

We are [ecfirst.com](http://ecfirst.com), a service provided from, 295 NE Venture Drive, Waukee, IA 50263, USA. In this Privacy Policy, references to “you” mean any person submitting any data to us or our agent or the Site.

If you have any comments or suggestions, please email us at [info@ecfirst.com](mailto:info@ecfirst.com).

Data protection is a matter of trust and your privacy is important to us. We shall therefore only use your name and other information which relates to you in the manner set out in this Privacy Policy. We will only collect information where it is necessary for us to do so and we will only collect information if it is relevant to our dealings with you.

We will only keep your information for as long as we are either required to by law or as is relevant for the purposes for which it was collected.

You can visit the Site and browse without having to provide personal details. During your visit to the Site you remain anonymous and at no time can we identify you unless you have an account on the Site and log in with your username and password.

### **How ecfirst Uses Personal Information**

In general, ecfirst may use your Personal Information to:

- Administer your Account and verify your identity;
- Process your payments and fulfill your orders;
- Provide you with Services and customer support;
- Tailor the features, performance, and support of Services to you;
- Market Services to you;
- Respond to your requests, resolve disputes, and/or troubleshoot problems;
- Improve the quality of Services; and
- Communicate with you about the Services.

ecfirst uses email to contact its customers. If you voluntarily submit your email address to receive information, ecfirst may subsequently issue Service information to you via email, including technical advisories. Customers receive an initial registration email with all account details listed. Finally, ecfirst uses email to communicate promotions and product updates with customers (“Promotional Emails”); however, ecfirst respects your right to opt out of receiving such Promotional Emails from us. If, at any time after registering, you change your mind about receiving Promotional Emails, you can opt out of receiving such information by sending your request to [info@ecfirst.com](mailto:info@ecfirst.com).

ecfirst exercises reasonable security measures to help protect against the loss, misuse, and alteration of your Personal Information. ecfirst hosts its Sites and the collected data in a secure environment that uses reasonable technology to help prevent interference or access from unauthorized persons. Sensitive information that is transmitted to us online (such as credit card number) is encrypted and is transmitted to us securely. ecfirst employs privacy and security standards related to the protection of information exchanged. We have established rigorous safeguards and controls in accordance with

legal and regulatory requirements.

ecfirst does not knowingly collect or solicit personally identifiable information from anyone under the age of 13. If you are under the age of 13, please do not provide us with any Personal Information. If we learn that we have inadvertently obtained personally identifiable information from a minor under the age of 13, we will delete that information as soon as possible. If you believe that a minor under the age of 13 has submitted Personal Information to us, please contact us by using the contact information listed below.

This Privacy Statement is subject to revision from time to time on an on-going basis. We will post any revised version of the Privacy Statement on this page.

ecfirst is committed to respect and protect your privacy. This privacy policy applies to ecfirst's websites. This policy describes the personal information ecfirst collects and how that personal information may be used, maintained and, in some cases, shared.

**"Personal information"** includes any information that enables us to identify you, directly or indirectly, by reference to any identifiers such as name, identification number, location data, online identifier or one or more factors specific to you.

ecfirst is the **"controller"** and is responsible for deciding how personal information is used.

By using or accessing the Sites, or by providing personal information to us on or through the Sites, you acknowledge that you have read and understand the policies and procedures described in this privacy policy.

If you have any questions or concerns about this privacy policy, please contact us using the [Contact Us](#) page or at [info@ecfirst.com](mailto:info@ecfirst.com)

### **As per European Privacy Rights**

*For European residents only.* Under European data protection law, in certain circumstances, you have the right to:

- Request access to any personal information ecfirst hold about you ("**Subject Access Request**") as well as related information, including the purposes for processing the personal information, the recipients or categories of recipients with whom the personal information has been shared, where possible, the period for which the personal information will be stored, the source of the personal information, and the existence of any automated decision making;
- Request that personal information held about you is deleted;

- Prevent or restrict processing of your personal information; and
- Request transfer of personal information directly to a third party where this is technically feasible.

Also, where you believe that ecfirst has not complied with its obligation under this privacy policy or European law, you have the right to make a complaint to an EU Data Protection Authority, such as the UK Information Commissioner's Office.

ecfirst has placed the utmost importance on our users' data. We have never sold or monetized our customers' information. As data breaches unfortunately become more commonplace, we all as consumers need to demand better protection by buying and using products and services from companies who are trustworthy and reputable. ecfirst is that type of company and we are committed to continuing to earn the trust and respect of our customers.

You can exercise any of these rights by contacting us using the Contact Us page or at [info@ecfirst.com](mailto:info@ecfirst.com).