

Privacy Policy

Last updated: August 05, 2022

This Privacy Policy ("Privacy Policy") describes Our policies and procedures on the collection, use, and disclosure of Your information when You use the Service, and tells You about Your privacy rights, and how the law protects You. This Privacy Policy is not legal advice, and should not be construed as legal advice, and if You have any concerns about Your rights, this Privacy Policy, or Your use of the Services, You are responsible for obtaining legal counsel. Your use of the Services acknowledges You understand Your legal rights, have obtained legal counsel satisfactory to You, or You waive the right to do so, by continuing to use the Services. If You have any reservations about the use of the Services or this Privacy Policy, then We recommend You do not use the Services. It is Your choice to use the Services, and this Privacy Policy is meant to help You inform Your choice, but it is not a substitute for legal counsel.

We use Your Personal Data to provide and improve the Service. By using the Service, You agree to the collection, and use of information, in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

"Account" means a unique account created for You to access Our Service or parts of Our Service.

"Affiliates" means Our parent company, and can mean any other subsidiaries, joint venture partners, or other companies, that We control, or that are under common control, with Us.

"Company" (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Mechanical Systems Company LLC, a Tennessee limited liability company, with its principal office at 3965 Old Getwell Road, Memphis, TN 38118-6048 USA.

"Cookies" are small files that are placed on Your computer, mobile device, or any other device, by a website, containing the details of Your browsing history on that website, among its many other uses, including tracking. We use session and persistent Cookies. There are many different individual types of cookies that have a number of different uses (see below).

Note: There are numerous freely available resources that You may use to understand the use of Cookies, and We encourage You to utilize these resources, and/or legal counsel, to understand the use of Cookies and other similar tracking technologies You can learn more about cookies on the TermsFeed website article "All About Cookies":
<https://www.termsfeed.com/blog/cookies/>

"Device" means any device that can access the Service including, but not limited to, a computer, a cellphone, or a digital tablet.

"Personal Data" is **any** personally identifiable information, including but not limited to information You provide to Us in any way, email addresses, first name, last name, nicknames, physical addresses, phone numbers and Usage Data that relates to an identified or identifiable individual, or can be related to identified or identifiable individual, in any form. Personal Data may also be referred to as Your information.

"Service" refers to the refers to the Company's website, which, as of the date of this Privacy Policy, is accessible from <https://msystemscompany.com/>.

"Service Provider" means any natural, or legal, person, or entity, who processes the data on behalf of the Company. It refers to third-party companies, entities, or individuals employed, contracted, or used, by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service, or to assist the Company in analyzing how the Service is used.

"Usage Data" refers to data collected automatically from, or generated by, the use of the Service, or from the Service, infrastructure itself (for example, the duration of a page visit).

"You" or "Your" means the individual accessing or using the Service, or the company, or other legal entity, on behalf of which such individual is accessing or using the Service, as applicable.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using Our Service, We may ask You to provide Us with certain Personal Data that can be used to contact, or identify You, or this information may be collected automatically. Personal Data may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Usage Data

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your device's internet protocol address (e.g. IP address), browser type, browser version, the pages of Our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data. Usage Data may also include: correspondences such as emails, faxes, or phone calls with Us, as well as information collected through credit card processing, or other third-party applications accessed through a website/app.

When You access the Service by, or through, a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device's unique ID, MAC address, the IP address of Your mobile device, Your mobile device's operating system, and software version, the type of internet browser You use, unique device identifiers, and other diagnostic data.

We may also collect information that Your browser sends whenever You visit Our Service, or when You access the Service by, or through, a mobile device.

Tracking Technologies and Cookies

We use Cookies, Web Beacons, tags, scripts, similar tracking technologies, and other technologies, to track Your activity, and store certain information related to Your activity. Some of the tracking technologies used collect, and track, information, and to improve, and analyze, Our Service. The technologies We use may include:

- **Cookies or "Browser Cookies"**. A Cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of Our Service. Unless You have adjusted Your browser setting so that it will refuse Cookies, Our Service may use Cookies.
- **"Flash Cookies"**. Certain features of Our Service may use local stored objects (or "Flash Cookies") to collect and store information about Your preferences, or Your activity, on Our Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies. For more information on how You can delete Flash Cookies, please read "Where can I change the settings for disabling, or deleting local shared objects?" available at https://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html#main_Where_can_I_change_the_settings_for_disabling__or_deleting_local_shared_objects_
- **"Web Beacons"**. Certain sections of Our Service and Our emails may contain small electronic files known as web beacons (these are sometimes referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited pages, or opened an email, and/or for other related statistics (for example, recording the popularity of a certain section of the Service, verifying a system, and/or server, and the overall integrity of a system).

Cookies can be persistent or session Cookies. Persistent Cookies remain on Your personal computer, or mobile device, when You go offline, while session Cookies are deleted as soon as You close Your web browser.

You can learn more about cookies on the TermsFeed website article "All About Cookies": <https://www.termsfeed.com/blog/cookies/>

We use both session and persistent Cookies for the purposes set out below:

Necessary / Essential Cookies

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with the Services available through the Website, and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the Services that You have asked for cannot be provided. We use these Cookies to provide You with those Services.

Cookies Policy / Notice Acceptance Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

Functionality Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow Us to remember choices You make when You use the Services, such as remembering Your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience, and to avoid You having to re-enter Your preferences every time You use the Services.

Tracking and Performance Cookies

Type: Persistent Cookies

Administered by: Third-Parties

Purpose: These Cookies are used to track information about traffic to the Service, and how You use the Service. The information gathered via these Cookies may directly, or indirectly, identify You as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device You use to access the Service. We may also use these Cookies to test new pages, features, or new functionality of the Service to see how Our users react to them.

For more information about the Cookies We use, and Your choices regarding Cookies, please reference the Cookies information in this Privacy Policy.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- **To provide and maintain Our Service**, including to monitor the usage of Our Service.
- **To manage Your Account**: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
- **For the performance of a contract**: the development, compliance, and undertaking of a purchase contract for the products, items, or services You have purchased, or of any other contract with Us through the Service.
- **To contact You**: to contact You by email, telephone, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications, regarding updates, or informative communications, related to the functionalities, products, or contracted services, including the security updates, when necessary, or reasonable, for their implementation.
- **To provide You**: with news, special offers, and general information about other goods, services, and events, which We offer that are similar to those that You have already purchased, or enquired about, unless You have opted not to receive such information.
- **To manage Your requests**: To attend, and manage, Your requests to Us.
- **To deliver targeted advertising to You**: We may use Your information to develop, and display, content, and advertising, (and work with third-party vendors who do so) tailored to Your interests, and/or location, or for other reasons, and to measure its effectiveness.
- **For business transfers**: We may use Your information to evaluate, or conduct, a merger, divestiture, restructuring, reorganization, dissolution, or other sale, or transfer, of some, or all, of Our assets, whether as a going concern, or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data, held by Us, about Our Service users, is among the assets transferred.
- **For other purposes**: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of Our promotional campaigns, and to evaluate, and improve, Our Service, products, services, marketing, and Your experience.

We may share Your personal information in the following situations:

- **With Service Providers**: We may share Your personal information with Service Providers to monitor, and analyze, the use of Our Service, to advertise on third party websites to You after You visited Our Service, and to contact You.
- **For business transfers**: We may share, or transfer, Your personal information in connection with, or during, negotiations of any merger, sale of Company assets, financing, or acquisition of all, or a portion, of Our business to another company.
- **With Affiliates**: We may share Your information with Our Affiliates, in which case We will require those Affiliates to honor this Privacy Policy. Affiliates may include Our

parent company, and any other subsidiaries, joint venture partners, or other companies that We control, or that are under common control with Us.

- **With business partners:** We may share Your information with Our business partners to offer You certain products, services, or promotions.
- **With other users:** when You share personal information, or otherwise interact in the public areas with other users, such information may be viewed by all users, and may be publicly distributed outside.
- **With other companies or entities:** We may share Your Personal Data with advertising networks, lead-generation companies, search engine optimization companies, and marketing consultants, etc. Where operators collect information, and allow third parties to access Your Personal Data, through some service arrangement, or software application, like a WordPress plugin, Your Personal Data may be disclosed.
- **With Your consent:** We may disclose Your personal information for any other purpose with Your consent. Your use of Our Services grants Us this consent.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with Our legal obligations (for example, if We are required to retain Your data to comply with applicable laws), resolve disputes, and enforce Our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security, or to improve the functionality, of Our Service, or We are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices, and in any other places where the parties involved in the processing are located. It means that this information may be transferred to, and maintained on, computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your consent to this Privacy Policy, followed by Your submission of such information, represents Your agreement to that transfer.

The Company will take all steps, reasonably necessary, to ensure that Your data is treated securely and in accordance with this Privacy Policy, and no transfer of Your Personal Data will take place to an organization, or a country, unless there are adequate controls in place, including the security of Your data and other personal information.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition, or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred, and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law, or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation;
- Protect and defend the rights or property of the Company;
- Prevent or investigate possible wrongdoing in connection with the Service;
- Protect the personal safety of users of the Service, or the public;
- Protect against legal liability.

Security of Your Personal Data

The security of Your Personal Data 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 Data, We cannot guarantee its security. You use Our Services "as is" and "at Your own risk."

Detailed Information on the Processing of Your Personal Data

The Service Providers We use may have access to Your Personal Data. These third-party vendors collect, store, use, process, and transfer information about Your activity on Our Service in accordance with their privacy policies.

Analytics

We may use third-party Service Providers to monitor and analyze the use of Our Service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of Our

Service. This data is shared with other Google services. Google may use the collected data to contextualize, and personalize, the ads of its own advertising network. You can opt-out of having made Your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visit activity. We do not vouch for the safety of using any browser, or browser add-on.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>

Email Marketing

We may use Your Personal Data to contact You with newsletters, marketing, or promotional materials, and other information that may be of interest to You. You may opt-out of receiving any, or all, of these communications from Us by following the unsubscribe link, or instructions, provided in any email We send, or by contacting Us. It is Your responsibility to verify the authenticity of an email from Us before clicking on any links or downloading any attachments, and We are not responsible for scam emails that may appear to come from Us.

We may use email marketing Service Providers to manage, and send, emails to You, such as the following:

SharpSpring

SharpSpring's Privacy Policy can be viewed at:
<https://sharpspring.com/legal/privacy/>

Behavioral Remarketing

The Company uses remarketing services to advertise to You after You accessed, or visited, Our Service. We, and Our third-party vendors, use Cookies, and non-cookie technologies, to help Us recognize You and Your Device, and understand how You use Our Service, so that We can improve Our Service to reflect Your interests, serve You advertisements that are likely to be of more interest to You, and for other purposes.

These third-party vendors collect, store, use, process, and transfer information about Your activity on Our Service in accordance with their Privacy Policies, and to enable Us to:

- Measure and analyze traffic and browsing activity on Our Service;
- Show advertisements for Our products and/or services to You on third-party websites or apps;
- Measure and analyze the performance of Our advertising campaigns.

Some of these third-party vendors may use non-cookie technologies that may not be impacted by browser settings that block cookies. Your browser may not permit You to block such technologies. You can use, but are solely responsible for the use of, the following third-party tools to decline the collection, and use, of information for the purpose of serving You interest-based advertising:

- The NAI's opt-out platform: <http://www.networkadvertising.org/choices/>
- The EDAA's opt-out platform <http://www.youronlinechoices.com/>
- The DAA's opt-out platform: <http://optout.aboutads.info/?c=2&lang=EN>

You may opt-out of all personalized advertising by enabling privacy features on Your mobile device, such as Limit Ad Tracking (iOS), and Opt Out of Ads Personalization (Android). See Your mobile device's Help system for more information.

We may share information, such as hashed email addresses (if available), or other online identifiers collected on Our Service with these third-party vendors. This allows Our third-party vendors to recognize, and deliver, You advertisements and other services across devices and browsers. To read more about the technologies used by these third-party vendors, and their cross-device capabilities, please refer to the privacy policy of each vendor, and each listed below.

The third-party vendors We use are:

SharpSpring

Their Privacy Policy can be viewed at <https://sharpspring.com/legal/privacy/>

Usage, Performance and Miscellaneous

We may use third-party Service Providers to provide better improvement of Our Service.

Invisible reCAPTCHA

We use an invisible captcha service named reCAPTCHA. reCAPTCHA is operated by Google.

The reCAPTCHA service may collect information from You, and from Your Device, for security purposes.

The information gathered by reCAPTCHA is held in accordance with the Privacy Policy of Google: <https://www.google.com/intl/en/policies/privacy/>

Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect Personal Data from anyone under the age of 13. If You are a parent, or guardian, and You are aware that Your child, or ward, has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13, without verification of parental consent, We will take steps to remove that information from Our servers. It is, however, Your responsibility to monitor and control Your child's access to Our Services.

If We need to rely on consent, as a legal basis for processing or using Your information, and Your country requires consent from a parent, or guardian, We may require Your parent's, or

guardian's, consent before We collect, and use, that information, and until that consent is obtained in a reliable form, You are not authorized to use Our Service. Your use of Our Service affirms that You are over the age of 13.

Links to Other Websites

Our Service, and this Privacy Policy, may contain links, or addresses, to other websites that are not operated by Us. If You click on a third-party link, or visit the website, You will be directed to that third-party's site. We strongly advise You to review the privacy policy of every site You visit. Third-party websites are linked to, or disclosed to You, for reference purposes only, and We do not vouch for, nor endorse, the content of any third-party website for the life of this Privacy Policy.

We have no control over, and assume no responsibility for, the content, privacy policies, or practices, of any third-party sites or services.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We may notify You of any changes by posting a new privacy policy on this page.

We will let You know, via email, and/or a prominent notice on Our Service, prior to the change becoming effective, and update the "Last updated" date at the top of this Privacy Policy, or otherwise notify You in a timely manner, or as may be required by law.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If You have any questions about this Privacy Policy, You can contact us:

- By phone number: 901.369.9822