



## Privacy Policy

### **Privacy Statement for hi-rock home**

Hi-rock home has created this privacy statement in order to demonstrate our firm commitment to your privacy. The following discloses our information gathering and dissemination practices for this Web site (<https://www.hi-rock.com>). Please note that when you access any external links from hi-rock.com they may have different privacy policies specific to those sites. We encourage you to read all applicable privacy policies.

### **What personal information do we gather from those who visit our site?**

When you visit our Web site, you may provide us with two types of information: personal information you knowingly choose to disclose, and information that we automatically collect as you browse our Web site.

#### *1) Information You Voluntarily Submit.*

We collect and store any information you enter on our Web site, or provide to us in offline contacts we have with you. Information is collected from visitors to the Web site in the following areas:

- **REGISTRATION FORMS** - If you register on the Web site to receive advanced notice of promotions, notices of special events, or to register your product purchases, we will generally ask you to provide contact information. This information may include your name, address, phone, and other demographic information that you choose to provide. You may, however, visit our Web site without registering.
- **ORDER FORMS** - Some areas of the Web site may allow you to order catalogs for a fee. In connection with these transactions, we collect data necessary to complete the transaction and that is furnished by you. This may include contact information, e-mail address, telephone number and your credit card number. These forms are secured by https security.
- **E-MAIL** - On several screens of our site, you also have an opportunity to communicate with us by E-mail. You may also choose to provide your e-mail address to receive communications from us.



## *2) Information Collected and Stored Automatically.*

When you browse our Web site, you and your Web browser may also transmit information that we automatically collect. We do log your IP address (the Internet address of your computer), the Web pages you visit and the time of your visit, and other click-stream data. The only other type of information automatically provided to us is the type of computer, operating system and browser you are using. This information is provided by your browser, which we use to improve the performance of our site.

### **Usage of Your Personal Information**

In general, we use the Personal Information you provide only for internal purposes, such as: for the specific purpose for which it was volunteered (for example, to complete a product purchase, to enter a contest, to answer an e-mail, etc.); to improve the content, appearance and utility of our websites; to track our visitors' use of our websites for internal market research; and to notify our visitors of updates to the websites or of new products or services.

From time to time, we may contract with companies or persons to provide certain services including credit card processing, shipping, data management, promotional services, etc. We may provide these providers with the information needed for them to perform these services. In addition, we may use third-party advertising companies to serve or track ads on our websites and other websites. These companies may use information (not including your name, address, email address or telephone number) about your visits to this and other websites in order to measure advertising effectiveness and to provide advertisements about goods and services that may be of interest to you.

In addition, we may operate promotions through our websites that may require online registration. We typically ask you for certain personally identifiable information when you enter and, if applicable, win a sweepstake, contest, raffle or similar promotion. We may share this personally identifiable information with third party sponsors of such sweepstakes, contests, raffles and promotions (irrespective of whether it is hosted by us), or otherwise in accordance with the rules applicable to such sweepstakes, contest, raffle or promotion. You should carefully review the rules of each sweepstake, contest, raffle and promotion in which you participate through our websites, as they may contain additional important information about our or a sponsor's use of your personally identifiable information. Insofar as the terms and conditions of such rules concerning the treatment of your personally identifiable information conflict with this privacy statement, the terms and conditions of such rules shall control.



## **Editing, Updating, Correcting And Deleting Information About You**

We want to communicate with you only if you want to hear from us. If you prefer not to receive direct marketing from us or from any third parties, or if you would like to opt out of our sharing your information with other marketers, please let us know. To edit or update your Personal Information or if you prefer not to receive information from us or any or all of our brands or any third parties, you can do so by contacting us by email or postal mail at the addresses below. We also provide a link on every promotional email we send you that lets you remove yourself from our promotional lists.

If writing to us, please be sure to include your email address, mailing address, full name, and specifically what information you do not want to receive.

Write to:  
hi-rock home  
Attn: Online Data Privacy Department  
P.O. Box 315  
Hickory, NC 28603

E-mail us:  
[info@hi-rock.com](mailto:info@hi-rock.com)  
**Security**

We take precautions to protect the security of your Personal Information that you share with us. Unfortunately, however, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your Personal Information, we cannot guarantee or warrant the security of any information you transmit to or from our websites, and you do so at your own risk.

## **Policy Changes**

We reserve the right, at our discretion, to change, modify, add or remove portions of this privacy policy at any time. You should check this page periodically for changes. Your continued use of hi-rock.com following the posting of changes to this privacy policy will mean that you accept those changes.