.**

We use commercially acceptable measures to keep Personal Information secure. Further:

- Only authorized employees, agents and contractors (who have agreed to keep information secure and confidential) have access to this information. However, no transmission of data over the Internet can be guaranteed to be 100% secure. As a result, and although we will use reasonable efforts to protect your Personal Information, we cannot ensure or warrant the security of any information you transmit to us.
- You are ultimately responsible for your username and password and all activities that occur on the Site under your username. If your password is compromised, the security of your Personal Information may be compromised as well. Thus, if you believe that your password has been compromised, please change your password immediately.

### **Use & Privacy Contact Information.**

If you have any questions, concerns, or comments about our Privacy Policy, you may contact us using the information below:

By Email: [legal@ethosgroup.com](mailto:legal@ethosgroup.com)

By Phone: 972-331-1000

By Mail: 5215 N. O'Connor Boulevard, Suite 1200, Irving, Texas 75039

### **Changes to the Privacy Policy.**

This Privacy Policy was last modified on October 7, 2011. We may revise this Privacy Policy from time to time by posting a revised Privacy Policy on the Site. We reserve the right to modify this Privacy Policy at any time, so please review it frequently. Changes to the Privacy Policy will be posted, and such changes will apply on a prospective, not retroactive, basis. You are encouraged to review the Privacy Policy whenever you visit the Site to make sure that you understand how any Personal Information you provide will be used.

### **Children's Privacy.**

This Site is not directed to children under the age of 13. We operate our Site in compliance with the *Children's Online Privacy Protection Act*, 15 U.S.C. §6501, et seq., and we will not knowingly collect or use personally identifiable information from anyone under 13 years of age.

### **Other Terms and Conditions.**

Please read our *Terms of Use* and *Terms of Purchase* to ensure that you understand the additional terms and conditions that may apply to your use of the Site and products and services obtained from this Site.

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