

# Privacy Policy

## 1. Introduction

Welcome to Excel Linen Supply. We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about this privacy policy, or our practices with regards to your personal information, please contact us at [office@excellinen.com](mailto:office@excellinen.com) or by phone at 1-800-97EXCEL.

## 2. Information We Collect

We collect personal information that you voluntarily provide to us when you register on the website, express an interest in obtaining information about us or our products and services, when you participate in activities on the website, or otherwise contact us.

## Personal Information Provided by You

**Name and Contact Data:** We collect your first and last name, email address, postal address, phone number, and other similar contact data.

**Credentials:** We collect passwords, password hints, and similar security information used for authentication and account access.

**Payment Data:** We collect data necessary to process your payment if you make purchases, such as your payment instrument number (e.g., a credit card number), and the security code associated with your payment instrument.

### **Information Automatically Collected:**

**Log and Usage Data:** Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our website.

**Device Data:** We collect device data such as information about your computer, phone, tablet, or other device you use to access the website.

## 3. How We Use Your Information

We use your personal information for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

### Purposes for Using Your Information

**To Facilitate Account Creation and Login Process:** we use the information you allowed us to facilitate account creation, login process, and customer tracking.

**To Manage User Accounts:** We may use your information for the purposes of managing your account and keeping it in working order.

**To Send Administrative Information:** We may use your personal information to send you product, service, and new feature information and/or information about changes to our terms, conditions, and policies.

**To Protect Our Services:** We may use your information as part of our efforts to keep our website and other computing systems safe and secure.

**To Enforce Our Terms, Conditions, and Policies for Business Purposes, to Comply with Legal and Regulatory Requirements, or in Connection with Our Contract.**

**To Respond to Legal Requests and Prevent Harm:** If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.

**To Fulfill and Manage Your Orders:** We may use your information to fulfill and manage your orders, payments, returns, and exchanges made through the website or other customer tracking systems.

**To Deliver and Facilitate Delivery of Services to the User:** We may use your information to provide you with the requested service.

**To Respond to User Inquiries/Offer Support to Users:** We may use your information to respond to your inquiries and solve any potential issues you might have with the use of our services.

**To Send You Marketing and Promotional Communications:** We and/or our third-party marketing partners may use the personal information you send to us for our marketing purposes if this is in accordance with your marketing preferences.

**For Other Business Purposes:** We may use your information for other business purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and to evaluate and improve our website, products, services, marketing, and your experience.

## 4. Sharing Your Information

We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfill business obligations.

### **Sharing with Third Parties**

We may share your information with third-party vendors, service providers, contractors, or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include payment processing, data analysis, email delivery, hosting services, customer service, and marketing efforts.

### **Affiliates**

We may share your information with our affiliates, in which case we will require those affiliates to honor this privacy policy. Affiliates include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.

### **Business Partners**

We may share your information with our business partners to offer you certain products, services, or promotions.

## 5. Your Privacy Rights

These may include the right to (i) request access and obtain a copy of your personal information, (ii) request rectification or erasure; (iii) restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information.

To make such a request, please use the contact details provided below. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of

the processing before its withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

## 6. Data Security

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security, and improperly collect, access, steal, or modify your information.

## 7. Data Retention

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this policy will require us keeping your personal information for longer than the period of time in which users have an account with us.

## 9. Changes to This Privacy Policy

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons. We will notify you of any changes by posting the new privacy policy on our website. You are advised to review this privacy policy periodically for any changes. Changes to this privacy policy are effective when they are posted on this page.

## 10. Contact Us

If you have questions or comments about this policy, you may contact us using the information below.

Excel Linen Supply  
501 Funston Road  
Kansas City, KS 66115  
(816) 842-6565  
office@excellinen.com

