

About Us

Enviropeel USA, Enviropeel Holdings, Alocit USA and Alocit Holdings are a group of companies dedicated to providing outstanding corrosion control products. We care about protecting the personal information of our customers and visitors who use our websites, products or services (collectively, our “Users”). This privacy policy provides details about how your personal information is collected, shared and used by us. If you have any questions about this privacy policy or the practices described herein, you may contact privacy@enviropeelusa.com or 1128 South West Street, Indianapolis, Indiana 46225. For the purposes of the European Union’s General Data Protection Regulation 2016/679, or GDPR, Enviropeel Holdings is the data controller, and our European local representative can be contacted through privacy@enviropeelusa.com.

Information Covered by this Privacy Policy

This privacy policy covers personal information, including any information we collect, use and share from you, as described further below. This privacy policy applies to all of our websites and our products and services (collectively, the “Services”).

When you purchase a Service from us, your personal information will be collected, used and shared consistent with the provisions of this privacy policy.

Information We Collect from You

In the course of your use of our Services, we obtain email and other contact information as well as industry details from you. We collect this data for the purposes described under “How We Use Your Information”.

Signing Up for Services; User Information

- Information you provide prior to any registration process, such as your email when you provide it to us;
- Information that you provide during any registration process, (such as your name, company name, email address, phone number, billing address or credit card information, geographic location and industry), when you call or email us (for support or otherwise) or when you use our products or services; and
- Payment information that you provide to us (by way of our Services or otherwise) when you purchase some of our products and services, including credit card data.

Use of Services, Website Visits and Support

Data relating to your online activity on our websites with respect to our Services, including the following:

- IP address
- browser type and version
- geographic location
- pages you view
- how you got to our Services and any links you click on to leave our Services
- when you update your information, communicate with us, or order new Services
- metadata about your use and your contacts’ use of our Services and your emails you send (including clicks and opens)
- your interactions with any videos we offer
- issues you encounter requiring our support or assistance
- any device or other method of communication you use to interact with the Services

We store this data we collect in a variety of places within our infrastructure, including system log files, back end databases and analytics systems.

- Your telephone conversations with us (which we may monitor or record).

Social Media

- Information from third party social networking sites.

The information you allow us to access varies by social networking site and depends on the level of privacy settings you have in place at the social networking site. You can control and find out more about these privacy settings at the applicable social networking site.

Other Sources

- Information you provide to us at demonstrations or trade shows;
- Information you provide to us in surveys;
- Information that is publicly available; and
- Information you consent to us receiving from third parties.

How We Use Your Information

We have a legitimate interest in running a successful and efficient business and in providing you with Services and useful content, and we use the information we collect, both on its own and combined with any other information we collect about you, for the following purposes:

- To provide the requested Services to you;
- To provide you with useful content;
- To ensure the proper functioning of our Services
- To offer and improve our Services;
- To provide you with requested information or technical support
- To facilitate your movement through our websites or your use of our Services;
- To do a better job of advertising and marketing our Services (our use of your information to do this is performed with your consent where required by applicable law);
- To diagnose problems with our servers or our Services;
- In connection with our security and compliance programs;
- To administer our websites;
- To communicate with you;
- To target prospective customers with our products or services (such targeting is only performed with your permission where your consent is required by applicable law);
- To assist us in offering you a personalized experience or otherwise tailor our Services to you; and
- As otherwise described in this privacy policy.

We also use the information we receive in aggregated and anonymized formats to produce reports on trends and statistics, such as mobile search trends, email open rates by industry, campaign best practices or the number of users that have been exposed to, or clicked on, our websites or evaluated or purchased our products and services.

Payment information that you provide to us, including credit card data, will only be used to facilitate payment for our products and services.

Sharing of Information

As further described below, we will only share certain personal information with:

- other group companies as listed in "About Us;
- our Distributors;
- in connection with a sale, merger, acquisition or corporate reorganization;
- authorized users within your organization; and
- for legal reasons.

Sharing within the Enviropeel/Alocit group of companies

We share personal information with other members of our group and our Distributors to allow them to contact you with offers, services or products that may be of interest to you and to provide you with their products and services. Any of our companies may use your information only according to the terms of this privacy policy. If you are located in a jurisdiction where such sharing requires your permission, we will only do so with your consent.

Sharing with Third Parties

We do not share personal information with third-party companies other than where required for the specific purpose of providing our Services to you (for example a contractor providing such Services).

Corporate Reorganizations

If we are involved in a merger, acquisition, a sale of all or a substantial portion of our assets, or other similar sale transaction, your information may be transferred as part of that transaction. We will notify you by email and/or a prominent notice on our website of any such transfer and any choices you may have regarding your information.

Authorized Users

All users authorized by you to have access to your account can view personal information stored in the account.

Legal Process

Lastly, if legally required to do so, or if we have a good faith belief that such disclosure is reasonably necessary, we may disclose your personal information to courts of law, law enforcement authorities and other relevant third parties, such as internet service providers, to conduct an investigation, respond to a third party or law enforcement subpoena or court order, bring legal action, prevent harm to others or pursue other relief when you or a third party are or may be:

- violating our terms and conditions of use;
- causing injury or other harm to, or otherwise violating the property or other legal rights, of us, other users, or third parties; or
- violating federal, state, local, or other applicable law.
- This disclosure can include transferring your information to the U.S. and other countries outside the European Economic Area. To the extent we are legally permitted to do so, it is our policy to notify you in the event that we are required to provide your personal information to third parties in connection with a subpoena.

Security

The transmission of information via the internet, email or text message is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted through the Services or over email; any transmission is at your own risk. Once we have received your information, we will take appropriate technical and organizational measures to safeguard your personal information against loss, theft and unauthorized use, access or modification.

Tracking Technologies and Online Advertising

We use cookies and other similar technologies to monitor the performance of our websites. Information about the technologies we use, why we use them and how you can control them can be obtained from privacy@enviropeelusa.com.

Choice/Opt-out

- Marketing Communications from Us
- Email

You always have the opportunity to opt out of our marketing communications with you by following the link in the footer of all promotional or news messages from us or by emailing us at privacy@enviropeelusa.com.

Phone

We will only contact you by telephone for the purpose of providing our Services to you.

Cookies

Our site only uses cookies for security purposes and to identify registered users, no personal data is collected for marketing purposes.

Information from Third Parties

To manage information we may receive about you from a social networking site or other third parties, you will need to follow the instructions from that party for updating your information and changing your privacy settings, where available. The information we collect is covered by this privacy policy and the information the third-party collects is subject to such third party's privacy practices. Privacy choices you have made on any third-party site will not apply to our use of the information we have collected directly through our Services.

Unauthorized Accounts

If an account or profile was created without your knowledge or authorization, please contact privacy@enviropeelusa.com to request removal of the account or profile.

Retention of Personal Information

We retain your personal information to provide services to you and as otherwise necessary to comply with our legal obligations and resolve disputes. We will retain this information for no more than seven years following the date on which you terminate your use of the Services unless required by law or regulation to retain it for longer.

Your Rights

Where the European Union's General Data Protection Regulation 2016/679, or GDPR, applies, in certain circumstances and subject to data processing agreements, you have rights in relation to the personal information we hold about you. See below for an outline of those rights and how to exercise them. Please note that we may require you to verify your identity before responding to any requests to exercise your rights by providing details only known to the account holder. To exercise any of your rights, please email privacy@enviropeelusa.com. Please note that for each of the rights below we may have valid legal reasons to refuse your request, in which case we will let you know.

Access

You have the right to know whether we process personal information about you, and if we do, to access data we hold about you and certain information about how we use it and who we share it with.

Portability

You have the right to receive a copy of the personal information we hold about you in a structured, commonly used and machine-readable format and a right to request that we transfer such personal information to another party. If you wish for us to transfer the personal information to another party, please ensure you detail that party and note that we can only do so where it is technically feasible. We are not responsible for the security of the personal information or its processing once received by the third party.

Correction

You have the right to require us to correct any personal information held about you that is inaccurate and to have incomplete data completed.

Erasure

You may request that we erase the personal information we hold about you at any time unless the information is required for legal or contractual purposes.

Restriction of Processing to Storage Only

You have a right to require us to stop processing the personal information we hold about you other than for storage purposes in the following circumstances:

- You believe the personal information is not accurate for the period it takes for us to verify whether the data is accurate;
- We wish to erase the personal information as the processing we are doing is unlawful but you want us to simply restrict the use of that data;
- We no longer need the personal information for the purposes of the processing but you require us to retain the data for the establishment, exercise or defense of legal claims; or
- You have objected to us processing personal information we hold about you on the basis of our legitimate interest and you wish us to stop processing the personal information while we determine whether there is an overriding interest in us retaining such personal information.

Objection

You have the right to object to our processing of data about you and we will consider your request. Please provide us with detail as to your reasoning so that we can assess whether there is a compelling overriding interest in us continuing to process such data or we need to process it in relation to legal claims.

You also have the right, at any time, to object to our processing of data about you in order to send you marketing, including where we build profiles for such purposes and we will stop processing the data for that purpose.

Withdrawal of Consent

Where you have provided your consent to us processing your personal data, you can withdraw your consent at any time by emailing privacy@enviropeelusa.com.

Third Party Links and Information Collection and Use by Our Users

Some of our websites provide links to other websites. Because we do not control the information policies or practices of these third-party sites, you should review their privacy policies to learn about how they collect and use personal information.

Children

Our Services are not intended for persons under 18. We do not knowingly collect personal information from children under 18. If a parent or guardian becomes aware that his or her child has provided us with personal information without such parent or guardian's consent, he or she should contact us. If we become aware that a child under 18 has provided us with personal information, we will delete such information from our files.

Data Transfer

As part of our service provision, your personal information may be transferred to, and will be stored and processed in the United States. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this policy.

Complaints

In the event that you wish to make a complaint about how we process your personal information, please contact privacy@enviropeelusa.com and we will try to deal with your request. This is without prejudice to your right to raise a complaint with the data protection supervisory authority in your jurisdiction.

Notification of Changes

We reserve the right to modify this privacy policy at any time, so please review it frequently. Substantial changes will be flagged on company websites.