

WEBSITE PRIVACY POLICY

Superior Water Screens Company, Inc. (“we,” “our,” or “us”) respects the privacy of visitors to our website. This Privacy Policy explains how we collect, use, safeguard, and share information obtained through this website.

Effective Date: 04/29/2026

1. Information We Collect

We collect limited information through our website and associated digital tools.

a. Information You Provide

- Contact details such as name, company, phone number, and email address
- Messages, inquiries, or other information submitted via website forms or communications

b. Information Collected Automatically

- IP address
- Browser type and device identifiers
- Pages visited, time spent on site, and referring URLs
- Approximate geographic location derived from IP address

c. Information from Third Parties and Marketing Partners

We may use service-provider business-intelligence, analytics, and marketing platforms (including website visitor identification and lead-generation tools) to better understand how professional visitors and organizations interact with our website.

These providers may collect, infer, or associate website activity with publicly available business or professional contact data (such as company name, industry, or business contact details) to help us identify potential business clients and conduct lawful B2B outreach.

This process is intended to identify organizations or businesses, rather than individual consumers, where reasonably possible.

2. Cookies and Similar Technologies

Our website uses cookies and analytics tools to understand visitor interactions, analyze website performance, and improve functionality.

Third-party services may use cookies or similar technologies to associate site activity with publicly available business information for B2B marketing and lead-generation purposes.

You may manage or disable cookies through your browser settings. Disabling cookies may affect website functionality.

3. How We Use Information

We use information collected through our website to:

- Improve website functionality, content, and user experience
- Monitor and secure website performance and prevent misuse
- Respond to inquiries and provide requested information
- Establish and maintain communication with current or potential business clients
- Conduct lawful B2B marketing, sales outreach, and business development activities

We do not sell personal information for consumer advertising.

We do not engage in consumer behavioral advertising or cross-site profiling.

4. Sharing of Information

We may share website-related information with trusted third-party service providers that assist us in operating our business, such as:

- Website hosting providers
- Analytics and security vendors
- Marketing and lead-generation service providers

These providers process information solely on our behalf and pursuant to contractual obligations.

We do not sell personal information for monetary compensation. However, certain data-sharing activities may be considered a “sale” or “sharing” of personal information under applicable privacy laws.

5. Opting Out of Marketing or Data Sharing

We honor applicable “Do Not Sell or Share My Personal Information” and marketing opt-out requests.

To opt out of targeted B2B communications or request limitation of certain data-sharing activities, submit your written request to 3750 US 23 North, Alpena, MI 49707.

Visitors may also manage cookies through browser settings.

6. Data Retention

Information collected through the website is retained only as long as reasonably necessary to:

- Respond to inquiries and maintain business communication records; and
- Comply with applicable legal, regulatory, or operational requirements.

After that period, information is securely deleted or anonymized.

7. Data Security

We implement reasonable administrative, technical, and physical safeguards, consistent with professional standards, to protect website and communication data against unauthorized access, alteration, or misuse.

However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

8. Your Rights and Choices

Depending on your state or country of residence, you may have the right to:

- Request access to information collected through this website
- Request correction or deletion of such information
- Request information about our data-sharing practices

To exercise these rights, submit your written request to 3750 US 23 North, Alpena, MI 49707.

We may require reasonable identity verification before processing requests.

9. Links to Other Websites

Our website may link to third-party websites or resources. We are not responsible for the content, cookies, or privacy practices of those third-party websites.

10. Updates to This Policy

We may update this Privacy Policy periodically to reflect changes in law, technology, or operational practices. Updates will be posted on this page with a revised Effective Date.