

Privacy Policy – Elicit Brands, LLC and/or its affiliates (collectively, “Swiftwick”)

Notice

This Privacy Policy is designed to notify you about the purposes for which Swiftwick collects and uses information about you. This statement outlines Swiftwick’s personal information handling practices for this Website. This policy is available on our **home page**. In order to improve our Website and meet your needs, we gather certain information about you that helps us improve our service and product offerings. Please read the following policy to understand how your personal information will be treated as you use our Website. Be advised that Swiftwick may collect, use, transfer and disclose non-personal information about you for any purpose.

The Information Swiftwick Gathers

Swiftwick collects information from various pages of our Website. Some information is gathered when you initially access our Website, such as your type of operating system and internet browser. IP addresses are also collected for system administration. Other information we collect include time zone setting, purchase history, and URL (Uniform Resource Locator) clickstream data. Swiftwick also gathers session information including page response times, download errors, length of visit, page interaction information and information regarding exiting the Website.

When you make use of the Website for product or service purchases Swiftwick may ask for certain personal information that will include your name, mailing address, email address, phone number, contact preferences and credit card information. Depending on the nature of your inquiry or activities on the Website, we may also ask for your account number, company information, and any logon ID and password created by you. We might receive information about you from other sources and add it to our account information. We use this information and other data collected through the Website to provide you with the requested information, products or services. We may also from time to time use the information you provide to Swiftwick to send you email messages or marketing materials regarding our products and services. You may opt out of receiving such marketing email messages by sending a message to a designated email opt out address.

The information Swiftwick collects will be used only as described in this Privacy Policy and/or in the way we specify at the time of collection. We will not subsequently change the way your personal data is used without your consent.

You should take reasonable steps to ensure that information you provide to Swiftwick is reliable for its intended use, is accurate, complete, and current. The information requested will be relevant for the purposes for which it is to be used.

Use of "Cookies"

A "cookie" is a small data file transferred by a website to your computer's hard drive. Swiftwick uses "cookies" and “flash cookies” to keep track of the session ID and to identify who is logged on to the Website. We may also use “cookies” and “flash cookies” to track and record your preferences and activity on our Website.

Third Party Links

This Website may contain links to other websites for your convenience and information. Some third party websites that have links on our Website may collect personally identifiable information about you or use "cookies" when you access or use those links. If you access those links, you will leave the Swiftwick Website. Swiftwick does not control the collection or use of such information or their privacy practices, and the practices of those third party websites are not covered by this Privacy Policy and may differ from Swiftwick's practices. Swiftwick is not responsible for the privacy practices or the content of other websites outside of Swiftwick. The personal data you choose to provide or that is collected by these third parties is not covered by the Swiftwick Privacy Policy. We encourage you to review the privacy policy of any company before submitting your personal information.

Primary Goal in Gathering Your Information

Swiftwick's primary goal in gathering your personal information is to provide the services and products sold by Swiftwick to you in the most efficient manner possible. We also use personal information to help us create, develop, operate, deliver and improve our products, services, content and advertising and for loss prevention and anti-fraud purposes.

With whom do we share your information and for what purpose?

Given that Swiftwick makes use of third party software providers to operate this e-commerce Website and that Swiftwick fills orders for services and products through third party suppliers and distributors, Swiftwick will share your personal information with its third party software, supply and distribution providers in order to complete orders for services and products. It is Swiftwick's policy that its third party software, supply and distribution providers must agree to keep your personal information confidential and take reasonable steps to insure your privacy. We will disclose information to our third party software, supply and distribution providers when necessary and appropriate in connection with your use of this Website and the sale of services and products.

Swiftwick does not sell or rent your personal information to others. Swiftwick does however make use of third parties and their software to help Swiftwick operate this Website, collect personal information about you, and otherwise complete the order and sale processes, including, fulfilling orders, delivering packages and processing credit card payments. These third parties will have access to your personal information but only for Swiftwick's intended purposes.

We may disclose information to companies and individuals we employ to perform business functions and services on our behalf. Such functions may include, for example, hosting our web servers, analyzing data, credit card processing, sales tax calculation, and providing legal, accounting and marketing services.

We may disclose information to the extent necessary or appropriate to government agencies, advisors, and other third parties in order to comply with applicable laws, service of legal process, or if we reasonably believe that such action is necessary to comply with the law requiring such disclosure; to enforce our **Terms of Use** or protect our operations or users; to protect the rights or property of Swiftwick; to prevent a crime or protect national security; or to protect the personal safety of the users or the public. We may collect and possibly share personal data and any other additional information

available to us in order to investigate, prevent, or take action regarding illegal activities or suspected fraud.

We may respond to subpoenas, court orders, legal process, statutory and regulatory requirements by disclosing your personal data and other related information, if necessary. We also may disclose your personal data when we choose to establish or exercise our legal rights or defend against legal claims.

If Swiftwick decides to sell, buy, merge or otherwise reorganize its business, Swiftwick may disclose your personal information to prospective or actual purchasers subject to confidentiality restrictions.

We will work to ensure that only the information necessary to complete the process is disclosed to these third parties.

Should you not want your information to be shared, you will be able to choose to not allow the transfer of your personal information by not using the Website or by not providing personal information to Swiftwick. Should you withdraw consent to the use of your information for any of the above-identified purposes, we will stop using your information for such purposes as soon as it is reasonably possible to do so. Swiftwick will also notify you if withdrawing consent affects our ability to service you.

Your Consent

By using our Website, you consent to the collection and use of your personal information and data by Swiftwick as outlined in this Privacy Policy.

Changes to our Privacy Policy

This Privacy Policy is subject to change. Changes will be posted on this Website allowing our visitors to always be aware of what information we collect, how we use it, and under what circumstances we may share the information with others. If we make significant changes to our statement, we may also notify you by other means, such as sending an email or posting a notice on our home page.

Security of Your Personal Information

Swiftwick takes reasonable steps in order to insure that the information you provide to Swiftwick is protected from inadvertent disclosure, loss, misuse or unauthorized access. Swiftwick's Website makes use of secure server technology in order to protect your personal information. Also Swiftwick's employees are required to respect your privacy and confidentiality rights in accordance with law and in accordance with this Privacy Policy. As set forth in Swiftwick's **Terms of Use**, Swiftwick does not guarantee that the Website will be secure at all times; be advised that third parties may attempt to access your personal information through illegal internet hacking activities and other data breach activities, programs, software and devices. You agree that Swiftwick will not be responsible for the illegal activities of third parties. It is important for you to protect against unauthorized access to your computer, logon ID and password.

Access

Upon request, Swiftwick will provide you with access to the personal information you have provided to Swiftwick. If requested by you, Swiftwick will correct, amend, or delete information that it is inaccurate, except where the burden or expense of providing access would be disproportionate to the risks to your privacy under the circumstances.

Contacting Us

If you have any questions about this Privacy Policy or if you wish to access the personal information you have provided to Swiftwick please contact us as follows:

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Intellectual Property Notice

Swiftwick respects the copyrights, trademarks, patents and other intellectual property of the third parties who provide software support, products and services to Swiftwick in connection with its business operations and this Website. If you would like to make use of any of the intellectual property contained within the Swiftwick Website you must obtain prior written permission to do so. All information contained on Swiftwick's Website is copyrighted.

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