

## PRIVACY POLICY

SD4 is committed to your right to privacy and takes your privacy seriously. SD4 has prepared this privacy policy statement (this "Privacy Policy") to describe our collection, use and disclosure of your personal information through this Site. This Privacy Policy is incorporated into the Terms of Use Agreement. SD4 will collect, use and disclose your personal information as described in this Privacy Policy.

### **Information Collected**

Through the combination of both internal and third party tracking code as well as cookies, we track the following categories of information when a visitor enters this Site: (1) IP address; (2) domain servers; (3) type of computer used to access this Site; (4) types of web browsers (collectively "Anonymous Data"). Anonymous Data does not collect information that identifies you as an individual. SD4 uses Anonymous Data for general marketing purposes and to help enhance customer experience on this Site.

We may use third-party advertising companies. These companies may employ cookies and action tags also known as single pixel GIFs or web beacons to measure advertising effectiveness. Any information that these advertising companies collect via cookies and action tags is completely anonymous.

For you to access certain services that we offer through this Site, we may require you to provide us with information that can identify you as an individual ("Personally Identifiable Information"). Personally Identifiable Information includes: (i) "Contact Information" (such as your first and last name, physical street address, city, state, zip code, phone number and email address); (ii) "Financial Data" (such as your credit card number, expiration date and verification code); and (iii) "Legal Data" (such as your social security number, mortgage information and automobile information).

Please note that Anonymous Data and Contact Information is used to gather general statistics regarding our customers and visitors, in order to enhance the consumer experience on this Site. We may also use demographic data in a manner that does not identify you specifically or allow you to be contacted but does identify certain criteria about our Users in general. For example, we may inform third parties about the number of registered Users, number of unique visitors, and the pages most frequently browsed.

We use your Contact Information to provide you with special information and promotions regarding our products or to contact you regarding an order or to respond to a question or request. Any Financial Data gathered is used for the purposes of processing or completing the financial transaction for your order.

If you post information on any of our chat groups, message boards or forums, such information you provide may be available to other Users of this Site and other Site visitors. You should use caution when deciding to disclose your personal information in these areas as we do not control who may participate in these interactive areas.

### **Choice Regarding Disclosure of Contact Information**

You may choose not to provide us with any Contact Information. In such an event, you can still access and use some portions of this Site; however you will not be able to access and use portions of this Site that require your Contact Information.

### **Confidentiality and Security of Contact Information**

Except as described in this Privacy Policy, we will not share your Contact Information with third parties, unless such disclosure is necessary (as determined in our sole discretion) to: (a) comply with a court order

or other legal process; (b) protect the rights, property and safety of SD4 or SD4.com or any third party; or (c) enforce these Terms of Use.

We use reasonable measures to maintain the security of your Contact Information. However, neither we nor any company, organization or online community can fully eliminate security risks associated with Personally Identifiable Information.

### **Other Disclosures**

We may provide your Personally Identifiable Information to third party service providers who work on behalf of or with SD4 to provide some of the services and features of this Site and to help us communicate with the Users of this Site. However, these service providers do not have any independent right to share your Personally Identifiable Information (except pursuant to a legal requirement such as a subpoena or warrant).

We may share some or all of your Personally Identifiable Information with our parent company, subsidiaries or other companies under common control with us (our "Affiliates"), in which case we will require our Affiliates to honor this Privacy Policy.

If the assets related to this Site are acquired by another company, that company will possess the Personally Identifiable Information collected by us and it will assume the rights and obligations regarding your Personally Identifiable Information as described in this Privacy Policy.

SD4 has security measures in place to minimize the loss, misuse, destruction and alteration of the Personally Identifiable Information that you provide us or that we obtain from you. We will have no liability however to you or to any third party arising out of any such loss, misuse, destruction or alternation.

### **Other Limits to Your Privacy**

This Site contains links to other third-party websites. We are not responsible for the privacy practices or the content of these linked websites. If you choose to visit any linked websites, we are not responsible for the privacy policies or content of those other websites, and it is your responsibility to review the privacy policies at those websites to confirm that you understand and agree with their policies.

As discussed above, we also make chat groups, forums and message boards available to you, but please understand that any information you disclose in these areas becomes public information and accordingly, such information is not subject to this Privacy Policy. We have no control over its use and you should exercise caution when deciding to disclose any Personally Identifiable Information.

### **Updates and Changes to this Privacy Policy**

We reserve the right, at any time and without notice, to add to, change, update or modify this Privacy Policy, by posting such change, update or modification on this Site. Any such change, update or modification will be effective immediately upon posting.