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## The Magnet Group Data Privacy Policy

This policy explains how The Magnet Group collects, processes and handles personally identifiable information that we obtain through our website, email, orders or other digital means.

### Information We Collect

Being in the Advertising Specialties Industry, The Magnet Group collects information for two distinct types of business relationships:

- 1) Our customers, known in the industry as Distributors
- 2) Our customer's customers, known in the industry as End Users

For distributors, we collect information from our website, new distributor lists supplied by industry service organizations such as ASI and SAGE, employee lists from our Distributors and information we gather to process orders for distributors. Basic company information is stored for each distributor including company name, address, city, state, postal code, phone numbers and website URL. Basic contact information is also stored for the representatives of those distributors including name, address, city, state, postal code, phone numbers and email addresses.

For end users, we collect shipping information from our distributors related directly to a sales order since we ship to the end users on behalf of our distributors. We collect company name, contact, address, city, state and postal code.

### How We Process Distributor Information

- Periodic Marketing Emails – The Magnet Group sends out periodic emails with information about sales, discounts, new products, company new or general information. At any time, the recipient can unsubscribe using the links provided in the email.
- Catalog Mailings – The Magnet Group mails several physical catalogs throughout the year. At any time, the recipient may request to stop receiving catalogs by contacting our customer service department.
- Credit Checks – The Magnet Group may check a distributor's credit score through ASI Credit Connect, PPAI Credit Group, Experian and/or Equifax.
- Order Processing
- Credit Card Payments – The Magnet Group processes credit card payments via our website during the checkout process and manually through our accounting department via an encrypted transaction (SSL). We never store the full credit card number in our database.

## How We Process End User Information

- Shipping - The Magnet Group ships to end users on behalf of our distributors

## Our Commitment to Data Security

The Magnet Group utilizes multiple security measures to ensure the safety of your personal data and to protect that data from loss or unauthorized access, including but not limited to:

- Strong passwords for company personnel that expire on a periodic basis
- Regularly updated enterprise grade malware and spyware detection
- Email filtering mechanisms to block malicious emails from entering our network
- Inbound and outbound internet traffic filtering

## Distributor Information We Disclose to Third Parties

The Magnet Group does not sell or disclose distributor information to third parties.

For purposes of email marketing we upload distributor information to a third-party email marketing organization for the express purpose of sending marketing emails. Distributors can elect to opt out of marketing emails via a link at the bottom of the email body.

## End User Information We Disclose to Third Parties

The Magnet Group does not sell or disclose end user information to third parties.

For purposes of shipping orders on behalf of our distributors, we provide customer name and address information to shipping providers such as UPS, FedEx, LTL and Freight carriers.

## General Data Protection Regulation (GDPR) / California Consumer Privacy Act (CCPA)

The Magnet Group recognizes the recently adopted GDPR regulations for citizens of the European Union and CCPA regulations for citizens of California.

If a distributor wishes to obtain a copy of their personal information, elect to opt out of marketing emails, request that their information be deleted or specify restrictions on what we do with their data, the distributor can send an email to [dataprivacy@themagnetgroup.com](mailto:dataprivacy@themagnetgroup.com) with details about their request.

Since The Magnet Group has no communication with end users, we rely on distributors to relay requests from end users that are citizens of the European Union in regard to GDPR or citizens of California in regard to CCPA. Requests for access, modification, deletion or restrictions of data for end users can also be sent to [dataprivacy@themagnetgroup.com](mailto:dataprivacy@themagnetgroup.com).

It's important to note that modification, deletion or restriction of distributor or end user data can impact pending shipments and The Magnet Group will advise when such a request is received.

## Changes to This Policy

As data collection and processing requirements change from time to time, this policy is also subject to change.

### Availability of This Policy

The Magnet Group will post this policy on our website and will also make available by email upon request.