

PRIVACY POLICY

Effective Date: October 1, 2017

Bakon USA Food Equipment, Inc. ("**Bakon USA**", "**we**", "**us**" or "**our**") respects your privacy and is committed to protecting it through our compliance with this policy. This policy (this "**Privacy Policy**") describes the types of information we may collect from you or that you may provide when you visit the website www.bakonusa.com (the "**Website**") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Privacy Policy applies only to Personal Information that is collected via the Website. It does not apply to information collected offline or otherwise outside of the Website.

To the extent we provide you notice on the Website of different or additional privacy policies or practices (e.g., at the point of our collection), those additional terms shall govern such data collection and use.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. This policy may change from time to time (see "Changes to the Privacy Policy" below). In addition, please review the Website's Terms of Use at http://www.bakonusa.com/uploads/pdf/terms_of_use_bakon.pdf, which governs your use of the Website. **BY USING THE WEBSITE, YOU CONSENT TO THIS PRIVACY POLICY AND TERMS OF USE AND OUR COLLECTION, USE AND SHARING OF YOUR INFORMATION AND DATA, AND OTHER ACTIVITIES, AS DESCRIBED BELOW.**

1. What Information Does the Website Collect? When you visit the Website, we may collect or ask you to provide us with the following types of information about you: (i) information that can be used to identify you personally, such as your first and last name, e-mail address and home address ("**Personal Information**"), and (ii) information related to your activities on the Website that we automatically collect as you interact with the Website ("**Website Usage Information**").

(a) Personal Information You Provide to Us. We may ask you to provide and we may collect Personal Information from you through various forms and in various places on the Website, including contact us forms, or when you otherwise interact with the Website. You are under no obligation to provide Personal Information, but if you elect not to provide it, you may be unable to use certain features of the Website or to communicate with us via the Website.

(b) Website Usage Information We Collect or Store as You Access or Use the Website. When you visit the Website, we and our service providers may use a variety of technologies that automatically or passively collect or store certain Website Usage Information related to your activities on the Website. Website Usage Information may include: (i) your IP address or other unique identifier; (ii) your device functionality (e.g., browser, operating system, hardware, mobile network information); (iii) the URL that referred you to the Website; (iv) the areas within the Website that you visit and your activities there; (v) your device location and characteristics; and (vi) certain other device data, including the time of day and other information.

We and our service providers may use a variety of technologies to collect or store Website Usage Information. These technologies may set, change, alter or modify settings or configurations on your device. These technologies may include cookies, web beacons, embedded scripts or similar technologies.

Cookies. A cookie is a data file placed on a device when it is used to visit the Website. A Flash cookie (or locally shared object) is a data file placed on a device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your device. HTML5 cookies can be programmed through HTML5 local storage. Unlike Flash cookies, HTML5 cookies do not require a plug-in. Regular cookies may generally be disabled or removed by tools that are available as part of most commercial browsers, and in some but not all instances can be blocked in the future by selecting certain settings. Each browser you use will need to be set separately and different browsers offer different functionality and options in this regard. Also, these tools may not be effective with regard to Flash cookies or HTML5 cookies. For information on disabling Flash cookies go to Adobe's website www.adobe.com. Please be aware that if you disable or remove cookies, Flash cookies, or HTML5 cookies on your device, some parts of our Website may not function properly, and that when you revisit our Website your ability to limit cookies is subject to your browser settings and limitations.

Web Beacons. Small graphic images or other web programming code called web beacons (also known as "1x1 GIFs" or "clear GIFs") may be included in our Website's pages and messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a page or e-mail can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including to count visitors to the Website, to monitor how users navigate the Website, to count how many e-mails that were sent were actually opened or to count how many particular articles or links were actually viewed.

Embedded Scripts. An embedded script is programming code that is designed to collect information about your interactions with the Website, such as the links you click on. The code is temporarily downloaded onto your device from our web server or a third party service provider, is active only while you are connected to the Website, and is deactivated or deleted thereafter.

Website Usage Information typically is anonymous information not associated with you or your identity. However, if Website Usage Information is combined with your Personal Information in a manner that it is directly associated with your identity, it will be treated as Personal Information under this Privacy Policy.

(c) Third Party Service Providers. Third party service providers may use such technologies with the Website and may collect information about you, including Personal Information, without notice to you.

By using the Website, you consent to potentially encountering third party tracking technologies when using the Website and accept that our statements in this Privacy Policy do not apply to the tracking technologies or practices of such third parties. We are not responsible for any such third party technologies or activities arising out of them. We are not responsible for the effectiveness of or compliance with any third party's opt-out options.

(d) Do Not Track Signals. Some web browsers may transmit "do not track" signals. At this time, we do not take steps to respond to such signals. You can manage your cookie preferences using your own browser settings to accept or block some or all cookies, or to receive notice so you can consent to cookies. If you block all cookies, some features of the Website may be unavailable to you.

(e) Children. The Website does not offer products or services to children and we do not knowingly collect any Personal Information from children younger than the age of thirteen (13). We will delete any Personal Information collected that we later determine to be from a person younger than the age of thirteen (13).

2. How do we use the Information Collected? We may use your Personal Information and/or Website Usage Information:

- to respond to your inquiries and personalize your experience on the Website (your information helps us to better respond to your individual needs);
- to improve the Website (we continually strive to improve the Website based on the information and feedback we receive from you) or our products and services;
- to provide you with information about products, services, changes to the Website and/or our policies, and other information you may request;
- to solicit information from you;
- for internal business purposes;
- to contact you in connection with your use of the Website; and
- for purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy.

In addition, Website Usage Information we collect may be used for a number of purposes, such as system administration, to help us understand the demographics of visitors to the Website, to enhance the performance and usefulness of the Website, and to audit use of the Website. However, we will not sell or rent your Personal Information to anyone.

3. Sharing of Personal Information With Third Parties. We may share Personal Information with third parties under various circumstances, including as described in more detail below. We do not, however, share your Personal Information with third parties for those third parties' marketing purposes.

(a) *When You Request Information From or Provide Information to Third Parties.* You may be presented with an option on the Website to receive certain information directly from third parties or to have us send certain information to third parties or give them access to it. In these instances, your Personal Information and other information may be disclosed to third parties and all the information you disclose will be subject to the privacy policies and practices of such third parties. In addition, third parties may store, collect or otherwise have access to your information when you interact with their tracking technologies, content, tools, apps, or ads on the Website or link to them from our posting or content sharing tools. We are not responsible for the privacy policies and practices of such third parties and therefore you should review their privacy policies prior to requesting information from or otherwise interacting with them.

(b) *Third Parties Providing Services on Our Behalf.* We may share Personal Information with third parties who perform services on our behalf. This includes third parties that: host the Website; operate certain functions or features of the Website; archive data; send communications; analyze data; and provide other services or functions on our behalf, including business analytics, customer service, marketing, employment or hiring-related activities, data security functions, and fraud prevention.

(c) *Affiliates, Business Transfers and Corporate Changes.* We reserve the right to share Personal Information and Website Usage Information with our affiliates and in connection with a corporate divestiture, merger, consolidation, or restructuring, the sale of substantially all of our ownership interests and/or assets, or other corporate change, including during the course of any due diligence process or in the event of bankruptcy, insolvency or dissolution.

(d) *Administrative and Legal Reasons.* We may also disclose and transfer Personal Information to third parties: (i) in the event we are required to do so to satisfy an applicable law or regulation, to respond to a court order, subpoena, discovery request, or other legal process, or if in our good faith opinion such disclosure is required by law; (ii) at the request of governmental authorities conducting an audit, investigation or other inquiry; (iii) to verify or enforce compliance with other agreements or policies

governing the Website, or applicable laws, rules, and regulations; or (iv) whenever we believe disclosure is necessary to limit our legal liability or to protect or enforce the rights, interests, or safety of our company, customers or the Website, its users or other third parties; and in connection with our Terms of Use at http://www.bakonusa.com/uploads/pdf/terms_conditions_of_sale_bakon.pdf and other agreements. We also reserve the right to investigate, prevent, or take action regarding illegal or suspected illegal activities and to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful.

(e) *Sharing of Non-Personal Information.* We may also share non-personally identifiable information, such as Website Usage Information, aggregated user statistics, and anonymous information derived from Personal Information (e.g., de-identified user information), with third parties for any purpose.

In addition, we may share information we have collected about you, including Personal Information, with your consent or as disclosed at the time you provide the information or as otherwise described in this Privacy Policy.

4. Third Party Content and Links on the Website. The Website may contain content that is supplied by third parties and those third parties may collect Website Usage Information when pages from the Websites are served to you. In addition, when you are on the Website you may be directed to other sites operated and controlled by third parties that we do not control. We are not responsible for the data collection and privacy practices used by any of these third parties or their sites and they may be tracking you across multiple sites and sharing the results with us and/or others. We encourage you to note when you leave the Website and to review the third party privacy policies of all third party locations and exercise caution in connection with them.

5. Your Access To and Control Over Personal Information. You are responsible for maintaining the accuracy of the information you submit to us. The Website may allow you to review, modify, correct or update Personal Information you have provided through the Website's forms or otherwise, and you may provide registration updates and changes by contacting us at the email address or phone number below. If so, we will make good faith efforts to make requested changes in our then active databases as soon as reasonably practicable. You may cancel or modify our e-mail marketing communications you receive from us by following the instructions contained within our promotional e-mails. Please note that we reserve the right to send you certain communications relating to your account or use of our Website, such as administrative and service announcements and these transactional account messages may be unaffected if you choose to opt-out from receiving our marketing communications. Also, if your opt-out is limited to certain types of e-mails the opt-out will be so limited. Further note that it is not always possible to completely remove or delete all of your information from our databases and that residual data may remain on backup media or for other reasons. When you edit your Personal Information, information that you remove may persist internally for Bakon USA's administrative purposes. Note that if you require us to delete or remove any data, you may be unable to use certain features of the Website or to communicate with us via the Website. Further, we may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

6. Notice to California Residents - Your California Privacy Rights. Under California's "Shine the Light" law, California residents have the right to receive, once a year information about third parties with whom we have shared information about you for their marketing purposes during the previous calendar year and a description of the categories of personal information shared. To make such a request, please contact us at the e-mail or mailing address listed below, with "Request for California Privacy Information" in the subject line or written request.

7. Security. We incorporate commercially reasonable safeguards to help protect and secure your Personal Information. All information you provide to us is stored on our secure servers behind firewalls.

However, no data transmission over the Internet, mobile networks, wireless transmission, or electronic storage of information can be guaranteed to be completely secure. Please consider this prior to submitting Personal Information to us via the Website.

8. Website Operated in the United States. The Website is operated in the United States. If you are located outside of the United States, please be aware that information we collect, including Personal Information, will be transferred to, and processed, stored and used in the United States. The data protection laws in the United States may differ from those of the country in which you are located, and your Personal Information may be subject to access requests from governments, courts, or law enforcement in the United States according to laws of the United States. By using the Website or providing us with any information, you consent to the transfer to, and processing, usage, sharing and storage of your information, including Personal Information, in the United States as set forth in this Privacy Policy.

9. Changes to the Privacy Policy. We reserve the right to update this Privacy Policy from time to time. Any updated Privacy Policy will be effective immediately upon the posting of a notice on the Website along with the updated Privacy Policy. However, we will not use previously collected Personal Information in a manner materially different than represented at the time it was collected without your consent.

10. Severability; Construction. To the extent any provision of this Privacy Policy is found by a competent tribunal to be invalid or unenforceable, such provision shall be severed to the extent necessary for the remainder to be valid and enforceable. For the purposes of this Privacy Policy, "Including (include)" means "including (include), without limitation."

11. Contact Us; Questions. If you have questions about the Website or this Privacy Policy you may contact us via e-mail at support@bakonusa.com, via phone at 310-533-3939, or via mail at:

Attn: Website Administrator
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