



PRIVACY POLICY

Last Updated: April 2026

1. Introduction and Scope

This Privacy Policy applies to the website located at <https://connect.surewerx.com/en-us/> (the "**Site**"), which is owned, controlled, or operated by SureWerx USA Inc. ("**SureWerx**", "**we**", "**us**", or "**our**"). It describes how SureWerx collects, uses, discloses, and protects the personal information of authorized business representatives ("**you**") who access and use the Site to place orders on behalf of their respective organizations ("**Customers**").

2. Our Commitment

SureWerx is committed to protecting your privacy and handling your personal information responsibly and in accordance with applicable privacy laws.

3. What Personal Information We Collect

Because this is a B2B platform, most information collected relates to you in your capacity as a business representative rather than as a private individual. We collect the following categories of personal information:

- Identifiers: your name, business email address, business shipping address, and IP address;
- Payment information: credit card details (collected and processed by our third-party payment processor — see Section 6 below);
- Commercial information: products ordered, order history, and transaction value;
- Account information: username and password;
- Internet or network activity: browser type, device information, pages visited, and cookie data (see Section 8 below);
- Geolocation data: general location inferred from your IP address.

We collect personal information:

- Directly from you, when you register for an account, place an order, or contact us; and
- Automatically, through cookies and similar tracking technologies when you use the Site.

4. How We Use Your Personal Information

We use the personal information we collect for the following purposes:

- To process your orders and manage your account;
- To communicate with you regarding your orders, including order confirmation, invoicing, shipping, and delivery updates;
- To process payments, including credit card payments and invoice-based transactions;
- To operate, maintain, and improve the Site;
- To detect, investigate, and prevent fraudulent transactions and other unauthorized activity;
- To comply with applicable legal obligations; and
- To send you promotional or marketing communications, where you have consented to receive them or where permitted by applicable law.

5. Sharing of Personal Information

We do not sell your personal information. We may share your personal information in the following circumstances:

- Service Providers. We may share your personal information with third-party service providers who assist us in operating the Site and fulfilling orders, including payment processors, shipping carriers, email service providers, and analytics providers. These service providers are permitted to use your personal information only as necessary to perform services on our behalf.
- Legal Compliance and Protection. We may disclose your personal information if required to do so by law, or if we believe in good faith that such disclosure is necessary to: (a) comply with a legal obligation or valid legal process; (b) protect the rights, property, or safety of SureWerx, our users, or others; or (c) detect, prevent, or address fraud or security issues.
- Business Transfers. In the event of a merger, acquisition, reorganization, or sale of all or substantially all of our assets, your personal information may be transferred as part of that transaction.
- With Your Consent. We may share your personal information for other purposes with your prior consent.

6. Payment Processing

Credit card and other payment information you provide on this Site is collected and processed by our third-party payment processor. SureWerx does not store full credit card details on its systems. The payment processor's own privacy policy and terms govern the handling of Customer payment information.

7. Retention of Personal Information

We retain personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, to comply with our legal obligations, to resolve disputes, and to enforce our agreements.

8. Cookies and Tracking Technologies

When you access the Site, we may place cookies or similar tracking technologies on your device. We use these technologies to:

- Keep track of your online order and shopping session;
- Analyze Site traffic and usage patterns;
- Personalize your experience on the Site; and
- Improve Site functionality and performance.

You may configure your browser to refuse cookies or to alert you when cookies are being sent. Note that disabling cookies may affect the functionality of certain features of the Site, including the ability to complete a purchase.

We use Google Analytics, a web analytics service provided by Google LLC, to analyze how users interact with the Site. Google Analytics collects information such as your IP address, browser type, pages visited, and time spent on the Site. This information is used to generate reports on Site activity and to help us improve the Site's functionality and performance. Google Analytics may set cookies on your device to track your usage of the Site. You can opt out of Google Analytics by installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>. For more information on how Google uses your data, please visit <https://policies.google.com/privacy>.

9. Your Privacy Rights

To the extent applicable law grants you privacy rights with respect to the personal information we collect about you in your capacity as a business representative, you may have the right to request access to, correction of, or deletion of your personal information. To submit such a request, please contact us using the information in Section 13 below. We will respond to verified requests within the timeframe required by applicable law.

10. Children's Privacy

This Site is intended for use by adults acting in a professional business capacity. We do not knowingly collect personal information from individuals under the age of 18. If you believe we have inadvertently collected such information, please contact us at privacy@surewerx.com and we will take prompt steps to delete it.

11. Data Security

We implement reasonable and appropriate technical and organizational security measures designed to protect your personal information against unauthorized access, disclosure, alteration, or destruction. These measures may include encryption of data in transit, access controls, and secure server environments. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

In the event of a data breach that affects your personal information, we will notify you as required by applicable law, including applicable state data breach notification laws.

12. Links to Other Sites

This Site may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites, and this Privacy Policy does not apply to them. We encourage you to review the privacy policies of any third-party websites you visit.

13. Contact Our Privacy Officer

If you have questions, concerns, or requests regarding this Privacy Policy or the handling of your personal information, please contact us at:

SureWerx USA Inc.

c/o Chief Financial Officer

Address: 325 Corporate Drive, Elgin, IL 60123

Email: privacy@surewerx.com

Phone: 1-800-323-7402

14. Changes to This Policy

We reserve the right to update this Privacy Policy at any time. When we make material changes, we will post the updated policy on this page with a revised "Last Updated" date. We encourage you to review this policy periodically. Your continued use of the Site after the effective date of any changes constitutes your acceptance of the updated policy.