

PRIVACY POLICY

We at pH Factor store, are strongly committed to protecting our customers' privacy. We know that users of, and visitors to, <http://phfactorstore.com/> are concerned about how their information is used and shared, and we appreciate your trust that we will do so carefully and sensibly. By using our website, you consent to such processing and you warrant that all data provided by you is accurate. The following information is designed to help users and visitors understand what information we collect, and how we handle and use the information.

ELECTRONIC COMMUNICATIONS

When you visit this website, or send emails to us, you are communicating with us electronically. You consent to receive communications from us electronically. We will communicate with you by email or by posting notices on this website. You agree that all agreements, notices, disclosures and other communications that we provide to you electronically satisfy any legal requirement that such communications be in writing.

PERSONAL INFORMATION COLLECTION AND USE

Personal information collected automatically:

This website may collect certain information automatically and stores it as logs and may include the following:

- Internet protocol (IP) addresses, the region or general location where your computer or device is accessing the internet, device type used to access this website, browser type, operating system and other information about the usage of pH Factor's website, including a history of the pages you view. This is typically done to recognize your device, the pages of this website that you visit, the time and date of your visit, the time spent on those pages and other statistics to enable pH Factor in providing better user experience to you in your future visits to this website.
- This website also uses cookies and web beacons, pH Factor has enabled personalized advertisements based on your interests, using information made available when you interact with this website. Personalized or targeted ads are displayed based on your activities on pH Factor and third-party websites which includes but is not limited to visiting this website and interacting with content provided in this website. Cookies are used to enable pH Factor to learn what actions you perform in this website. These ads are displayed on external websites unaffiliated to pH Factor.

PERSONAL DATA COLLECTED FROM YOU

We encourage you to read the privacy policy of each of the websites you visit and offerings or programs you review.

The website of pH Factor may directly collect your personal data in the following ways:

- Your name, email address, country of residence, phone number, job title, company you represent.
- Details of the inquiry to enable pH Factor to respond to a general/business inquiry made by you on behalf of your company.
- Your information is used in order to send you our newsletters and other alerts with respect to our Product(s). Please note that pH Factor may also be collecting any information that you may have mentioned in any communication/email that you send to pH Factor after registering on this website.
- We collect your personal information to enable your continued use of this website, for as long as it is required in order to fulfil the relevant purposes described in this privacy policy, as may be required by law (including for tax and accounting purposes), or as otherwise communicated to you. How long we retain specific personal information varies depending on the purpose for its use, and we will delete your personal information in accordance with applicable law.

You provide information to us when you:

- search for, subscribe to, our offerings;
- create or administer your account (and you might have more than one account if you have used more than one email address when using this website);
- configure your settings for, provide data access permissions for, or otherwise interact with us;
- register for or attend a pH Factor event;
- purchase our products, or services from third-party providers, market places or through this website (or other similar venues operated or provided by us);
- communicate with us by phone, email, or otherwise;
- complete a questionnaire, a support ticket, or other information request forms;
- post on this website or participate in community features; and
- employ notification services.

Depending on your use of this website, you might supply us with information such as:

- your name, email address, physical address, phone number, and other similar contact information;
- payment information, including credit card and bank account information;
- your location;
- your organization and contacts, such as colleagues or people within your organization;
- usernames, aliases, roles, and other authentication and security credential information;
- content of feedback, testimonials, inquiries, support tickets, and any phone conversations, chat sessions and emails with or to us;
- your image (still, video, and in some cases 3-D), voice, and other identifiers that are personal to you, when you attend our event (s) or use our offerings;
- identity, including government-issued identification information;
- corporate and financial information; and
- VAT numbers and other tax identifiers

You may also have the option to subscribe/opt-in to receive newsletters, new alerts and marketing content. You can always opt-out of such options using our blog or click the “unsubscribe” link at the bottom of an email newsletter, pH Factor shall adhere to your preferences.

TRANSFERS OF PERSONAL DATA

pH Factor transfers personal data concerning you to territories wherever pH Factor has its business operations, suppliers and service providers.

pH Factor transfers personal data between its subsidiaries and affiliated entities and delivery centres for the purposes mentioned above.

Your personal data is stored in databases, and on the servers of the cloud-based database management services that pH Factor engages, located in various territories wherever pH Factor has its business operations, suppliers and service providers.

Where we transfer personal data to different territories, we either transfer personal data to countries that provide an adequate level of protection or we have appropriate safeguards in place. Appropriate safeguards to cover these transfers are in the form of standard contractual/data protection clauses.

This website does not provide any personal information to advertisers that display the personalized ads. Advertisers may provide information about you (collected from websites where you have been shown ads) that pH Factor may use to provide you more relevant and useful advertising. Advertisers use technology to serve the ads that appear on this website directly to your browser. They may use cookies to measure the effectiveness of their ads and to personalize ad content.

PERSONAL DATA RETENTION

This website of pH Factor will:

- Keep all personal data for as long as is reasonably necessary taking into consideration pH Factor’s need to answer queries or resolve problems, or any other purpose outlined above or to comply

with legal requirements under applicable law(s). This means that pH Factor may retain your personal data for a reasonable period.

- Honour your request to have your personal data deleted at any time. You may always choose to opt-out by writing to us at info@phfactorstore.com .

DATA SUBJECT RIGHTS

You have a right to:

- Request access to your personal data and request details of the processing activities conducted by pH Factor, its subsidiaries, group companies or branches.
- Request that your personal data is rectified if it is inaccurate or incomplete.
- Request erasure of your personal data in certain circumstances.
- Request restriction of the processing of your personal data by pH Factor in certain circumstances.
- Object to the processing of your personal data in certain circumstances.
- Receive your personal data in a structured, commonly used and machine-readable format in certain circumstances.
- Lodge a complaint with the relevant supervisory authority.
- Object to, and not to be subject to a decision based solely on automated processing (including profiling), which produces legal effects or significantly affects you.
- Withdraw any consent you may have provided at any time by contacting pH Factor.

VIRUSES, HACKING AND OTHER OFFENSES

You must not misuse this website by knowingly introducing viruses, trojans, worms, logic bombs or other Content which is malicious or technologically harmful. You must not attempt to gain unauthorized access to this website, the server on which this website is stored or any server, computer or database connected to Our Site.

You agree that you will not use this website in any manner that could damage, disable, overburden, or impair this website or interfere with any other party's use and enjoyment of this website. You may not obtain or attempt to obtain any materials or information through any means not intentionally made publicly available or provided for through this website.

In the event of such a breach, your right to use this website will cease immediately.

We will not be liable for any loss or damage caused by a distributed denial-of-service attack, viruses or other technologically harmful material that may infect your computer equipment, computer programs, data or other proprietary material due to your use of this website or to your downloading of any material posted on it, or on any website linked to it.

COOKIE POLICY

This website uses cookies and related technologies to improve the way this website functions for users and visitors. You may choose to opt out (that is, not allow cookies) at any time by changing your browser settings.

WHAT ARE COOKIES AND WHAT DO THEY DO?

Cookies are small text files that websites store on your computer, mobile device or tablet for varying periods. They improve your browser experience, provide statistical analysis and advanced functions, simplify logging in and personalization, and are sometimes used for targeted advertising. Unless you are logging in, the cookies here are never used to identify you personally.

At pH Factor Store, we use cookies to compile statistical information and analyse how people use this website. This helps us provide more functionality and makes this website easier and better to use. There

are two main types of cookies: “session” cookies and “persistent” cookies. Session cookies last only while you have your web browser open. Closing your web browser erases the session cookies. This type of cookie helps the website to function correctly, for example, to expand and collapse menus, make the font appear properly on your screen, or save your work as you progress through a form.

Persistent cookies are also stored in your computer, and they will persist even after you close your browser. How long they persist depends on how they were first set up; the period can vary from minutes to years. Persistent cookies are used to store the preferences of your current visit, to be used for future visits (such as remembering your location or language preferences, areas of interest, or other settings to customize your experience). They also help with statistics, analysis and advertising.

HOW DO YOU CHANGE COOKIE PREFERENCES OR BLOCK COOKIES?

Generally, your browser will offer you the choice to accept, refuse or delete cookies at all times, or those from providers that website owners use i.e. third party cookies, or those from specific websites. If you block cookies on this website, you may be unable to access certain areas of this website and certain functions and pages will not work in the usual way.

We use cookies to ensure that we give you the best experience of this website. If you continue without changing your settings, we will assume that you are happy to receive our cookies on this website.

THIRD PARTY COOKIES FOR RE-TARGETED ADVERTISING

Persistent cookies can also be used for advertising. We do not allow third-party advertisements on this website but we do advertise our products and solutions on other websites. Some of the websites on which we advertise may use persistent cookies. They use those cookies to store information about products and services in which you have shown an interest as you browse the web. The information from those cookies allows the third-party website to display the most appropriate advertisements for you. In some cases, those cookies may lead to the third-party website showing you our advertisements. Again, we do not control those third-party cookies, and we encourage you to check the respective cookie policy of all the websites you visit.

CONTROLLING COOKIES

You can control how you use cookies by adjusting the settings on your browser. While the specific steps will depend on the browser you are using, most popular browsers allow you to either refuse all cookies, accept them only from trusted websites, or to accept cookies from the websites you are using at any particular time. In most browsers, you can find these settings under “options” or “preferences” or under the tool symbol. Many modern browsers also feature a private browsing mode, which temporarily overrides your normal settings.

Remember, if you disable or delete cookies, you may not have access to the full functionality of this website. If you do not change your browser settings, we assume you accept our cookie policy and privacy policy.

INTERNET PRIVACY POLICY

LOG DATA

We collect information that your browser sends whenever you visit this website (“Log Data”).

This log data may include information such as your computer’s internet protocol (“IP”) address, browser type, browser version, pages of this website that you visit, time and date of your visit, time spent on those pages and other statistics.

SUBSCRIPTIONS

If a user or visitor wishes to subscribe to pH Factor Store’s information via it’s website such as press releases including financial reports, we ask for an email address. pH Factor will use this email address to send the requested information.

How to subscribe and unsubscribe:

Users may open or cancel subscription(s) of press releases at any time by filling the subscription form.

THIRD-PARTY SERVICES

We may partner with another party to provide these or other specific services. When the user signs up for these services, we will share names, or other personal information that is necessary for the third party to provide these services.

EXTRANETS

Extranets provide customer-specific content and functions. For this website to properly fulfil its obligation to pH Factor Store's major customers, we must mutually agree on which personnel may access specific extranet content and use specific extranet functions. pH Factor uses cookies, together with additional security mechanisms, to identify and track the registered users who enter extranet or other restricted-access portions of this website.

EXTERNAL LINKS

This website may contain links to other websites. Please take note that pH Factor is not responsible for the respective privacy policies or practices of such other websites. We encourage our users to be aware when they leave this website and to read the privacy policies or privacy statements of each and every website that collects personally identifiable information. This Internet Privacy Policy applies solely to personal information collected by this website.

SECURITY

The security of your personal information is important to us, but remember that no method of transmission over the internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. We do not sell personal information to third parties.

CHANGES TO OUR PRIVACY POLICIES

These policies are updated from time to time in accordance with applicable laws. pH Factor recommends that you look back at this policy from time to time to check for any updates.

OUR CONTACT DETAILS

If you have any concerns or questions on these policies you can contact us at info@phfactorestore.com.