

Hydrasearch Privacy Policy

Please read this policy carefully as it informs you as to how we collect, use and generally look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

As used in this document, “We” are Hydrasearch Company, LLC, a leading innovator and provider of products to the United States military, recreational boating market, and commercial marine industry, headquartered in Stevensville, Maryland, USA, with affiliate offices both inside and outside the USA (collectively referred to in this policy as “Dixon Group”).

If you do not agree with our policies and practices, you have the choice not to use our website. By accessing or using this website, you agree to this privacy policy. This policy may change or otherwise be updated from time to time. Your continued use of the website after we make any changes will be deemed to be your acceptance of those changes, so we strongly suggest that you check this policy periodically for updates.

We are the data controller for the purposes of the Data Protection Act 2018, the EU General Data Protection Regulation, and any other applicable data protection legislation from time to time.

If you have any questions about privacy or data protection, please contact us at compliance@hydrasearch.com.

As a general principle, we process your personal data where we have a lawful basis to do so, such as where it is necessary in connection with a contract between us (such as a contract to purchase or supply our products or services), where it is necessary in order for us to comply with our legal obligations, where we have a legitimate interest to do so, or where we have your consent (but as a general practice we also consider whether your right to privacy overrides our interest).

Please note that links from our website may take you to external websites that are not covered by this policy. We recommend that you check their privacy policies before submitting any personal information to such sites. We shall not be responsible for the content, function, or information collection policies of these external websites.

What information do we collect about you and how do we collect it?

In general, we collect and use personal information on our website to support our business and relationships with our various partners, distributors, and suppliers, and to interact with our customers and their designated representatives who purchase and use or who express interest in our products and services.

You are not required (by law or by any contract with us) to provide personal information to us via this website. You do not have to be a registered user of our site to view some of the content and features of this website.

However, if you choose to create an account or wish to transact business with us using the website, you may be required to provide us with certain personal information to access certain areas of the site that are restricted to customers or to registered users, and so that we may provide certain of our information, products, and services to you.

Information you provide to us

We may receive personal information from you. For example, if you choose to register with the website or to use the website to interact with us, certain personal information may be required to establish your and/or your company’s account or to identify your role within your organization.

Other examples include doing the following:

- Filling out a web form.
- Inquiring about and/or purchasing our products or services.
- Inquiring about supplying us with your products and services.
- Using and browsing our website as a registered user.
- Signing up for our newsletters or marketing communications, whether or not you are a registered user.
- Telephoning, faxing, texting, writing by mail or emailing us.
- Providing payment or shipping information.
- Inquiring about, or applying for, job opportunities.
- Interacting with our customer service team.

This information may include the following:

- Normal business identification information, such as your full name, job title, employer, and role.
- Contact information, such as your business address, email address, and telephone numbers.
- Additional information relevant to your use of our site and services, such as your marketing preferences, survey responses, and feedback.

- Information about your shipment, including information about the recipient.
- Payment information.
- With respect to job applications, your CV including details of your education and employment history (and any other information which you may choose to provide to us with your resume or CV or in connection with your job application).
- Information related to the administration of your account (e.g., passwords, hints, reminders, account recovery information, etc.)

We may collect such information directly from you or in some instances from your company.

Information we collect about you on our website

As you navigate and interact with our website, we may collect information using cookies and other automatic data collection technologies to help distinguish you from other users of our website. These can streamline your online experience by, for example, saving you from re-inputting information and also allow us to support and make improvements to our website. For more information about how and why we use cookies and how you may manage them on your device, please take a look through our Cookie Policy described further down this page.

When you visit our website, the information we collect using such automated means may include, for example:

- Which pages you view and which links you follow.
- Your IP address and general location.
- Details of the hardware and software that you are using to access the site.
- If you choose to log in using a third party, we will record your login provider.
- If you choose to link your account to a third-party marketplace to import items for shipment, we will record the details necessary to facilitate that link.
- A device identifier (cookie or IP address) for fraud prevention.
- Details of your visits to our website and the resources that you access, including, but not limited to, traffic data, location data, weblogs, and other communication data.
- Where orders originate from advertising sources, we record the source of each order. This is purely to allow us to assess the effectiveness of these advertisements and is not used for customer profiling of any kind.

The information we collect automatically on the website may be associated with personal information we collect in other ways (for example, transaction history) or that we receive from third parties.

Our website is not intended for children and we do not knowingly collect data relating to children.

Information we collect or receive about you from other sources

Sometimes you will have given your consent for other websites, services or third parties to provide information to us, for example, our suppliers and distributors. We also may collect information about you from other sources. This may include the following:

- Publicly available information, from a variety of sources.
- Information you have shared publicly, including on social media (particularly with respect to job applications).

This list is not exhaustive, and, in specific instances, we may collect additional data for the purposes set out in this policy.

How do we use your personal information?

We take privacy and data protection law seriously, so below we have set out how and why we use your information and describe our legal basis for using your information.

Supplying our products and providing our services

It is necessary for us to use personal information about you to enter into and perform the contracts that we make with you (or your business), such as when you become a customer or when you interact with us as a customer or otherwise as a representative of your business. In particular, where our contract is with your business, we have a legitimate interest to use your information in this way. Using your information in this context is necessary so that we can interact appropriately with you, including for example to:

- Provide you with information about your contract with us.
- Provide you with information about any warranty we provide to you.
- Provide you with information about our products and services.
- Fulfill your order and perform our obligations under our contract with you.
- Verify your identity.

- Address any complaints you may have.
- Contact you about any changes that we make to our products or services.
- Administer our website, including troubleshooting problems, analyzing statistics, conducting research and tests, and keeping the site secure.

If you inquire about or apply for a job vacancy, it is necessary for us to use your personal information as part of the recruitment process, in order to assess your suitability for a particular role.

Telling you about other products or services that we think may be of interest to you

We may use your information to identify and tell you about our products or services that we think may be of interest to you. We do this, for example, where you have informed us that you would like to receive marketing communications.

Whether you choose to receive marketing communications is entirely up to you. Your choice will not affect any products or services that you have purchased from us, nor will it affect any quotes for products or services you buy in the future.

You can update your preferences by using the links in any of our emails to you, or by contacting us at compliance@hydrasearch.com.

Telling you about products or services that are similar to ones that you have already bought

If you have already bought a service from us, or you have already obtained a quote from us, we have a legitimate interest to contact you with information about services that are similar.

We may contact you by phone, email, or text message or other common means, and you can choose not to receive these messages at any time. Simply follow the instructions in the message or get in touch using our website.

Making our business better

We always want to offer the best products, services, and experience that we can. Sometimes this means we may use your information to find ways that we can improve what we do, or how we do it.

In this context, we may use your information where it is necessary so that we can:

- Review and improve our existing products and services and develop new ones.
- Review and improve the performance of our systems, processes, and staff (including training).
- Improve our site to ensure that content is presented in the most effective manner for you and for your computer.
- Measure and understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you.

We have a legitimate interest to use your information in these ways to improve our business and, in some cases, when it may be necessary for us to comply with our legal obligations.

Contacting you

We want to stay in touch with you. Sometimes we may need to use the information that we have about you in order to respond to your questions or let you know about important changes.

We may use your information so that we can:

- Interact and respond to any communications you send us, including where you contact us through our website and any social media posts that you tag us in.
- Let you know about any important changes to our business or policies.

Verifying your identity

We may use your information where it is necessary for us to do so to verify your identity, protect the integrity of our website and services, to meet our legal obligations or to detect and prevent fraud, money-laundering, and other crimes.

Protecting you and others from harm

We may use your information where it is necessary to protect our or your interests, or the interests of others. This may include in the event of criminality such as identity theft, piracy or fraud, or to comply with legal requirements.

Other Described Uses

We may use your information in any other way we describe when you provide the information, or for any other purpose for which you have provided consent.

Change of purpose

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Who do we share your personal information with?

Sharing your information within our company and group

We share the information that you provide to us with our staff so that we can provide our products and services to you and generally to fulfill the purpose for which you have provided it. We may share the information that you provide to us with other companies within the Dixon Group which may be based in different locations around the world including North America, Europe, Asia, Australia. Whenever we share your personal information with any such third parties, we will have appropriate safeguards in place to protect that information.

Sharing your information with third parties

We may share your data with selected third parties. For example, we may share your information with:

- Our contractors, service providers, suppliers and distributors, and other third parties we use to conduct our business, and related infrastructure, including, for example, third-party services we use to verify and correct postal address and other shipping information.
- Third-party couriers and services for deliveries.
- Payment service providers, for making and receiving payments.
- Contact management systems to send emails, instant messages, social media messages, and SMS messages.

There are certain exceptional circumstances in which we may disclose your information to third parties.

This would be where we believe that the disclosure is:

- Required by the law, or in order to comply with judicial proceedings, court orders or legal, government, or regulatory proceedings.
- Necessary to protect the rights and/or safety of our employees, our property, or the public.
- Necessary for the prevention or detection of crime, including exchanging information with other companies or organizations for the purposes of fraud protection and credit risk reduction.
- Proportionate as part of a merger, business or asset sale, or a restructuring, reorganization, dissolution, or as part of a bankruptcy.
- Necessary or appropriate to enforce or apply our terms of use or other agreements, including for payment or collection purposes.

If you are based inside the European Economic Area, transferring your personal information outside of the European Economic Area

In certain circumstances, we may share your personal information with third parties or other members of the Dixon Group who are located outside of the EEA. Whenever we share your personal information with any such third parties, we will ensure that we have appropriate safeguards in place to ensure the protection of that information. For further information about the safeguards that we have in place, please contact us at compliance@hydrasearch.com.

How long do we keep your personal information?

Our intention is to only store your personal information for as long as we reasonably need it for the purposes for which it was collected or as may be required by law. For example, where we provide you with a service, we will retain any information you provide to us at least for as long as we continue to provide that service to you and for such periods as we retain information for audit, record keeping compliance and enforcement purposes. If your information is associated with a product or service warranty, we may retain your information for longer periods so that we may fulfill our warranty obligations.

If you apply for a job vacancy (or otherwise send us your resume or CV) we will retain your resume or CV (and any publicly available information, for example from social media) for a period of 1 (one) year following an employment decision. If we are considering you for a particular role, we may retain this information for longer than that period. If we hire you, we will retain your resume or CV for the length of your employment, plus seven (7) years.

In other circumstances, we will keep your information for as long as is necessary to allow us to achieve the original purpose for which that information was collected.

How do we protect your personal information?

We will take steps reasonably necessary so that your data is treated securely and in accordance with this policy.

We try to ensure that the information you provide to us is transferred securely via the website. Unfortunately, the transmission of information via the internet is not completely secure. Although we will take reasonable steps to protect your personal data, we cannot guarantee the security of your data transmitted to or from our site; any transmission is at your own risk. Once we have received your information, we will apply appropriate procedures and security features to try to prevent unauthorized access.

The information you provide to us may be stored on third party secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password – and your account - confidential. We ask you not to share a password or your account information with anyone.

What rights do you have with respect to your personal information?

For information that is subject to the GDPR, individuals have the following rights with respect to their personal information:

You have the right to be informed

We have written this policy to provide you with concise, transparent, intelligible, and easily accessible information about your personal information and our use of it. If you have any questions or require more specific information, please contact us at compliance@hydrasearch.com.

You have the right to access your personal data

You have the right to ask us to confirm whether or not we hold any of your personal information. If we do, you may request a copy of your information and be informed of the following:

- Why we have been using your information.
- What categories of information we were using.
- Who we have shared the information with.
- How long we envisage holding your information.

In order to maintain the security of your information, we will have the right to verify your identity before we provide you with a copy of the information we hold.

The first copy of your information that you request from us will be provided free of charge, if you require further copies we may charge an administrative fee to cover our costs. Please contact us at compliance@hydrasearch.com if you wish to request access to our data.

You have the right to correct inaccurate or incomplete personal data

Where you have requested a copy of the information we hold about you, you may notice that there are inaccuracies in the records, or that certain parts are incomplete. If this is the case, you can contact us at compliance@hydrasearch.com so that we can correct our records.

You have the right to be forgotten

There may be times where it is no longer necessary for us to hold personal information about you. This could be if:

- The information is no longer needed for the original purpose that we collected it for.
- You withdraw your consent for us to use the information (and we have no other legal reason to keep using it).
- You object to us using your information and we have no overriding reason to keep using it.
- We have used your information unlawfully.
- We are subject to a legal requirement to delete your information.

In those situations, you have the right to have your personal data deleted. In certain situations, it may be required that an alternate, replacement contact be designated so that we may continue serving your organization. If you believe one of these situations applies to you, please contact us at compliance@hydrasearch.com.

You have the right to have a copy of your data transferred to you or a third party in a compatible format

Also known as data portability, you may request a copy of your personal data for your own purposes. This allows you to move, copy or transfer your personal

data more easily from one IT system to another, in a safe and secure way.

If you would like us to transfer a copy of your data to you or another organization in a structured, commonly used and machine-readable format, please contact us at compliance@hydrasearch.com. There is no charge for you exercising this right.

You have the right to object to direct marketing

You can tell us at any time that you would prefer that we do not use your information for direct marketing purposes. If you would not like to receive any direct marketing from us, please Contact Us [direct this to compliance@hydrasearch.com] or use the links provided in any of our marketing communications, and we will stop sending direct marketing immediately.

You have the right to object to us using your information for our own legitimate interests

Sometimes, we use your personal information to achieve goals that will help us as well as you. This includes:

- When we tell you about products or services that are similar to ones that you have already bought.
- When we use your information to help us make our business better.
- When we contact you to interact, communicate, or let you know about the changes we are making.

If you believe that the way we are using your data is not justified due to its impact on you or your rights, you may object. Unless we have a compelling reason to continue, we will stop using your personal data for such purposes.

To exercise your right to object to our use of your data for the purposes above, please contact us at compliance@hydrasearch.com.

You have the right to restrict how we use your personal data

You may ask us to stop using your personal data in any way other than simply keeping a copy of it. This right is available where:

- You have informed us that the information we hold about you is inaccurate, and we have not yet been able to verify this.
- You have objected to us using your information for our own legitimate interests and we are in the process of considering your objection.
- We have used your information in an unlawful way, but you do not want us to delete your data.
- We no longer need to use the information, but you need it for a legal claim.

If you believe any of these situations apply, please contact us at compliance@hydrasearch.com.

Changes to our Privacy Policy

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our privacy policy.

This version was last updated on October 13, 2020 and historic versions can be obtained by contacting us.

Complaints

If you wish to make a complaint about our collection or use of your personal data, please contact us at compliance@hydrasearch.com in the first instance so that we may seek to resolve your complaint.

For information that is subject to the GDPR, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) or the appropriate Data Protection Regulator in your jurisdiction. Please visit the [ICO website](#) (or the website of the appropriate Data Protection Regulator in your jurisdiction) if you wish to lodge a complaint with the Data Protection Regulator.

Dixon Group Contact Details

Post:

Within the United States: 1 Dixon Square, Chestertown, Maryland 21620 USA

Outside the United States: 350 Leach Place, Walton Summit Centre, Bamber Bridge, Preston PR5 8A, Lancashire, England, UK

Email: compliance@hydrasearch.com