

Regal Ware, Inc.
Privacy Policy
(Updated May 20, 2019)

Introduction

This privacy policy applies to the online interactions we have with you through the websites and mobile applications of Regal Ware, Inc. and its affiliates, subsidiaries, divisions and brands (collectively, "Regal Ware") and related electronic communications.

We are strongly committed to protecting the privacy of our customers and visitors. The purpose of this policy is to inform you of our policies regarding the collection, use, processing and disclosure of your personal information when you use our websites or when we communicate with you electronically. By using our websites or providing us your e-mail address and other personal information, you agree to the collection and use of information in accordance with this policy.

What Websites Does This Policy Apply To?

This policy applies only to information we collect at and through websites owned and controlled by Regal Ware, including but not limited to, www.1919cookware.com, www.ameriankitchencookware.com, www.espro.ca, www.espro.com, www.kitchenfair.com.mx, www.lifetimecookware.com, www.royalqueencookware.com, www.regalware.com, www.saladmater.com, www.westbendcookware.com and related mobile applications (collectively, the "Website") and related electronic communications..

This policy does not apply to any website owned or operated by or communications sent by any third party, even if such third party website or communication links to the Website or if the Website or communication contains links to a third party website. We encourage you to be aware when you leave our Website and to read the privacy statements of those third party websites that may also collect your personal information.

Regal Ware uses third party distributors and dealers to sell our products. This policy does not apply to any website owned or operated by or communications sent by those dealers or distributors. Please be aware that our distributors and dealers have different privacy policies and practices than Regal Ware.

How Do We Collect Information and What Kind of Information Do We Collect?

Certain features on the Website enable potential customers and customers to provide Regal Ware with certain personal information that we may use to contact or identify you. This information may include, but is not limited to, first and last name, e-mail address, phone number, facsimile number, mailing address, billing address, payment information, company name and position or title.

For example, we may collect this information when you register for an account, make a

purchase, post a review, send us messages, subscribe to our mailing lists, newsletters or other forms of marketing communications, participate in a survey, click on an ad, redeem a promotion or use some other feature of our Website.

If you browse the Website, regardless of whether you create a user account, purchase any products or services or otherwise interact with the Website, Regal Ware logs your IP address (the internet address of your computer) to tell us which parts of the Website you visit and how long you spend there. Regal Ware will also track the state and/or country you are accessing the internet from, the date and time you visited and the type of computer, operating system and Web browser you are using. Your browser supplies us with this information.

If you contact us through e-mail, we typically retain the e-mail in our file servers and collect any contact information you provide so that we can reply to you and service your account. Your e-mail also contains metafiles that may contain IP addresses, domain names, and other standard file information and this information may be retained electronically on our servers or in routine back-up files.

How Do We Use and Share Your Information?

Regal Ware uses your personal information to answer your questions, provide you with excellent customer service, process and acknowledge orders, sell you our products and services, ship you products, provide you with marketing information about our products and services, improve our Website performance, and other activities in the normal course of manufacturing, marketing and selling cookware.

By sending an e-mail to Regal Ware, making a purchase through a Website, registering or subscribing with the Website, or otherwise providing your contact information to Regal Ware, you authorize Regal Ware to contact you using the contact information you provide, including e-mail, mail, telephone or facsimile.

We may use your e-mail address to notify you about the status of your order, provide customer service information, or to answer your questions and requests. We may also occasionally send you e-mail updates, sales notifications, or other promotional information about our products and services. If you do not want to receive our electronic newsletter or promotional e-mails, you may unsubscribe at any time by clicking on “unsubscribe” at the bottom of any of our promotional e-mails or by contacting us as indicated below.

We use your IP address to learn more about our visitors as a group, not about you as an individual. The information helps us identify overall usage patterns and trends on the Website.

Regal Ware may share personally identifiable or other information with our parent, subsidiaries, divisions, and affiliates.

We may also disclose your personal information to third-parties, including, but not limited to, distributors and dealers, our independent sales network, common carriers and payment processors, to help us market our products and services, process orders, deliver products and otherwise assist us in running our business. For example, if you make a purchase through the Website, Regal Ware will share your information with Regal Ware's payment card processing service provider.

Additionally, Regal Ware may disclose your personal information if required to do so by law or in the good-faith belief that such action is necessary to: (a) satisfy applicable law, a legal order or comply with legal process; (b) defend the rights of Regal Ware or its affiliates or business partners; (c) detect, prevent or otherwise address fraud, security or technical issues or (d) protect against harm to the rights, property or safety of Regal Ware employees, agents, affiliates, business partners, customers or Website users.

If the ownership of all or substantially all of our business changes or we otherwise transfer all or part of our assets relating to our business or the Website to a third-party, such as by merger, acquisition, bankruptcy proceeding, joint venture, partnership or otherwise, we may transfer or sell your personal information to the new owner. In such a case, unless you agree differently or unless otherwise permitted by applicable law, your information would remain subject to the terms and conditions set forth in this privacy policy.

Except as set forth in this policy, Regal Ware will not sell your personal information to any other organization unless you expressly agree to it (typically by checking a box indicating your consent).

Social Media, Cookies, Web Analytics and Aggregated Data

Social Media

Regal Ware is active on social media pages, such as Facebook, LinkedIn, YouTube, Pinterest, Instagram and Twitter, and Regal Ware may integrate social media widgets or features on the Website. These social media companies may recognize you and collect information about your visit to the Website, and they may set a cookie or employ other tracking technologies. Your interactions with those features are governed by the privacy policies of those companies. Regal Ware may display targeted advertising to you through such social media platforms. Such social media companies have interest-based advertising programs that allow Regal Ware to direct advertisements to users who have shown interest in our products when you visit a social media platform. These advertisements are governed by the privacy policies of those social media companies that provide them.

Cookies

To improve your experience on the Website, we may use “cookies,” web beacons, and other technologies to receive and store certain information when you interact with the

Website. Cookies are small text files that the Website may place on your computer as a tool to remember your preferences. When you visit our Website again, the cookie allows our site to recognize your browser. Cookies may store unique identifiers, user preferences and other information, such as your IP address, what pages you visit or how you arrived at our Website. You may refuse the use of cookies by selecting the appropriate settings on your browser; however please note that if you do this you may not be able to use the full functionality of the Website. To learn more about how we use cookies, please visit our Cookies Policy.

Web Analytics

We may use third-party service providers, including but not limited to Google Analytics, to monitor and analyze the use of the Website.

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic to Google servers in the United States. Google Analytics does not identify individual users or associate your IP address with any other data held by Google. We use reports provided by Google Analytics to help us understand Website traffic, and web page usage. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

Aggregated Data

Regal Ware may take personal and business information and aggregate data so that it is no longer identifiable. Regal Ware may use this information to enhance the features of its Website and services. Regal Ware may also sell or license this aggregated information to third parties or publish the information. Regal Ware will take reasonable precautions to ensure that such aggregated information does not contain any confidential or otherwise identifiable data that could be used to identify its source.

Where Do We Store Your Personal Information?

Regal Ware is based in the United States. Any information collected through the Website or electronic communications as described in this privacy policy may be stored and processed in the United States or any other country in which Regal Ware or its affiliates or service providers maintain facilities. The United States is not recognized as having adequate safeguards. If you are located outside of the United States, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the United States.

How Do We Protect Your Personal Information?

Protecting the safety of your personal information is important to us. We maintain appropriate technical, administrative and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorized

destruction, loss, alteration, access, disclosure or use. Certain pages on the Website may use Secure Sockets Layer (SSL) technology to protect your information as it is transmitted to us. However, SSL technology is not utilized throughout the Website.

However, since no method of Internet transmission is 100% secure, Regal Ware cannot guarantee, ensure or warrant the security of any personal information you transmit to Regal Ware.

For How Long Do We Keep Your Personal Information?

We will keep your personal information until you contact us and tell us to modify or delete it from our servers or until we determine that the personal information is no longer needed to fulfill the purposes for which it was collected. Regal Ware will also retain and use your personal information as necessary to comply with our legal obligations, resolve disputes, protect our assets, and enforce our agreements.

Your Rights in Relation to Our Use of Your Personal Information

You have the right to access, correct, or delete your personal information in certain circumstances. You also have the right to withdraw any consent you have given Regal Ware to process your personal information. If you have questions about the personal information Regal Ware has about you, need to modify, access or delete your information, or want to withdraw your consent for Regal Ware to process your personal information, you can contact us as provided below.

Children's Privacy

Our Website is not directed toward children under 13 years of age. If you are under the age of 13, please do not attempt to use the Website or provide any personal information about yourself. If we learn that we have collected personal information from a child under the age of 13, we will promptly delete that information. If you believe we have collected personal information from a child under the age of 13, please contact us as provided below.

Governing Language

Any translation of this policy is done for local requirements and in the event of a dispute between the English and any non-English versions, the English version of this policy shall govern.

Governing Law and Jurisdiction

Unless otherwise required by applicable law, this policy, and Regal Ware's collection and use of customer information, shall be governed and interpreted in accordance with the laws of the United States and the State of Wisconsin. Any disputes arising out of this policy shall be adjudicated in Milwaukee County, Wisconsin or a federal court of competent jurisdiction in the Eastern District of the State of Wisconsin.

Privacy Policy Changes

Regal Ware reserves the right to change its privacy policy at any time without prior notice. Any changes to the privacy policy will be posted on the Website and will be effective immediately upon posting.

How Can You Contact Regal Ware?

If you have any questions, concerns or complaints about this policy, please contact us at 1-800-765-5795, or 1675 Reigle Drive, P.O. Box 556, Kewaskum, Wisconsin 53040 USA.

We encourage you to contact Regal Ware if you have concerns regarding this policy or our privacy practices. However, any EU resident who feels we have not resolved a privacy concern related to personal information processed or transferred by Regal Ware has the right to submit a complaint to a supervisory authority.