



# Coilcraft Website Privacy Policy

This Privacy Policy explains how Coilcraft, Inc. and its affiliates ("Coilcraft") collect and use information about website visitors and individual contacts of our customers, vendors, and suppliers ("**Personal Data**"). This Privacy Policy applies to Personal Data that we collect through [www.coilcraft.com](http://www.coilcraft.com) ("**Site**"), as well as through trade shows, conferences, and other offline interactions.

## Summary of Key Points

<b>Collection</b>	We collect name, contact details, payment details (where applicable), and other Personal Data through our interactions with you. <a href="#">Click here to learn more.</a>
<b>Use</b>	We use Personal Data to complete your transactions, provide our Site, communicate with you, and maintain our business. <a href="#">Click here to learn more.</a>
<b>Sharing</b>	We share Personal Data as necessary to complete your transactions, communicate with you, and for other business and compliance purposes. <a href="#">Click here to learn more.</a>
<b>Marketing Choices</b>	You have control over whether we use Personal Data for direct marketing. <a href="#">Click here to learn more.</a>
<b>Cookies</b>	We use essential and non-essential cookies on our Site, including third party advertising cookies, and provide choices on use of certain cookies. <a href="#">Click here to learn more.</a>
<b>Data Subject Rights</b>	As required by applicable law, you have certain rights to your Personal Data, including the right to access, correct, or delete certain Personal Data. <a href="#">Click here to learn more.</a>
<b>Data Security</b>	We maintain reasonable technical and organizational measures to protect Personal Data from loss, misuse, alteration, or destruction. <a href="#">Click here to learn more.</a>
<b>Cross-Border Data Transfers</b>	We provide appropriate protections for cross-border transfers where specified by law. <a href="#">Click here to learn more.</a>
<b>Other Issues</b>	We provide other information in this Privacy Policy about: (i) the legal basis for collecting and processing Personal Data, (ii) the consequences for not providing Personal Data, (iii) automated decision-making, (iv) data retention, (v) links to third party websites, and (vi) changes to this Privacy Policy. <a href="#">Click here to learn more.</a>
<b>Contact us</b>	Please contact us as detailed below with any questions. <a href="#">Click here to learn more.</a>



**1. Collection of Personal Data.** We collect the following categories of Personal Data:

- **Basic Data:** Name, title, company, phone number, mailing address, fax number, email address, and any other Personal Data that you submit to us during your interactions with us, including completing surveys.
- **Payment Data:** Credit card number, expiration date, security code, billing address.
- **Registration Data:** Product interests, newsletter and/or other alert requests, subscriptions, and registrations, including at trade shows or conferences.
- **Device Data:** IP address, unique device identifier (UDID), cookies and other data linked to a device, and other information about how you use our Site (Usage Data). Note, however, we do not consider Device Data to be Personal Data except where required by applicable law.

**2. Use of Personal Data.** We use the above categories of Personal Data for the following purposes:

Purpose of Use	Categories of Personal Data
Perform transactions and respond to your inquiries	Basic Data, Payment Data, Registration Data, and Device Data
Manage your accounts and maintain our business operations	Basic Data, Registration Data, and Device Data
Customize our Site and make our Site more intuitive and easy to use	Device Data
Protect the security and effective functioning of our Site and information technology systems	Basic Data, Registration Data, and Device Data
Provide relevant marketing	Basic Data, Registration Data, Device Data, and Marketing Data
Address our compliance and legal obligations and exercise our legal rights	Basic Data, Registration Data, and Device Data

**3. Sharing of Personal Data.** We share Personal Data with the following categories of third parties:

- **Affiliates:** We share Personal Data within the Coilcraft group of companies as necessary for the purposes identified above.
- **Service Providers:** We share Personal Data with service providers to enable them to perform functions on our behalf, with an obligation to maintain reasonable security for Personal Data.
- **Auditors and Advisors:** We share Personal Data with auditors and advisors for the performance of audit and legal functions.
- **Business Reorganization:** We share Personal Data with any corporate purchaser or prospect to the extent permitted by law as part of any merger, acquisition, sale of company assets, or transition of service to another provider, as well as in the event of insolvency, bankruptcy, or receivership in which Personal Data would be transferred as an asset of Coilcraft.



- **Legal Rights and Obligations:** We share Personal Data in order to comply with any subpoena, court order or other legal process, or other governmental request. We also share Personal Data to establish or protect our legal rights, property, or safety, or the rights, property, or safety of others, or to defend against legal claims.

**4. Marketing Choices.** If you no longer wish to receive any marketing communications from us, please follow the unsubscribe link in our marketing communication or contact us as detailed below.

**5. Cookies.** We use and allow certain third parties to use cookies, web beacons, and similar tracking technologies (collectively, "**cookies**") on our Site.

*What are cookies?*

Cookies are small amounts of data stored on your browser, device, or the page you are viewing. Some cookies are deleted once you close your browser, while other cookies are retained even after you close your browser so that you can be recognized when you return to a website.

*How do we use cookies?*

We use cookies to provide the Site and services, gather information about how visitors navigate on our Site in order to enhance and personalized your experience, such as to remember your shopping cart. We also allow certain third parties to place cookies on our Site in order to collect information about your online activities on our Site over time and across different websites you visit in order to provide tailored advertising on websites you may visit, and to analyze the effectiveness of such ads.

Cookies on our Site are generally divided into the following categories: (1) Strictly Necessary Cookies: These are required for the operation of our Site. These cookies are session cookies that are erased when you close your browser; (2) Analytical/Performance Cookies: These allow us to recognize and count the number of users of our Site and understand how such users navigate through our Site. This helps to improve how our Site works, for example, by ensuring that users can find what they are looking for easily. These cookies are session cookies which are erased when you close your browser. We use Google Analytics, and you can see below for how to control the use of cookies through Google Analytics; and (3) Interest-Based Cookies: These record your visit to our Site and the pages you have visited. You can delete these cookies via your browser settings. See below for further details on how you can control third party interest-based cookies.



*What are your options if you do not want cookies on your device?*

You can review your Internet browser settings, typically under the sections "Help" or "Internet Options," to exercise choices you have for certain cookies. If you disable or delete certain cookies in your Internet browser settings, you might not be able to access or use important functions or features of this Site, and you may be required to re-enter your log-in details. To learn more about the use of cookies for Google analytics and to exercise choice regarding such cookies, please visit <https://tools.google.com/dlpage/gaoptout>.

Please visit the [Digital Advertising Alliance](#), [Network Advertising Initiative](#), [Digital Advertising Alliance-Canada](#), [European Interactive Digital Advertising Alliance](#) to learn more about cookies used for interest based advertising by third parties, and to exercise certain choices regarding such cookies. Lastly, at this time our Site is not set up to honor browsers' Do-Not-Track ("DNT") signals.

**6. Data Subject Rights.** Where required by applicable law, you have certain rights to your Personal Data, including the right to access, review, correct, and delete your Personal Data, and withdraw your consent to certain uses of your Personal Data (e.g., direct marketing) by contacting us as detailed below. Please note that we need to retain certain Personal Data as required or permitted by applicable law.

**7. Data Security.** We maintain reasonable technical and organizational measures to protect Personal Data from loss, misuse, alteration, or unintentional destruction. However, no security measure can guarantee against compromise.

**8. Cross-Border Data Transfers.** We transfer Personal Data to various jurisdictions as necessary for the purposes described above, including to jurisdictions that may not provide the same level of data protection as your home country. We provide appropriate protections for cross-border transfers as required by applicable law for international data transfers. With respect to transfers originating from the European Economic Area ("EEA"), we implement standard contractual clauses approved by the European Commission, and other appropriate solutions to address cross-border transfers as required by applicable law. Where required by such laws, you may request a copy of the suitable mechanisms we have in place by contacting us as detailed below.



## 9. Offline Collection of Personal Data

We collect Personal Data about individual contacts of our partners and customers in connection with the provision or receipt of our products or services. Such Personal Data will include: name, contact and other limited information, which we use to administer the business relationship and for direct marketing purposes. We collect and otherwise process Personal Data collected offline consistent with this Privacy Policy, specifically, how we share, secure, transfer, and retain Personal Data, the choices you have to opt-out of our marketing communications and details about how you may contact us with any questions or to exercise certain rights to your Personal Data.

## 10. Other Issues.

*(i) What is the legal basis of processing?*

Some jurisdictions require an explanation of the legal basis for collecting and processing Personal Data. We have several different legal grounds on which we collect and process Personal Data, including: (i) as necessary to perform a transaction (such as when we respond to your requests); (ii) as necessary to comply with a legal obligation (such as when we use Personal Data for recordkeeping to substantiate tax liability); (iii) consent (where you have provided consent as appropriate under applicable law, such as for direct marketing or certain cookies); and (iv) necessary for legitimate interests (such as when we act to maintain our business generally, including maintaining the safety and security of the Site). With respect to legitimate interests, given that we are a B2B company, we typically collect and process limited Personal Data about customer contacts and other individuals acting in their business capacities, as part of our overall effort to reduce the privacy impact on individuals.

*(ii) What are the consequences of not providing Personal Data?*

You are not required to provide all Personal Data identified in this Privacy Policy to use our Site or to interact with us offline, but certain functionality will not be available if you do not provide certain Personal Data, such as to complete your transaction or provide you with marketing we believe you would find valuable.

*(iii) Do we engage in automated decision-making without human intervention?*

We do not use automated decision-making without human intervention, including profiling, in a way that produces legal effects concerning you or otherwise significantly affects you.



*(iv) How long do we retain Personal Data?*

We typically retain Personal Data related to marketing activities for as long as you accept marketing communications from us. Upon request, we will securely delete such data in accordance with applicable law. For Personal Data that we collect and process for other purposes, as described above, we typically retain such Personal Data for no longer than the period necessary to fulfill the purposes outlined in this Privacy Policy, and as otherwise needed to address tax, corporate, compliance, litigation, and other legal rights and obligations.

*(v) Are third party websites governed by this Privacy Policy?*

This Site contains links and references to other websites administered by unaffiliated third parties. This Privacy Policy does not apply to such third party websites. When you click a link to visit a third party website, you will be subject to that website's privacy practices. We encourage you to familiarize yourself with the privacy and security practices of any linked third party websites before providing any Personal Data on those websites.

*(vii) How will we handle any changes to this Privacy Policy?*

We may update this Privacy Policy from time-to-time as our services and information practices change, or as required by law. The effective date of our Privacy Policy is posted above, and we encourage you to visit our Site periodically to stay informed about our privacy practices. We will post any changes to our Privacy Policy on our Site to notify you of these changes and provide you with the ability to consent to the changes where required by law.

**11. Contact Us.** If you have questions or comments regarding this Privacy Policy or our privacy practices, please contact us at [webmaster@coilcraft.com](mailto:webmaster@coilcraft.com) or our postal address:

1102 Silver Lake Road  
Cary IL 60013 USA  
847-639-6400

You may also have a right to lodge a complaint with a data protection supervisory authority.

Effective Date: 15May2019