

EM Upholstery Technology Privacy Policy

Effective Date: October 1st, 2023

I. Introduction

At EM Upholstery Technology, we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and secure your personal information when you interact with our website or use our services, whether through online, telephone, or in-person channels (referred to collectively as the "Services"). In this document, the terms "Company," "we," "us," and "our" refer to EM Upholstery Technology and its affiliates. The term "you" refers to users of our Services.

By using our Services, you agree to the practices described in this Privacy Policy. If you do not agree with this Privacy Policy, please discontinue your use of the Services.

II. Personal Information and Our Business Operations

We operate in both wholesale and retail sectors. As part of our wholesale business, we supply products to restylers, original equipment manufacturers (OEMs), and automotive dealerships. In these transactions, restylers may interact directly with you, but we generally do not receive your personal details in these cases.

On the other hand, our direct-to-consumer operations involve the collection of personal information for product purchases and warranty services. When you register a product with us, either through a dealership or directly, we will handle your personal data in accordance with this Privacy Policy.

III. Information We Collect and How We Use It

We gather certain types of personal information depending on how you interact with our Services. This section outlines the categories of information we collect, why we collect it, and how it may be shared.

Information You Provide

When you use our Services, you may provide personal details, including:

- Name, email address, phone number, mailing address, and vehicle details;

- Information regarding your purchases or service requests;
- Financial details such as payment or billing information;
- Job application materials, including resumes or CVs, references, and employment history;
- Other information, such as your communications with us or interactions through social media channels.

Automatically Collected Information

We may also collect data automatically when you use our Services, which may include:

- The date and time you accessed our Services;
- Your IP address or the proxy address of your internet service provider;
- Browser type and device details;
- Pages viewed, links clicked, and other browsing behavior;
- Approximate geographic location;
- Ad impressions and related data.

This information helps us maintain and improve our website and Services, analyze performance, and tailor our offerings to your interests.

Information from Other Sources

We may supplement the information we collect with data obtained from third-party sources, such as:

- Analytics providers like Google Analytics;
- Career websites such as LinkedIn, Monster, and Indeed;
- Marketing databases and other data enrichment services.

IV. How We Use Cookies and Similar Technologies

Our website uses cookies and similar tracking tools to enhance your experience. Cookies are small text files stored on your device that help us track and personalize your interactions with our Services. We may use both temporary (session) and persistent cookies to support key functions such as:

- Running our website smoothly and securely;
- Gathering analytics to improve our website's performance;
- Delivering personalized advertising and content.

You can control cookie settings in your web browser. However, blocking certain cookies may limit your ability to use some features of our website.

V. Information Regarding Minors

Our Services are intended for individuals aged 16 and older. We do not knowingly collect personal information from children under the age of 16. If we become aware that we have received information from a minor without appropriate consent, we will take steps to delete such data from our records. If you are a parent or guardian and believe your child has shared information with us without your permission, please contact us at 760-980-2383 or email us at emupholsterytechnology@gmail.com.

VI. Rights for California Residents

If you are a resident of California, you have additional privacy rights under the California Consumer Privacy Act (CCPA). This section outlines the types of personal information we collect from California residents, how we use it, and your rights regarding this information.

In the last 12 months, we have collected and disclosed the following categories of personal information:

Category	Recipients
Identifiers (e.g., name, email, address, phone number)	Service providers for business purposes
Commercial information (e.g., products or services purchased)	Service providers and third parties for marketing purposes
Internet activity (e.g., browsing history, IP address)	Service providers, third parties for advertising purposes
Geolocation data	Service providers, third parties for marketing purposes
Employment-related information	Service providers

California Privacy Rights

If you are a California resident, you may have the following rights regarding your personal information:

1. **Right to Access/Know:** You can request access to the personal information we have collected about you, including details about how we use and share it.

2. **Right to Deletion:** Under certain conditions, you have the right to request that we delete your personal information. Note that some information may be retained to comply with legal requirements or for other legitimate purposes.
3. **Right to Correct:** If you find that the personal information we hold about you is incorrect, you can request that we update or correct this data.
4. **Right to Opt-Out of Sale/Sharing:** California residents have the right to opt-out of the "sale" or "sharing" of personal information with third parties for marketing purposes. We do not sell personal information, but we may share it with trusted partners for business reasons.
5. **Right to Opt-Out of Targeted Advertising:** You may have the right to opt-out of the use of your information for targeted advertising purposes.

Exercising Your Rights

To exercise these rights, please contact us at 760-980-2383 or email us at **emupholsterytechnology@gmail.com**. Please be specific about the rights you wish to exercise. We will verify your identity before fulfilling your request and respond within a reasonable timeframe.

You may also designate an authorized agent to submit requests on your behalf. In such cases, we may require proof that you have provided permission for the agent to act on your behalf.

VII. How We Protect and Retain Your Information

We implement industry-standard security measures to protect your personal information from unauthorized access or misuse. However, please note that no method of transmission over the internet or electronic storage is completely secure.

We retain your personal information for as long as necessary to provide the Services, fulfill legal obligations, resolve disputes, and enforce our agreements. When your information is no longer required, we will securely dispose of it.

VIII. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. Any changes will be indicated by the "Last Updated" date at the top of this policy. We will notify you of any material changes through our website or by other reasonable means.

IX. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us at:

Phone: 760-980-2383

Email: emupholsterytechnology@gmail.com