

BERKLEY SPECIALTIES is dedicated to protecting consumer privacy. This notice explains how BERKLEY SPECIALTIES collects, uses, and discloses information about you when you purchase our products, and you visit the berkleyspecialties.com website.

Your use of the Website, and/or receipt of BERKLEY SPECIALTIES constitutes acceptance of this Policy.

This Policy explains our practices in the following areas:

1. The nature of the information we collect about you and the way such information is used.
2. The nature, frequency, and purpose of any disclosure of information that we may make, including the types of persons or entities to whom the disclosure may be made.
3. Your rights under the Communications Act, 47 U.S.C. § 338(i).

This Policy does not apply to information collected by:

1. BERKLEY SPECIALTIES offline or through any other means, including on any other website operated by BERKLEY SPECIALTIES or any third party including our affiliates and subsidiaries; or
2. Any third party including our affiliates and subsidiaries, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this 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. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

If you have questions about this policy or other matters, you may contact us by phone 704-431-5530, email to andy@berkleyspecialties.com or postal mail to:

746 Long Meadow Dr, Salisbury, NC 28147

I. Types of Information we collect and how we collect it

In discussing the types of information we collect from customers and visitors to our websites we use the term “Customer Information” as a broad, general term that refers to any information relating to you and your BERKLEY SPECIALTIES products or service, including Account Information, Commerce Information, and Website Information.

The following are specific types of Customer Information that we collect from customers and visitors to our websites:

“Account Information” means information about your BERKLEY SPECIALTIES account, including, but not limited to, your name, address, e-mail address, telephone number, credit card information, and appointment scheduling information. We collect Account Information directly from you when you contact us, or purchase products or services from us. We may combine information we obtain from third parties with Account Information we collect.

“Commerce Information” means personally identifiable information about you that enables a commerce partner to fulfill your request to participate in a business transaction. From time to time, we may enable you to buy goods and services from us or third parties. We will only collect and send on your behalf information such as your name and address and your interest in a specific offer or transaction to the commerce partners that are sponsoring the promotion or transaction if you take advantage of such an offer or engage in a transaction. In addition to fulfilling your request, such commerce partner may also use your Commerce Information to send you other information in which you might be interested, consistent with its own privacy policies.

“Website Information” means information gathered through your interactions with our Website including, the Internet domain and IP address from which you access our Website; the date and time you access our site; the pages you visit; whether or not you linked to this website from another website and the address of that website. IP addresses, which are numbers automatically assigned to a computer when using the Internet; the type of browser and operating system used to access the site; the search terms used to get to the website, in addition to search terms used in the site’s search engine; the dates and times users access the site; the type of device used to access the site; how often users visit the site; the pages users visit within the site; and the links made to other websites through this site.

Links to Other Websites: When you visit our website, you may find opportunities to link to websites of third parties. When you click through to these third-party websites, BERKLEY SPECIALTIES Privacy Policy no longer applies. We recommend that you read the privacy policy for any third-party websites.

II. Use of Customer Information

We use Customer Information to deliver our products and services, process your transaction and other installation and service-related requests and comments, and to understand your needs so that we may provide you with the most suitable products and services. For example, we may use your postal address, e-mail address or telephone number to:

- Process and fulfill your order and notify you of your order status;
- Provide customer support; and
- Solicit your feedback about the products and services you received.

We may use Customer Information to resolve disputes and troubleshoot problems, as well as contact a customer regarding administrative matters or notices.

III. When we share Customer Information with third parties

We do not share your personally identifiable information with third parties, except as described in this Policy. Personally identifiable information that we collect may include: name, address, date of birth, e-mail address, telephone number, credit card information, and information about your individual interests in and use of various products, programs, and services. In the circumstances described below, we limit the information we provide to the information necessary to perform the function or provide the service for which it is shared. Third parties are not permitted to use the Customer Information which is provided by us for any purposes other than as authorized by us.

Industry Affiliates: We may share Customer Information, including personally identifiable information, with other entities (and their affiliates) with whom we have a contractual relationship related to BERKLEY SPECIALTIES business. Information shared with these “Industry Affiliates” may be used only to support your successful use of BERKLEY SPECIALTIES products and services, and such Industry Affiliates’ products and services.

Marketing: Unless you specifically opt-out, we may share Customer Information with third parties other than Industry Affiliates, who offer products and services in which we think you might be interested. These third parties may use this Customer Information to market their products or services to you. When you elect to participate in a special offer or engage in a transaction with BERKLEY SPECIALTIES or a third-party advertiser engaged by BERKLEY SPECIALTIES, we will collect and disclose your Commerce Information, on your behalf, to the party sponsoring or fulfilling the promotion. This information is disclosed to a third party only upon your affirmative response to an offer. In addition to fulfilling your request, that party may also use your Commerce Information to send you other information in which you might be interested consistent with its own privacy policies.

Legal Requirements & Professional Services: BERKLEY SPECIALTIES may share your Customer Information if it believes in good faith that such disclosure is: a) necessary to comply with a legal process, b) in response to legal claims, c) necessary to protect personal safety, property or other of your or a third-party rights, our rights and/or the rights of our service providers, or d) as part of a sale or assignment of all or a part of our business. BERKLEY SPECIALTIES may also disclose Customer Information to any person performing audit, legal, operational or other similar services for BERKLEY SPECIALTIES. Whenever reasonably possible we will require any recipient of Customer Information for these purposes to agree in writing to hold the information in confidence, to use the information only for the permitted purpose, and to return or destroy the information when the services are completed.

We may share with third parties certain pieces of non-personally identifiable information and aggregated non-personally identifiable information, for example, the number of customers located in a certain geographic area. Such information will not identify you individually.

IV. Third party advertising services

We use Google AdWords and Google DoubleClick services. In addition to complying with the terms in this Policy, BERKLEY SPECIALTIES complies with Google’s [policy requirements](#). Google’s remarketing and similar audiences AdWords features permit us to reach people who previously visited our website.

The service does not collect personally identifiable information.

Cookies can be used, among other things, to identify your computer or device when you log into a website and may track your IP address in order to do so. A “cookie” is a small file that a website can store in a designated directory on your computer or Web-enabled device. Information about how you can opt out of Google’s use of cookies is available at Google’s [Ads Settings](#). Alternatively, you can opt out of a third-party vendor’s use of cookies by visiting the [Network Advertising Initiative opt-out page](#) or, to opt out of only DoubleClick’s use of cookies, by visiting the [DoubleClick opt-out page](#).

We do not use or associate personally identifiable information with remarketing lists, cookies, data feeds, or other anonymous identifiers. Furthermore, BERKLEY SPECIALTIES does not use or associate targeting information, such as demographics or location, with any personally identifiable information collected from ads or their landing pages. BERKLEY SPECIALTIES does not share any personally identifiable information with Google through its remarketing tags or any product data feeds which might be associated with its ads, nor does it send Google precise location information without obtaining your consent.

V. Opting Out of Marketing Communications

BERKLEY SPECIALTIES may periodically send you messages via e-mail, telephone or traditional postal mail about products and services that we think may be of interest to you. In addition, as provided above, BERKLEY SPECIALTIES may make Customer Information available to third parties for the purpose of marketing such products or services.

You can choose not to receive marketing messages promoting BERKLEY SPECIALTIES or third-party products or services from us and third parties in the future by:

1. E-mailing us at andy@berkleyspecialties.com (please put “Opt-Out” in the subject line);
2. Writing us at 746 Long Meadow Dr., Salisbury, NC 28147
3. If you are a current Customer, please include your name, address, account or order number, and phone number in the body of your e-mail or letter.

Upon receipt of your opt-out request, BERKLEY SPECIALTIES will take the required actions within a reasonable period of time; however, we cannot and do not guarantee that such removal will be effective immediately.

VI. How long we keep Customer Information

We maintain Customer Information for an indefinite period for related business activities.

VII. How we protect the security of Customer Information

We take reasonable steps to protect Customer Information by using security technologies and procedures that limit access to our databases. However, no system is completely secure or error-free. We do not, and cannot, guarantee the complete security of Customer Information.

VIII. A Special Note for Parents Concerning Privacy

This website is not directed to children and we do not encourage children to participate in providing us with any personally identifiable information. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under age 13, please contact us at andy@berkleyspecialties.com. We strongly recommend that children under age 13 access our website only under the approval and supervision of their parents or legal guardian(s).

We support the guidelines and regulatory requirements provided in the Children’s Online Privacy Protection Act of 1998 (COPPA).

IX. Changes to this Privacy Policy

BERKLEY SPECIALTIES shares Customer Information in accordance with the Privacy Policy in effect at the time the information is collected. We reserve the right to change this Privacy Policy at any time. If we make a significant change with regard to our collection or use of information about our customers, we will note on the main page of our Web sites that this Policy has been updated and may take additional reasonable steps to notify you about the new or revised Policy. Whenever possible, we will reasonably attempt to notify you in some way 30 days before the effective date of the change. To comment on or ask about this Policy, contact us by phone at 704-431-5530, email to andy@berkleyspecialties.com or postal mail to:

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