

ECHO CHEMICAL EXCHANGE, INC. PRIVACY POLICY

Last updated [July 20, 2018]

This privacy policy describes the collection, use, protection, disclosure, correction, and deletion of your personal information by Echo Chemical Exchange, Inc. (“Echo” and “we”). Please take a moment to read the following to learn more about our information practices, including what type of information is gathered, how the information is used and for what purposes, to whom we disclose the information, and how we safeguard your personal information. Your privacy is a priority at Echo, and we go to great lengths to protect it.

This privacy policy applies to the Echo website located at echoexchange.net, including all subpages and successor pages, as well as all services that we offer, including but not limited to services provided mobile on mobile devices published by Echo (collectively, the “Services”).

Echo may update its privacy policy from time to time. When we change the policy, this document will be amended and will display the date of the most recent amendment.

OUR PRIVACY PRINCIPLES

Our Privacy Policy is fueled by our commitment to the following privacy principles:

1. We’re deeply committed to creating a safe and secure online environment for you.
2. We do not sell your personal information to third parties.
3. We strive to provide you with access to and control over the information you give us, and we take the protection of your information very seriously.

WHY WE COLLECT PERSONAL INFORMATION

We collect your personal information because:

- It helps Echo deliver the Services;
- It helps Echo deliver customer service;
- It enables Echo to give you convenient access to our services;
- It helps Echo keep you posted on the latest product announcements, software updates, special offers, and events that you might like to hear about. If you do not want Echo to

keep you up to date with Echo news, software updates and the latest information on products and services please send an email request to support@echoexchange.net.

WHAT PERSONAL INFORMATION DO WE COLLECT?

We do not collect any personal information from mere visitors to the Site. If you register for the Services, we collect your name, e-mail address, username, and password, and if you register on behalf of a business, we collect your business's federal Employer Identification Number (EIN). If you purchase, return, or exchange a product, we will collect your physical address, telephone number, e-mail address, and credit card information or other payment information. Your email address may also be collected when you send us an e-mail.

We do not store your payment information. Credit card information is transmitted to our credit card payment processor, Stripe. Click here for information about Stripe's privacy practices. If you pay using PayPal, PayPal login information and payment options are collected by PayPal. PayPal's privacy policy can be found on its website, paypal.com.

WHAT OTHER INFORMATION DO WE COLLECT?

When you use the Services, some information is also automatically collected through the use of log files, such as your device's Internet Protocol (IP) address, your device's operating system, the browser type, the address of a referring web site and your activity while using the Service. We use this information for purposes such as analyzing trends, administering the Service, improving customer service, diagnosing problems with our servers, tracking user movement, and gathering broad demographic information for aggregate use. We may also automatically collect certain information through the use of "cookies." Cookies are small data files that are stored on a user's hard drive at the request of a website to enable the site to recognize users who have previously visited them and retain certain information such as customer preferences and history. If we combine cookies with or link them to any of the personally identifying information, we would treat this information as personal information. If you wish to block, erase, or be warned of cookies, please refer to your browser instructions or help screen to learn about these functions. However, if your browser is set not to accept cookies or if a user rejects a cookie, you may not be able to sign in to your Echo account and may not be able to access certain Service features.

We may also use third parties to provide certain functionalities or to collect, track and analyze non-personally identifiable usage and statistical information from users, such as the user's browser type, operating system, browsing behavior and demographic information. These third parties may collect personal information from you in connection with the services they provide and may place cookies, web beacons or other devices on your device to collect non-personal information which may be used, among other things, to better understand the usage of the Service and the other services tracked by these third parties. We are not responsible for, and do not control, any actions or policies of any third party service providers.

HOW WE MAY SHARE INFORMATION WE COLLECT

Echo takes your privacy very seriously. Echo does not sell or rent your contact information to anyone. Echo may disclose your information to third party service providers for purposes of service delivery, payment processing, or other account-related activities. Such third-party processors are contractually restricted from using or disclosing such information for any other purpose.

We also may disclose personal information when we are required to or we believe it is appropriate to comply with the law (e.g., a lawful subpoena, warrant or court order); to enforce or apply this privacy policy or our other policies or agreements; to initiate, render, bill, and collect for amounts owed to us; to protect our or our customers' rights, property or safety; to protect our customers from fraudulent, abusive, or unlawful use of our Service or Service; or if we believe that an emergency involving the danger of death or serious physical injury to any person requires disclosure of communications or justifies disclosure of personal information. In addition, information about our customers, including personal information, may be disclosed as part of any merger, acquisition, debt financing, sale of Vitamin Packs assets, as well as in the event of an insolvency, bankruptcy or receivership in which personally identifiable information could be transferred to third parties as one of the business assets of the Vitamin Packs.

Our Services use Google Analytics to help analyze how users use the Services, such as Demographics and Interest Reporting, which enables us to learn more about the characteristics and interests of the users who visit our Site, and Remarketing, which enables us to provide relevant advertising on different websites and online services. The tool Google Analytics uses “cookies,” which are text files placed on mobile device, to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the Services (including IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the Services and to compile statistical reports.

We will never (and will not allow any third party to) use the statistical analytics tool to track or to collect any Personally Identifiable Information of users of our Services. Google states that it will not associate your IP address with any other data held by Google. We will not, and Google states that it will not seek to link an IP address with the identity of a computer or device user. We will not associate any data gathered from the Site or our Services with any Personally Identifiable Information from any source, unless you explicitly submit that information via a fill-in form on our website. You can opt out of Google Analytics without affecting how you visit our site. For more information on opting out of being tracked by Google Analytics across websites you use, visit this [Google page](#).

YOUR COMMUNICATION CHOICES

If you register an account or if you contact us, we may use information that you provide to respond to you or to send administrative and safety messages even if you opt out of receiving marketing e-mails. Since registration and contacting Echo are optional, you are not required to provide us with any means of communicating with you and we will delete your contact information upon your request.

INTEGRITY OF YOUR PERSONAL INFORMATION

Echo allows you to keep your personal information accurate, complete, and up to date. If you identify any personal information that is out of date, incorrect, or incomplete, please let us know and we will make the corrections promptly and use every reasonable effort to communicate these changes to other parties who may have inadvertently received incorrect or out-of-date personal information from us. You may ask Echo to delete all of your of your users' personal information, including any means of contacting you.

Echo retains personal information only as long as we are required to for our business relationship or as required by applicable laws. Echo has appropriate procedures in place with respect to the destruction, deletion, and disposition of personal information when it is no longer required by Echo, subject to applicable law.

CHILDREN

We require all registrants to be at least 18 years of age and do not knowingly collect personal information from children under the age of 18 without an adult's consent. If a child under the age of 13 interacts with our Services or otherwise submits personal information to Echo, and we learn that that personal information is the information of a child under the age of 13, we will attempt to delete the information as soon as possible.

PRIVACY NOTICE FOR EU RESIDENTS

This section governs personal information gathered from data subjects located in the EU only.

GENERAL DATA PROTECTION REGULATION ("GDPR") INFORMATION

The following information describes our commitments to you under the EU General Data Protection Regulation ("GDPR").

The GDPR makes a distinction between organizations that process personal data for their own purposes (known as "Data Controllers") and organizations that process personal data on behalf of other organizations (known as "Data Processors"). For instance, if you register an account with Echo, Echo will be a Data Controller with respect to the information you enter during the registration process.

When We Act as Data Controller

If we process your personal information as a Data Controller, the following applies:

We collect, use, and share your personal information where we are satisfied that we have an appropriate legal basis to do this. This may be because:

- Our use of your personal information is necessary to perform a contract or take steps to enter into a contract with you; or
- Our use of your personal information is in our legitimate interest as a commercial organization (for example in order to make improvements to our products and services and to provide you with information you request);
- Our use of your personal information is necessary to comply with a relevant legal or regulatory obligation that we have (for example, where we are required to disclose personal information to a court); or
- Our use of your personal information is in accordance with your consent.
- If you would like to find out more about the legal bases on which we process personal information, please contact us using the details below.

Subject to certain exemptions, and in some cases dependent upon the processing activity we are undertaking, EU residents have certain rights in relation to their personal information:

- Right to access, correct, and delete your personal information. Please contact support@echoexchange.net to exercise these rights. We are not required to comply with your request to erase personal information if the processing of your personal information is necessary for compliance with a legal obligation or for the establishment, exercise, or defence of legal claims.
- Right to restrict the processing of your personal information. You have the right to restrict the use of your personal information. However, we can continue to use your personal information following a request for restriction (a) where we have your consent; (b) to establish, exercise or defend legal claims; or (c) to protect the rights of another natural or legal person.
- Right to data portability. To the extent that we process your information (i) based on your consent or under a contract; and (ii) through automated means, you have the right to receive such personal information in a structured, commonly used, machine-readable format, or you can ask to have it transferred directly to another data controller.
- Right to object to profiling based on your personal information.
- Personal data retention. We retain your personal data for as long as necessary to provide you with our services, or for other important purposes such as complying with legal obligations, resolving disputes, and enforcing our agreements.

We ask that you please attempt to resolve any issues regarding your data protection or requests with us first before contacting the relevant supervisory authority. If you would like to exercise any of the rights described above, please send a request to support@echoexchange.net. In your message, please indicate the right you would like to exercise and the information that you would like to access, review, correct, or delete.

We may ask you for additional information to confirm your identity and for security purposes, before disclosing the requested personal information. We reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive.

We may not always be able to fully address your request, for example if it would impact the duty of confidentiality we owe to others, or if we are legally entitled to deal with the request in a different way.

When We Act As Data Processor

Where we process your data in our capacity as a Data Processor, the processing of your data will not be governed by the foregoing provisions (“When We Act As Data Controller”), but you can contact the Data Controller directly to learn about their processing of your information and to exercise your rights, or we will forward your request directly to them at your request.

Echo’s “privacy by design” approach requires that our default user data protection levels be at the highest setting by default. In the unlikely event of breach, Echo will notify data subjects and Supervisory Authorities (SAs) in the EU according to procedures provided in GDPR Articles 33 and 34.

EXPORT OF EU RESIDENT PERSONAL DATA

The following provisions govern information collected in reliance on the EU-U.S. Privacy Shield Framework Principles for transfers of personal data from the EU to the United States. Echo adheres to the Privacy Shield Principles (“Principles”) and is committed to subject to the Principles all personal data received from the EU in reliance on the Privacy Shield. Individuals from whom Echo collects personal information under the Privacy Shield have the right to access their personal data by contacting Echo at support@Echoexchange.net. As a result of certification to the Privacy Shield, Echo is subject to the investigatory and enforcement powers of the FTC, the Department of Transportation, or any other U.S. authorized statutory body. You may access the Privacy Shield List [here](#).

Lawful Requests

Echo may be required to disclose personal information pursuant to lawful requests made by public authorities, including to meet national security or law enforcement requirements.

Inquiries and Complaints

We take safeguarding your privacy very seriously. If you wish to verify, correct or delete any personal information we have collected, or if you have any questions or concerns, or if you have any complaints, please e-mail support@Echoexchange.net.

Dispute Resolution

If you filed a complaint with Echo and it has not been properly addressed, JAMS is designated by Echo as the independent dispute resolution body to address complaints regarding Echo's collection of personal information and provide appropriate recourse. Such body will not charge the complaining party for its services. Follow this link to the complaint submission form for the above referenced independent dispute resolution body.

Binding Arbitration

If your claims as to data covered by the EU-U.S. Privacy Shield have not been remedied through dispute resolution directly with Echo or through independent dispute resolution as described above, such "residual claims" may be heard by a "Privacy Shield Panel" composed of one or three arbitrators as agreed upon by the parties. The Privacy Shield Panel may only award individual-specific, non-monetary equitable relief (e.g. access, correction, deletion of the individual's data in question) necessary to remedy the violation of the Principles only with respect to the individual. Damages, costs, fees and other remedies may not be awarded, and each party bears its own attorney's fees. This arbitration option is only available for an individual to determine for such "residual claims" whether Echo has violated its obligations under the Principles as to that individual and whether any such violation remains fully or partially unremedied.

Notice

When Echo collects personal information from individuals, it will inform the individual of the purpose for which it collects and uses the personal information and the types of non-agent third parties to which Echo discloses or may disclose that information. Echo shall provide the individual with the choice and means for limiting the use and disclosure of their personal information. Notice will be provided in clear and conspicuous language when individuals are first asked to provide personal information to Echo, or as soon as practicable thereafter, and in any event before Echo uses or discloses personal information for a purpose other than for which it was originally collected.

In instances in which Echo is not the controller or collector of the personal information, but only a processor, it has no means of providing individuals with the choice and means for limiting the use and disclosure of their personal information or providing notices when individuals are first asked to provide personal information to Echo. In such instances, Echo will comply with the instructions of the controller of such information; provide appropriate technical and organizational measures to protect personal data against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access, and to the extent appropriate, assist the controller in responding to individuals exercising their rights under the Principles.

Choice

In those instances in which Echo collects personal information from individuals, it will offer individuals the opportunity to choose (opt out) whether their personal information is (1) to be disclosed to a third party or (2) to be used for a purpose other than the purpose for which it was originally collected or subsequently authorized by the individual.

Disclosures to Third Parties

In those instances in which Echo collects personal information from individuals, prior to disclosing personal information to a third party, Echo shall notify the individual of such disclosure and allow the individual the choice to opt out of such disclosure. Echo shall ensure that any agent third party for which personal information may be disclosed subscribes to these principles or are subject to law providing the same level of privacy protection as is required by these principles and agree in writing to provide an adequate level of privacy protection. When Echo acts as a collector and processor of information it receives from employers regarding their employees and/or contractors, or from entities that obtained such information from those employers, Echo may obtain the name and email address of persons using devices onto which Microsoft products are installed together with machine identification numbers for such devices. In such instances, Echo will use such information only for purposes of performing software license utilization analysis and then providing such information back to the entity that provided it to Echo. Echo would only disclose personal information to third parties for the above stated purposes and would remain liable under the Principles if its agents were to process such personal information in a manner inconsistent with the Principles, unless Echo is able to show that it is not responsible for the event giving rise to the damage

Data Security

Echo shall take reasonable steps to protect personal information from loss, misuse and unauthorized access, disclosure, alteration and destruction. Echo has put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information from loss, misuse, unauthorized access or disclosure, alteration or destruction. Echo cannot guarantee the security of information on or transmitted via the Internet.

Data Integrity

Echo shall only process personal information in a way that is compatible with and relevant for the purpose for which it was collected or authorized by those who provided the information. To the extent necessary for those purposes, Echo shall take reasonable steps to ensure that personal information is accurate, complete, current and reliable for its intended use.

Access

In those instances in which Echo collects personal information directly from individuals, Echo shall allow those individuals access to their personal information and allow the individual to correct, amend or delete inaccurate information, except where the burden or expense of providing access would be disproportionate to the risks to the privacy of the individual in the case in question or where the rights of persons other than the individual would be violated.

OUR COMPANYWIDE COMMITMENT TO YOUR PRIVACY

To make sure your personal information is secure, we communicate these privacy guidelines to Echo employees and strictly enforce privacy safeguards within the company.

INQUIRIES, COMPLAINTS, AND DISPUTE RESOLUTION

If you wish to verify, correct or delete any personal information we have collected, or if you have any questions or concerns, or if you have any complaints, please contact Echo at support@echoexchange.net. If there is a dispute between you and Echo regarding your personal information or this policy, you agree to use reasonable efforts to resolve such dispute with Echo informally and to consult and negotiate with Echo in good faith to reach a fair and equitable solution.

PRIVACY QUESTIONS

If you have questions or concerns about Echo's privacy policy, please contact our Privacy Officer. Our Privacy Officer can be contacted at:

Echo Chemical Exchange, Inc.
[Street Address]
[City, State Zip Code]
support@echoexchange.net