

## **Privacy Policy Effective Date:** January 1, 2025

**SECTION 1 – Introduction** BG Company is committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy outlines how information is collected, used, disclosed, and protected when you visit brantley-global.com (the “Site”) and purchase products therein.

**SECTION 2 – Information Collected** The following types of information may be collected:

**Personal Information:** When you create an account, place an order, or establish communication, personal information may be collected such as your name, email address, phone number, billing address, shipping address, and payment information.

**Non-Personal Information:** Non-personal information may be collected about your interactions when visiting brantley-global.com, including your IP address, browser type, device information, pages visited, and the time and date of your visit.

**Cookies and Tracking Technologies:** Cookies and similar tracking technologies may be used to enhance your experience on our Site. You can manage your cookie preferences through your browser settings.

**SECTION 3 – How Your Information Is Used** Your information may be used for the following purposes:

To process and fulfill your orders. To communicate with you regarding your orders, inquiries, and customer support. To improve our products, services, and website functionality. To send you promotional materials, newsletters, and other marketing communications (you can opt out at any time). To comply with legal obligations and protect our rights.

**SECTION 4 – Information Sharing and Disclosure** No personal information is sold, traded, or otherwise transferred to outside parties without your consent, except in the following circumstances:

**Service Providers:** Your information may be shared with third-party service providers who assist us in operating of the Site, conducting company related business, or servicing you (e.g., payment processors, shipping companies).

**Legal Compliance:** Your information may be disclosed if required to do so by law or in response to valid requests by public authorities.

**Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction.

**SECTION 5 – Data Security** A variety of security measures to protect your personal information are implemented. However, no method of transmission over the Internet or method of electronic storage is 100% secure. While information protection is a top priority, absolute security cannot be guaranteed.

**SECTION 6 – Your Rights** You have the right to access, correct, or delete your personal information. You may withdraw your consent for us to process your personal information. You may opt out of receiving marketing communications.

To exercise these rights, please contact us using the information provided below.

**SECTION 7 – Third-Party Links** Our Site may contain links to third-party websites. BG Company will not be responsible for the privacy practices or content of those websites. You are encouraged to review the privacy policies of any third-party sites you visit.

**SECTION 8 – Changes to This Privacy Policy** This Privacy Policy may be updated from time to time. You will be notified of any changes by posting the new Privacy Policy on the Site with a new effective date. You are encouraged to review this Privacy Policy periodically for any updates.

**SECTION 9 – Contact** If you have any questions or concerns about this Privacy Policy or data practices, please contact [brantley-global.com/help](http://brantley-global.com/help)