

## **PRIVACY POLICY**

King Plastic Corporation takes your privacy and the protection of your personal data seriously. We have updated our Privacy Policy to provide increased clarity and comply with the new European Union General Data Protection Regulation (GDPR), which comes into **effect on May 25, 2018**.

### **GENERAL**

Your privacy is important to us. This privacy policy is intended to give you confidence in the privacy and security of the personal information we obtain from you.

However, please note that we are not responsible for any use of your personal information you provide to third-party applications or websites that may be accessed via the products or website. We recommend that you review the privacy policy of any third-party applications or websites that you use.

### **COLLECTION OF PERSONAL INFORMATION**

When you use our website, you may be asked for personally identifiable information such as your name, company name, address, email address, and/or telephone number. By giving us such information, you will need to consent to our using it in the manner described in this policy. You may withdraw your consent at any time by emailing us at [marketing@kingplastic.com](mailto:marketing@kingplastic.com).

### **CHILDRENS' PRIVACY**

Our website and our products and services are not directed to children under the age of 13. Should a child whom we know to be under the age of 13 send personal information to us, we will use that information only to respond directly to that child to inform him or her that we must have parental consent before receiving his or her personal information.

## **USE OF PERSONAL INFORMATION**

We use personal information to allow us to process your service requests, provide access to privileged areas of the website, send out newsletters, personalize your visit to our website, personalize your use of our products, and enable us to improve the products and services we offer, or inform you of changes to this privacy policy. We may occasionally carry out market research and send you details of services and offers that we think may be of interest to you. If you do not wish to receive such information, please e-mail us at [marketing@kingplastic.com](mailto:marketing@kingplastic.com) or, alternatively, when we send you e-mail, it will contain a provision for you to opt out of receiving any further information from us.

## **COOKIES**

Cookies are small data files that a website you visit may save on your computer or handheld device that usually includes an anonymous unique identifier. Our website and those of our products may use cookies for user authentication, keeping track of your preferences, promotional campaigns, tracking our audience size and traffic patterns, and in certain other cases. We may include small graphic images in our email messages and newsletters to determine whether the messages were opened and the links were viewed.

## **THIRD PARTY**

We use personal data only for this website. We do not disclose the information to third parties without your express consent. If data is disclosed to service providers when processing order data, the service providers will be bound by the GDPR, other legal requirements and this data privacy policy. Third-party advertisers may also create and access cookies, which will be subject to their privacy policies – we accept no responsibility or liability for the use of such third parties' cookies. If you do not wish cookies to be placed on your PC or handheld device, then they can be disabled in your web browser. The option to do so is normally found in your browser's "security settings" section. Please note that permanently disabling cookies in your browser may hinder your use of our website as well as other websites and interactive services.

### **GOOGLE ANALYTICS**

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses cookies, which are text files that are stored on your computer and used by Google Analytic servers, to analyze your use of our website. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the United States and stored there.

### **YOUTUBE**

This website embeds YouTube videos, a video-sharing website of YouTube, LLC. If you access one of our YouTube videos, the YouTube server will be informed about which page you have visited. If you are also logged in with your YouTube account, it will enable Google to match your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.

You will find more information about the collection and use of your data by Google at <https://policies.google.com/privacy> under the section about data privacy.

### **POLICY CHANGES**

Changes in this policy will be posted on our website. You are advised to check our website regularly to view our most recent privacy policy.

### **CONTACT US TO**

- Request access to information that King Plastic has about you
- Correct and update information that King Plastic has about you
- Delete information that King Plastic has about you

If you have any questions or comments regarding the Terms of Use or Privacy Policy, please contact us at [marketing@kingplastic.com](mailto:marketing@kingplastic.com), 941.493.5502.