

PRIVACY POLICY

This Privacy Policy governs the manner in which General Kinematics collects, uses, maintains and discloses information collected from users (each, a “User”) of the www.generalkinematics.com website (“Site”) to achieve GDPR compliance. This privacy policy applies to the Site and all products and services offered by General Kinematics.

Personal identification information

We collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, place an order, subscribe to a newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may supply as appropriate, name, email address, phone number, credit card information. Users may, however, also visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information include the browser name, visit duration and tracking, mouse and swipe actions, and technical information about Users’ means of connection to our Site, such as the operating system, Internet service providers utilized and other similar information.

Web Browser Cookies

Our Site uses “cookies” to enhance User experience. User’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies, or to be alerted when cookies are being sent. If they do so, note that some parts of the Site may not function properly. This website uses [Google Analytics](https://www.google.com/analytics/) (GA) to help analyze how users interact with www.generalkinematics.com. GA does not collect personal identifiers, just numbers associated with Users devices and demographic data is only available from Chrome users. By using our website, you agree to the use and processing of your data by Google, as described above with data retention settings set to not expire. You can opt out from being tracked by GA across the internet by downloading and installing Google Analytics opt-out browser add-on at: <https://tools.google.com/dlpage/gaoptout>

How We Use Collected Information

General Kinematics collects and uses Users’ personal information for the following purposes:

– *To improve customer service*

Information you provide helps us respond to customer service requests and support needs more efficiently.

– *To personalize user experience*

We use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.

– *To improve our Site*

We use feedback you provide to improve our products and services.

– *To send periodic emails*

We use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.

– *To process payments*

We use the email address to send User information and updates pertaining to their order. It is also used to respond to inquiries, questions, and/or other requests. Only if Users decide to select the empty checkbox to opt-in to our mailing list, they will receive emails including company news, updates, related product or service information, etc. If at any time Users would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

How We Protect Your Information

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We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

Sensitive and private data exchange between the Site and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

Sharing Your Personal Information

We do not sell, trade, or rent Users personal identification information to others. We share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We share your information with these third parties for those limited purposes provided that you have given us your permission. Tools we currently are utilizing are GDPR compliant including: [WP Engine](#), [Salesforce](#), and [Site Ground](#).

Changes To This Privacy Policy

General Kinematics has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to visit this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your Acceptance Of These Terms

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

Contacting Us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

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