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**Effective Date:** Upon access to the Knockout Firewood website and/or engagement in business with Knockout Firewood, including placing an order, creating an account, or providing payment or property access information.

This Privacy Policy ("Policy") applies to all interactions between Knockout Firewood ("Knockout," "we," "Company") and its Customers ("Customer," "you"), including website visits, account creation, orders, or verbal/phone communications. This Policy is incorporated by reference into the Master Terms & Conditions, Retail Terms & Conditions, Wholesale/Commercial Terms & Conditions, and all payment authorization forms. In the event of conflict, the T&C or payment authorization form governs as applicable.

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## 1. Information We Collect

### 1.1 Customer Account Data:

We collect personal and business information to facilitate orders, delivery, and payments. This may include:

- Name, company name, phone number, email address
- Billing and shipping addresses
- Payment information collected via phone (credit/debit card or ACH/Direct Deposit)
- Property access data, including gate codes, lockbox codes, or other delivery access information ("Access Data")

### 1.2 Website Interactions:

We collect data automatically through log files and cookies, including:

- IP addresses, browser type, ISP, date/time stamps, referring/exit pages, number of clicks
- Cookies to store user preferences, session information, and login persistence
- Embedded content (videos, images, articles) from third-party websites may collect data and track interactions in accordance with the third-party privacy policies



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### 1.3 User-Submitted Content:

Comments, reviews, or media uploads may include personal information. We do not collect embedded location data (EXIF GPS) from uploaded media.

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## 2. Use of Collected Data

### 2.1 Purpose:

We use information solely to:

- Create and manage Customer accounts
- Process and fulfill orders and deliveries
- Facilitate payments, including CC/ACH transactions
- Secure delivery access and coordinate roadside/self-service operations
- Communicate regarding orders, invoices, promotions (if consented, including via opt-in forms or transactional relationships permitted by law), or website updates

### 2.2 Access Data Usage:

Access Data is used exclusively for delivery planning, verification, and coordination. Unauthorized disclosure outside of authorized personnel performing deliveries or as required by law is prohibited. Customer releases Knockout Firewood from liability for unauthorized access outside our control.

### 2.3 Payment Data Usage:

Payment information collected by phone or web is stored in accordance with applicable security standards and used only for authorized transactions. Customers authorize us to charge payment methods in accordance with signed CC/ACH authorization forms or electronic acceptance of QuickBooks Online Estimates.

### 2.4 Community Outreach Program (Warm Hearts Initiative):

Collected personal information may be used for the administration of Company-operated community outreach programs, including but not limited to the Warm Hearts Initiative. Such use may include verifying eligibility through third-party referral organizations, coordinating pickup or volunteer transport, maintaining internal contribution and distribution records, and

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communicating with participants or partner organizations. Participation in such programs is voluntary and does not create any charitable, nonprofit, or fiduciary relationship.

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### **3. Cookies and Embedded Content**

#### **3.1 Cookies:**

- Store user preferences, session information, and page access
- Login cookies: 2 days persistence; “Remember Me” cookies: 2 weeks persistence
- Screen/display preference cookies: 1 year persistence

#### **3.2 Embedded Third-Party Content:**

- External content (videos, images, articles) may track user interaction
- Such third parties may use cookies or web beacons for analytics or advertising
- Knockout Firewood does not control these third-party practices

#### **3.3 Cookie Opt-Out:**

Users can disable cookies via browser settings; instructions are available through respective browser documentation.

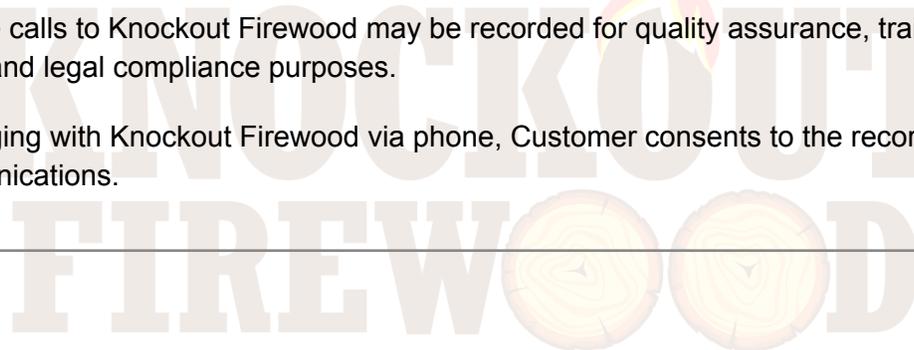
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### **4. Recorded Calls**

4.1 All phone calls to Knockout Firewood may be recorded for quality assurance, training, order verification, and legal compliance purposes.

4.2 By engaging with Knockout Firewood via phone, Customer consents to the recording of such communications.

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## 5. Data Sharing

5.1 Knockout Firewood does not share personal data with third parties for marketing purposes.

5.2 Data may be shared:

- With delivery personnel or authorized service providers strictly for order fulfillment
- If required by law, court order, or regulatory authority
- Third-party referral organizations, churches, missions, and vetted volunteers solely for the purpose of verifying eligibility and coordinating outreach distributions.
- Knockout Firewood does not control and is not responsible for the data security practices of third-party payment processors, financial institutions, or service platforms used to process transactions.

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## 6. Data Retention

6.1 Retention Periods:

- Customer account data and Access Data: retained only as necessary to fulfill orders or comply with legal obligations, then securely destroyed
- Comments and metadata: retained indefinitely for spam detection and automatic approval of subsequent comments
- Payment authorizations: retained per applicable financial recordkeeping requirements

6.2 Customers may access, update, or request deletion of their personal data at any time, except for data that must be retained for legal, administrative, or security reasons.

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## 7. Children's Privacy

7.1 Knockout Firewood does not knowingly collect information from children under 13.



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7.2 If a child provides personal information, parents/guardians should contact us to remove such data promptly.

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## 8. Security

8.1 Knockout Firewood employs commercially reasonable administrative, technical, and physical safeguards to protect Customer information, including Access Data and payment details. Knockout Firewood does not control and is not responsible for the data security practices of third-party payment processors, financial institutions, or service platforms used to process transactions.

8.2 Customers acknowledge that no system is perfectly secure and release Knockout Firewood from liability for unauthorized access beyond our reasonable control, except to the extent caused by Company's willful misconduct.

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## 9. Customer Consent

9.1 By accessing the Knockout Firewood website, submitting orders, creating accounts, providing Access Data, or authorizing payments via phone or web, Customer consents to:

- Collection, storage, and use of data as described in this Policy
  - Processing of payment information in accordance with T&C and payment authorization agreements
  - Use of Access Data for delivery purposes
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## 10. Cross-Reference to Terms & Conditions

10.1 This Policy is incorporated by reference into:

- Master Terms & Conditions



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- Retail Terms & Conditions
  - Wholesale/Commercial Terms & Conditions
  - CC/ACH Payment Authorization Forms
  - Direct Deposit/Wire Authorization Form

10.2 In case of conflict, the applicable T&C or payment authorization agreement governs the rights and obligations of the parties.

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## 11. Changes to Privacy Policy

11.1 Knockout Firewood may update this Policy by posting a revised version on the website.

11.2 Continued use of the website, engagement in orders, or provision of Customer data constitutes acceptance of the revised Policy.

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## 12. Contact

For questions or requests regarding this Privacy Policy, email:  
[contact@knockoutservices.info](mailto:contact@knockoutservices.info)

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