

PackIQ Privacy Policy

Effective Date: September 25, 2025

PackIQ, LLC ("PackIQ," "we," "us," or "our") respects your privacy. This Privacy Policy explains what information we collect through our websites, products, and services, how we use and share that information, and the rights and choices available to you.

This Privacy Policy applies to all PackIQ websites, including <https://www.packiq.com>, and any related subdomains or digital services (collectively, the "Site"). This Policy does not apply to our employees, job applicants, or contractors, whose information is subject to separate internal policies.

By accessing or using the Site, you agree to the practices described in this Privacy Policy. If you do not agree, please discontinue use of the Site.

1. Information We Collect

We collect both personal information (information that identifies you) and non-personal information (information that does not identify you).

A. Information You Provide to Us

- Contact details (name, company, title, email address, phone number, mailing address).
- Information submitted through "Request a Quote," "Contact Us," or similar forms.
- Payment and billing information if you purchase goods or services directly.
- Information provided at tradeshow, events, or through customer support.
- Job application materials (resume, cover letter, references).

B. Information Automatically Collected

When you use the Site, we automatically collect:

- Device and browser type, operating system, IP address.
- Site usage data (pages visited, time spent, referring/exit pages, search terms).
- Cookies, pixels, and other tracking technologies (see Section 4).

C. Information From Third Parties

We may receive business contact information from third parties, distributors, or marketing partners in compliance with applicable law.

2. How We Use Information

We use collected information to:

- Provide, operate, and improve the Site and our products/services.
- Respond to inquiries, requests for quotes, and customer service issues.
- Process and fulfill transactions.
- Conduct marketing, advertising, and promotional campaigns.
- Analyze usage trends and optimize the Site.

- Protect our legal rights, investigate fraud, and comply with applicable laws.
- Recruit and evaluate job applicants.

3. How We Share Information

We do not sell your personal information. We may share information with:

- Service Providers: Hosting, analytics, marketing, payment processing, and fulfillment providers.
- Affiliates: Other PackIQ group entities for business purposes.
- Professional Advisors: Attorneys, accountants, auditors, and consultants.
- Government or Law Enforcement: When legally required or to protect PackIQ's rights.
- Business Transfers: In the event of a merger, acquisition, or sale of assets.
- With Your Consent: When you direct us to share information.

4. Cookies and Tracking Technologies

We use cookies, web beacons, and similar technologies to:

- Enable Site functionality.
- Remember user preferences.
- Measure traffic, engagement, and marketing effectiveness.
- Deliver tailored advertising.

You may manage cookies through your browser settings. Some cookies are essential and cannot be disabled. For targeted advertising, you may opt out using industry tools such as:

- DAA Opt-Out: <http://optout.aboutads.info/>
- NAI Opt-Out: <http://optout.networkadvertising.org/>

5. Data Security

We use reasonable administrative, technical, and organizational safeguards to protect personal information. However, no system or transmission over the Internet is completely secure, and we cannot guarantee absolute security.

6. Data Retention

We retain personal information as long as necessary for business purposes, to comply with legal obligations, resolve disputes, and enforce agreements.

7. Your Privacy Rights

Depending on where you live, you may have rights under applicable laws (such as CPRA, GDPR, or other privacy laws). These may include:

- Right to Know / Access: Information about categories and specific pieces of personal information collected.
- Right to Delete: Request deletion of your personal information (subject to legal exceptions).
- Right to Correct: Request correction of inaccurate information.
- Right to Limit Use of Sensitive Information (if applicable).
- Right to Opt-Out of Sale/Sharing: Direct us not to "sell" or "share" your personal information for targeted advertising.
- Right to Non-Discrimination: You will not be penalized for exercising your rights.

- Right to Data Portability (GDPR/EEA).

To exercise your rights, please see Section 9 (Contacting Us).

8. International Transfers

If you are located outside the United States, please note that your information will be transferred to and processed in the United States, which may not provide the same level of protection as your home country. We take steps to provide appropriate safeguards in accordance with applicable law.

9. Contacting Us

For questions or to exercise your privacy rights, please contact us at:

PackIQ, LLC
Attn: Privacy Compliance
1 American Way
Anderson, SC 29621
Phone: (864) 231-8908
info@packiq.com

10. Policy Updates

We may update this Privacy Policy periodically. Updates will be posted on this page with a revised effective date. Material changes will be clearly indicated.