

PRIVACY POLICY

Last updated April 3, 2019

We, Ballastrae, Inc., are committed to protecting any data that we collect concerning you. By using our services, you agree to the use of the data that we collect in accordance with this Privacy Policy. The purpose of this Privacy Policy is to enable you to understand what personal information of yours is collected, how and when we might use or share your information, and how you can correct any inaccuracies in the information. This Privacy Policy also explains our online information practices and the choices you can make about the way your information is collected and used.

This privacy policy has been compiled to better serve those who are concerned with how their personally identifiable information is being used online. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

1. GENERAL

The operative parties referred to in this policy are Company and You, the User of this site.

Ballastrae is the publisher and operator of the website(s) listed at the beginning of this Policy. Hereinafter, Ballastrae shall be referred to as “Company”. When first-person pronouns are used in this Policy, (Us, We, Our, Ours, etc.) these provisions are referring to Company. Additionally, when the terms “the Site” or “Site” are used, these terms refer to the website(s) listed at the beginning of this Policy.

You, the User – As the User of this Site, this Policy will refer to the User as “You” or through any applicable second-person pronouns, such as “Yours,” etc. Hereinafter, the User of the Site shall be referred to in applicable second-person pronouns.

This Privacy Policy describes how we use information received about You when You visit Our Site or when You subscribe to, or otherwise use Our online services. This Policy does not cover any information that We may receive from or about You through channels other than through the use of the Site.

2. What personal information does Ballastrae collect from the people that visit ballastrae.com?

When requesting or purchasing services or registering on our site, as appropriate, you may be asked to enter your name, email address or other details to help you with your experience.



Visitors to Our Site and services will have multiple manners of interactivity with Us. Depending upon Your level of interaction, We will collect different information about You. The type of information collected is as follows:

Patrons - Patrons are those Users who interact with Our services in a way which requires registration, such as by uploading content to the Site. Patrons will be prompted to provide a valid e-mail address in the process of registering a username.

Browsers - Browsers are visitors to the Site who never enter into any active data collection pages. Browsers may, however, view content uploaded by Patrons. Any information gathered from Browsers is also gathered from Patrons. This information is restricted to cookies, IP Addresses and Referral URLs, and other passive information gathering devices (explained below).

Customer Surveys. We may periodically conduct customer surveys. Participation in our customer surveys is voluntary. However, we encourage our users to participate in these surveys because they provide us with important information that helps us improve the types of services we offer and how we provide them to you. Your personal information, if provided, will remain confidential, even if the survey is conducted by a third-party service provider on our behalf.

Social Media. Our website includes social media features (such as the Facebook "Like" button). These features may collect your IP address and which page you are visiting on our website, and may set a cookie to enable the feature to function properly. Social media features and widgets may be hosted by a third-party or directly on our website. Your interactions with these features are governed by the privacy policy of the company providing the feature.

3. When does Ballastrae collect information?

Ballastrae collects information from you when you request services, purchase services, subscribe to a newsletter or enter information on our site. This information collection process can be categorized into:

Passive Collection – We use cookies to collect information about You in order to enhance Your experience on the Site. The information collected in Our cookies includes, but is not limited to, Your User IP address, geographic location and other session data.

Active Collection – We collect information from You, such as Your name, e-mail address and credit card information, if applicable, when You complete registration forms to sign up for Your services on Our Site. Locations for such collection are registration or personal profile pages, but We reserve the right to add additional information collection portals.



4. How does Ballastrae use your information?

Ballastrae may use the information we collect from you when you register, request services, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To quickly process your transactions.
- To send periodic emails regarding your order or other products and services.

However, the primary use for Your information is to provide You with services You have requested and/or paid for. We also use Your information to deliver customized services to You. Patron login information and e-mail addresses may be disclosed to third parties for the purpose of providing certain features or third-party upgrades as requested by the Patron.

We are not responsible for how third parties use your information, and You should become familiar with such third parties' privacy policies prior to requesting their services. Non-personal and aggregate information, such as that collected passively is used in order to customize Our marketing efforts or to customize the use of Our Site for an aggregate group of customers. We additionally may use the personal information of Users whose account has expired or has been cancelled in order to market Our services to these individuals in the future.

We generally will use Your information for the purposes for which You specifically provide it, for example, to ensure payment for subscription services, if applicable. We also use Your information for market research purposes – in order to increase Your (and other Users') experience according to tracked interests, to analyze and target potential new markets, and for other marketing purposes.

We also use Your information for the obvious purpose of providing Your User profile to all of Our other Patrons and Browsers. When You create a profile, You should consider all of the information on the profile to be public information, accessible by anyone, unless otherwise stated. Even if You choose to not make public Your personally identifying information, You should understand that there is a possibility that You may be identified through information You provide on Your profile. For example, You may be visually recognized by someone who sees Your picture or Your description may be adequately detailed that someone browsing the Site would be able to tell that the person is You. Accordingly, You understand that using this Site places You in control of all of the information displayed on Your profile, and You are fully responsible for any consequences arising out of such information You choose to publish.

5. How does Ballastrae protect visitor information?

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.



Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

Ballastrae implements a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

6. Cookies

Ballastrae, Inc. uses cookies on ballastrae.com and related domains and applications (the "Ballastrae, Inc. service"). By using the Ballastrae, Inc. service, you consent to the use of cookies.

6.1. Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Help remember and process the items in the shopping cart.
- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If you disable cookies off, some features will be disabled it won't affect the users' experience that make your site experience more efficient and some of our services will not function properly. However, you can still place orders.

6.2. What is a cookie?

A cookie is small text file that is stored in your web browser after your visit a website. Cookies assist the website in remembering information about your visit, such as your



unique browser session and settings. Cookies can help provide you with a better experience when you use the Ballastrae, Inc. services.

Cookies can either be session cookies or persistent cookies. Session cookies are temporary cookies, and they are erased after you close your browser. When you restart your browser and return to the Ballastrae, Inc. service, the website will not recognize you and you will have to log back in (if login is required) or select your unique preferences/settings again. Persistent cookies remain in your browser's subfolders until they expire, or you delete your cookies. Expiration dates are set within the cookies themselves, and some may expire after a few minutes while others may expire after many years.

The Ballastrae, Inc. service uses both "first party cookies," which are cookies placed by the Ballastrae, Inc. service, and "third-party cookies," which are cookies placed by other select other companies.

Please note that other technology, such as Adobe Flash or JavaScript, can place the functional equivalent of a cookie on your computer.

6.3. What cookies are used when I use the Ballastrae, Inc. service?

Cookies may be set by the Ballastrae, Inc. service when you visit Ballastrae, Inc.'s websites, or they may be set by a third-party that runs content on the page you are viewing. Some cookies will only be used when you use certain features on the Ballastrae, Inc. service, and some cookies will always be used. We reserve the right to amend and modify this list, so there may be additional cookies that are not currently listed.

Each cookie the Ballastrae, Inc. service uses serves a variety of purposes, including:

Authentication: the Ballastrae, Inc. service uses cookies to recognize you if you are logged into the Ballastrae, Inc. service, so that we can personalize your experience.

Security: the Ballastrae, Inc. service uses cookies to support or enable security features we use to detect any malicious activity or violations of our User Agreement.

Preferences: these first party cookies store your Ballastrae, Inc. service preferences, such as your language, country, IP address, and communications preferences (this listing may not be all inclusive and is subject to change). Additionally, they provide you with customized content and features through our plugins.

Analytics: the Ballastrae, Inc. service uses these cookies to track information about how we make improvements to the Ballastrae, Inc. service and report our performance. We use these cookies to track our sites and plugins performances across the globe. Similarly, we may also use these analytics cookies to test new ads, pages, or features to gauge users' reactions. Analytics may either be first or third-party cookies.

Advertising: these third-party advertising cookies are placed by advertising platforms or networks to show you relevant advertising both on and off the Ballastrae, Inc. service. Similarly, our partners may also use these cookies to learn whether patrons who saw an ad on the Ballastrae, Inc. service and later visited the advertiser's website. These advertising networks can deliver ads that may be relevant to your based on your activities, commonly known as "targeted" advertising.

6.4. How do third parties use cookies on the Ballastrae, Inc. service?

Third-party companies, such as analytics or advertising companies, typically use cookies to collect user information anonymously. These third parties may use that information to construct a profile of your activities on the Ballastrae, Inc. service and other websites you have visited. You can learn more about how these third parties use your information by visiting the third party's privacy policies.

6.5. What are my cookie options?

If you do not want to receive cookies through the Ballastrae, Inc. service, you can change your browser settings. To learn more about how to do this, please visit the help pages of your browser. If you use the Ballastrae, Inc. service without changing your browser settings, we will assume that you are happy to receive all cookies on the Ballastrae, Inc. service. Please note, however, that if you delete cookies or do not accept them, you may not be able to use all of the features the Ballastrae, Inc. service offers, you may not be able to store your preferences, and some of our pages may not display properly.

You may also opt out of third-party cookies by following the instructions provided by each third-party in its privacy policy.

6.6. Does the Ballastrae, Inc. service use any other data about me?

Please continue our Privacy Policy.



7. Third-party Disclosure

Ballastrae does not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release falls under one of the **special cases** as described in the next section.

8. Special Cases.

It is Ballastrae policy not to use or share the personal information about Browsers or Patrons in ways unrelated to those described in this Policy without also providing You an opportunity to opt out or otherwise prohibit such unrelated uses. However, Ballastrae may disclose personal information about Browsers or Patrons, or information regarding Your use of the services or Site(s) accessible through Our services, for any reason if, in Our sole discretion, We believe that it is reasonable to do so, including:

- To satisfy any laws, such as the Electronic Communications Privacy Act, regulations, or governmental, or legal requests for such information;
- To disclose information that is necessary to identify, contact, or bring legal action against someone who may be violating our Terms & Conditions or other User policies;
- To operate Our services properly;
- To protect ourselves, Our Patrons, and the general public. We specifically reserve the right to disclose any and all information to law enforcement in the event that a crime is committed, is suspected, or if We are compelled to do so by lawful criminal, civil, or administrative process, discovery requests, subpoenas, court orders, writs, or reasonable request of authorities or persons with the reasonable power to obtain such process.
- If We have reason to believe that the User is not the owner of a credit card, even if the credit card use is authorized, We will provide information about You to the credit card holder. We will absolutely provide Your information to the credit card holder if We believe that fraud is a possibility. However, We do not require that there be fraud, as it is Our policy that the credit card holder always has an absolute right to access any and all of Your personal information.
- Anyone who violates Our Anti-Spam Policy, if applicable, shall have their personal information made public. If there is any investigation on any unlawful spamming, or any use of bulk e-mail in order to promote Your User profile, or any use of bulk e-mail in any manner that leads back to Our Site, or any one of Our Sites, We will cooperate with any and all parties completely and freely in order to see that Your bulk e-mail activities stop.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.



9. Third-party Links

Ballastrae does not include or offer third-party products or services on our website.

What Ballastrae consider a "third-party site"

We define a "third-party site" as a website that we are not directly affiliated with and where we do not control any of the content. We usually provide a link to a third-party site when we think our visitors may find the site interesting or informative, but the inclusion of the link on our website should not be taken as an endorsement of that website. We do our best to research the authenticity and safety of a website before we post a link to it, but since we don't control the content, we cannot guarantee any part of your experience at that third-party site.

How you'll be informed that you're about to visit a "third-party site"

When we link to a third-party site (as defined above), we want you to know you are leaving our site and that the site you are about to visit is not under our control. When possible, a JavaScript alert will pop up notifying you that you're leaving our site. When the JavaScript alert is not possible, there will be a "third-party link" notice on the page. When we link to an affiliated site where we do control content, we will not give you this alert or notice. All links to other sites, affiliated or not, will open in a new window.

Visitor's responsibilities

Even though your visit to a website might begin at Ballastrae's website, you subsequently interact with that website at your own discretion. When you visit an unaffiliated third-party site to which we have linked, we are not responsible for any content, webcasting or any other form of transmission received from the site, nor are we responsible if the linked site is not working properly or appropriately. Any dealings that you have with the unaffiliated third-party site and their operators (including advertisers), including the delivery of and payment for goods and services, and any other terms, conditions, warranties or representations associated with such dealings are solely between you and the third party. Ballastrae shall not be held responsible or liable in any way for any part of such dealings.

10. CALIFORNIA ONLINE PRIVACY PROTECTION ACT COMPLIANCE

Because Ballastrae value your privacy, We have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

11. COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission,



the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

12. Human Trafficking

The Ballastrae, Inc. does not take part in nor do we condone human trafficking. Human trafficking is a global epidemic that includes labor and sex trafficking. As defined by the U.S. Department of Homeland Security (DHS), "Human trafficking is a crime and a form of modern-day slavery involving the exploitation of children and adults."

We strongly encourage anyone that is aware of human trafficking, should contact authorities and report any and all instances of human trafficking.

Ballastrae, Inc. is wholly committed to raising awareness on the issue of human trafficking and engages in best practices and advocacy. In the event we become aware of any incident of trafficking, we cooperate enthusiastically with law enforcement and agencies involved in combating the abuse of human rights.

Indicators of Human Trafficking

Recognizing key indicators of human trafficking is the first step in identifying victims and can help save a life. Here are some common indicators to help recognize human trafficking:

- Does the person appear disconnected from family, friends, community organizations, or houses of worship?
- Has a child stopped attending school?
- Does the person have poor dental health?
- Is the person not allowed to go into public alone or speak for themselves?
- Has the person had a sudden or dramatic change in behavior?
- Is a juvenile engaged in commercial sex acts?
- Is the person disoriented or confused, or showing signs of mental or physical abuse?
- Does the person have bruises in various stages of healing?
- Is the person fearful, timid, or submissive?
- Does the person show signs of having been denied food, water, sleep, or medical care?
- Is the person often in the company of someone to whom he or she defers? Or someone who seems to be in control of the situation, e.g., where they go or who they talk to?
- Does the person appear to be coached on what to say?
- Is the person living in unsuitable conditions?
- Does the person lack personal possessions and appear not to have a stable living situation?
- Does the person have freedom of movement? Can the person freely leave where they live? Are there unreasonable security measures?

Not all indicators listed above are present in every human trafficking situation, and the presence or absence of any of the indicators is not necessarily proof of human trafficking.

Reporting of human trafficking

- [Polaris Project - Report Human Trafficking](#): 888-373-7888
- [Dept. of Health & Human Services](#): 888-373-7888
- [Homeland Security Investigations Tip Line](#): 866-DHS-2-ICE
- [Dept. of Justice](#): 888-428-7581
- FBI Office: <http://www.fbi.gov/contact-us/field>
- Contact your local police department/sheriff's office

13. Personal Protection

Reminder that your privacy is also a personal responsibility. As be aware of your surroundings and monitory your actions for your own personal protection.

14. Access and Correction

If you wish to access or update the Personal Information you submit through our web site, or to make any inquiries about the processing of such information, please contact us as described below. Where applicable, we provide patrons with access to their Personal Information where we believe appropriate, including in situations where you are entitled to access and review your Personal Information under applicable data protection and privacy laws.

15. Transmittals from Us

Ballastrae may send You periodic announcements including the details of Our existing and new programs. You may opt out of these announcements by clicking the opt-out link at the bottom of these emails. If You opt out of these marketing emails, You may still receive system notices and other information that is specifically related to Your account.

If You provide Your information to Us, use the Site, or subscribe to any of Our services, You will have created a commercial relationship with Us. In having done so, You understand that even unsolicited commercial email sent from Us or Our affiliates is not SPAM as that term is defined under the law.

16. Public Areas

Any information provided in a User profile, blog, profile post, if applicable, Patron directory, chat room, or other related service should be considered to be public information. We do not, cannot, and will not act to maintain the privacy of any information that You provide in any such forum or medium.



17. Security Measures

Ballastrae maintains appropriate technical and organizational security measures to protect the security of your Personal Information against the loss, misuse, unauthorized access, disclosure or alteration.

We take measures to protect the transmission of all sensitive end-user information. We make every effort to ensure the integrity and security of Our network and systems. Nevertheless, We cannot guarantee that Our security measures will prevent third-party 'hackers' from illegally obtaining this information. We take all reasonable measures to prevent such breaches of security, but given the resourcefulness of cyber-criminals, We are unable to guarantee that Our security is one hundred percent (100%) breach-proof. You assume the risk of such breaches to the extent that they occur despite Our reasonable security measures.

18. Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

Ballastrae will notify the users via email

- Within 1 business day of notification

Ballastrae will notify the users via in site notification

- Within 1 business day of notification

19. Revisions to this Policy

Ballastrae reserve the right to revise, amend, or modify this Policy and Our other policies and agreements at any time and in any manner. You should periodically check for any modifications of this Policy by re-visiting this web page and using the "refresh" button on Your browser. You should note the date of last revision to this Policy, which appears at the top of this Policy. If the "last modified" date remains unchanged after You have clicked the "refresh" button on Your browser, You may presume that no changes have been made since the last reading of the Policy. A changed "last modified" dates indicates that this Policy has been updated or edited, and the updated or edited version supersedes any prior versions immediately upon posting.



20. YOUR CONSENT

By using our site, you consent to our privacy policy.

21. TERMS AND CONDITIONS

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our website - www.ballastrae.com.

22. CONTACTING US

If there are any questions regarding this privacy policy, you may contact us using the information below.

Ballastrae, Inc.
Registered Agent: InCorp Services, Inc.
317 Ruth Vista Road
Lexington, South Carolina 29073
info@ballastrae.com