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Most Recent Update: December 24, 2024

This Privacy Policy explains how Abadata Computer Corporation collects, uses and discloses personal information of its customers, prospective customers, and visitors to its website at [www.abadata.com](http://www.abadata.com).

## **COLLECTION OF PERSONAL INFORMATION**

Information collected directly from you: We may collect personal information directly from you, for example through a web form, during an online or in-person registration, while making a reservation, while setting up an account with us, when you contact us for customer support, or at checkout. The personal information we collect directly from you may include first and last name, address, email address, and phone number.

Information collected from your device: We may collect specific information, including data contained on your device, depending on the service request that has been placed with the Abadata Computer Corporation. Our website may use tracking technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device, including for example your IP address, browser and operating system information, geographic location, referring website address, and other information about how you interact with the website. Our website may also use cookies to personalize your experience and enable certain features such as keeping track of items you put in your shopping cart. You may disable cookies in your web browser however parts of our website may not function properly. More information about blocking and deleting cookies is available at <http://www.allaboutcookies.org>. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

Information collected from our advertising partners: We may collect personal information about you from our advertising partners. Personal information we collect from our

advertising partners may include your demographic information, shopping history, and geographic location.

## **USE OF PERSONAL INFORMATION**

We use information collected directly from you to provide you with our products and services, customer service and support, and other relevant information. We may also use this information to market our products and services to you, including by email and text message subject to your consent.

We use information collected automatically from your device to provide service for you, to provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.

We may also use information collected from you and information collected from your device to send you notices, status reminders, general support information, marketing and sales information and abandoned cart reminders if you added items to your shopping cart but did not complete check out.

We use information collected from our advertising partners to market our products and services to you.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

## **DISCLOSURE OF PERSONAL INFORMATION**

We may use third-party service providers to assist us with providing and marketing our products and services to you and we may share your information with such third parties for these limited purposes.

- We use several email platforms including Mail Chimp, Zoom, Teams and several third party services tailored to deliver efficiently information that may be of benefit to you in the form of email marketing and text message communications. For more information about how we may use your information email [magic@abadata.com](mailto:magic@abadata.com) and our Terms and Conditions of Sale.
- We may use various website analytics companies to help us understand how visitors interact with our website.
- We use shopping cart technology along with web forms technology to collect information from our online resources. In some cases we may use third party resources to collect and relay your information to us.

● We use BNG as our payment processor. BNG uses and processes your payment information in accordance with its privacy policy.

We may authorize our advertising partners to use cookies and similar technologies on our website to automatically collect certain information from your device(s) and we may share information about you, your purchases, and your interactions with our website with our advertising partners. Such information can be used by us or our advertising partner. For more information about how to opt out of targeted advertising from our advertising partner, contact [magic@abadata.com](mailto:magic@abadata.com).

We may also share your personal information if necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

● All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

## **EMAIL AND TEXT MESSAGE COMMUNICATIONS**

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. Message and data rates may apply.

Under day to day operation the following applies:

- "Message and data rates may apply."
- Your "Message frequency may vary."
- You can "text HELP for support or more information and STOP to unsubscribe at any time."
- Your phone number will not be shared with third parties for marketing or promotional purposes.
- Our Privacy policy is available on the website [www.abadata.com](http://www.abadata.com)

## **YOUR PRIVACY RIGHTS**

You may have the right to request access to the personal information we hold about you, to port it to a new service, or to request that your personal information be

corrected or deleted. To exercise any of these rights, please contact us at [magic@abadata.com](mailto:magic@abadata.com).

#### **CHANGES TO THE THIS PRIVACY POLICY**

We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION If you have any questions about this policy or our privacy practices, please contact us at [magic@abadata.com](mailto:magic@abadata.com).