

## PRIVACY NOTICE

July 10, 2019

Distributor Resource Management, Inc./DBA Trackmax Solutions (DRM) (collectively, “We”), take the privacy of your personal information very seriously. This Privacy Notice describes the ways we gather, use, and protect the personal information of visitors to our site, as well as how we treat personal information obtained from other sources.

Information for all visitors to our website

This Privacy Notice applies to the website [www.trackmax.com](http://www.trackmax.com).

We use the data we collect from you in order to provide you with information and services. Additionally, we contract with vendors, e.g. Siteground and use third-party hosted applications, e.g. WordPress and Google Analytics, for various administrative tools and support, and information you provide to us may be available to those third parties solely to the extent needed to respond to your requests or as required by law.

### Technical Collection

We use cookies to enhance and personalize your visits to our website, to measure the effectiveness of our site and emails, and to provide a more robust visitor experience for you. We do not store any personally identifying information in cookies. We do collect information through cookies about visitors to our websites that is not personally identifying, including domain name, pages visited, and length of user session. This information is used to analyze the usage of our websites so that we may improve the usefulness of the site. You may reject cookies by setting your browser options to inform you when cookies are set or to prevent cookies from being set. If you set your browser to reject or prevent cookies, you may limit the functionality we can provide when you visit our site.

When you enter our site, you pass through a firewall we use for security purposes. As you pass through, we may identify your Internet Protocol (IP) address to track the origin of your Internet connection. The IP address does not identify you personally. We store IP addresses in case we ever need to track a connection to its point of origin for security troubleshooting and analysis.

If you use a mobile device to access our site, we collect basic information such as type of device (manufacturer and model) in order to present the information to you in a way that is readable. We do not collect information that could identify the specific device (such as UDID) or the user, or any personal information from the mobile device. We do not collect location information from devices or users of mobile-enabled sites.

## Collection Through Browsing

We do not collect personally identifying information from you unless you expressly provide it to us through your use of one of the services we offer on our Internet site or through signing up for subscriptions to our publications. We do not voluntarily share personally identifying information with third-party marketers.

## California Online Privacy Protection Act

We do not collect personally identifiable information about your online activities over time or across third-party websites or online services. We do collect information as described above when you view our site. We do not permit others to collect personally identifiable information about your online activities over time or across different websites when you use our website or services.

Some browsers have a “do not track” feature that lets you tell websites that you do not want to have your online activities tracked. Because we do not track across websites or over time, and because these features are not yet uniform, we are not currently set up to respond to those signals.

## Children’s Online Privacy Protection Act

We do not intend to collect information from children under 13 years of age. You must be over 13 to receive our newsletters or use our online tools. If we learn that we have inadvertently collected personally identifying information from a child under the age of 13, we will promptly take all reasonable measures to delete the data from our system.

## Cookies

You may have heard of “cookies,” which are small files or pieces of information that are stored by your browser on your computer’s hard drive when you visit a web site. DRM uses cookies and other similar technologies to help provide services, to understand how you use our site and to improve your experience. This includes personalizing content and advertising. These cookies collect other information during your visit to our website, such as the particular subpages you visit and the activities in which you participate on our website. The information we collect is only in an aggregate form — it is not personally identifiable. These aggregated statistics are used internally to better provide services to our clients, and may be shared with DRM employees only, to help us improve the products and services we provide you and better meet your needs.

Anonymous information about your computer, such as your IP address (a number assigned to your computer whenever you surf the Internet), the type of Internet browser you are using, and the type of computer operating system you are using may also be collected by us using cookies. Web servers, the computers that “serve up” web pages,

automatically identify your computer by its IP address. When you request a page from this website, our servers log your IP address.

Most browsers are initially set to accept cookies. If you'd prefer, you can set yours to refuse cookies or to alert you when cookies are being sent. Refusal of cookies at this website may result in an inability to visit certain areas of this website.

#### Analytics, Google Analytics and Tracking

The DRM website has Google Analytics code installed on each page. Analytics services contained enable the owner to monitor and analyze web traffic and can be used to keep track of User behavior. Google Analytics is a web analysis service provided by Google Inc. ("Google").

Google utilizes the data collected to track and examine the use of this application, to prepare reports on its activities and share them with other Google services.

Google may use the data collected to contextualize and personalize the ads of its own advertising network. The integration of Google Analytics anonymizes your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area.

Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

#### Contacting us

If you have any questions or comments regarding Privacy, please contact us using the information below:

Distributor Resource Management, Inc.  
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P.O. Box 101490  
Cape Coral. FL 33910

We engage in routine reviews of our Privacy Notice. This version is effective as of the review date. We reserve the right to change how we approach privacy and use and collect information.