

Firstflex Cables “the seller” Privacy policy

1. The Seller’s commitment to Privacy -the Buyer’s privacy is important to the Seller.
2. The Information the Seller Collects - this Privacy Policy applies to all information collected or submitted on the seller’s Firstflex Cables website. On some pages, the buyer may be able to order products, make requests, and register to receive email updates. The types of personal information collected at these pages include:
 - (a) Name
 - (b) Company
 - (c) E-mail address
 - (d) Address
3. How the Seller Uses Information –
 - (a) The seller uses the information the buyer provides about itself when placing an order to complete that order, and if applicable, to register a security interest on the PPSR. The seller does not share this information with outside parties except to the extent necessary to complete that order and, if applicable, to register a security interest on the PPSR or to complete credit checks where consent has been given. The seller may use the buyer’s e-mail address to communicate with the buyer, for example, to notify special offers or programs the buyer might find of interest.
 - (b) The seller uses the information the buyer provides about someone else when placing an order only to ship the product and to confirm delivery.
 - (c) The seller uses return e-mail addresses to answer the e-mail correspondence received by the seller. The seller may also use these e-mail addresses to provide order status and order tracking information, and to respond to queries.
 - (d) The buyer can register with the seller’s website if the buyer would like to receive updates on the seller’s new products and services or if the buyer would like to receive a catalogue.
 - (e) The Seller may use non-identifying and aggregate information to better design our website and share with its advertising agencies. For example, the seller may tell an advertising agency that X number of individuals visited a certain area on its website, or that Y number of men and Z number of women filled out our registration form, but the seller would not disclose anything that could be used to personally identify those individuals.
 - (f) If the buyer chooses to register or receive products or materials from the seller, or to otherwise give the seller personal information, the seller may store some or all of that personal information and use it for marketing research and marketing purposes.
4. The seller will never sell the buyer’s personal information to any other company. In the event of a criminal investigation or a suspected illegal activity, the seller may be required by law enforcement agencies to share certain personal information.
- 5.. Finally, the seller will never use or share personally identifiable information provided to the seller online in ways unrelated to the ones described above without also providing the buyer an opportunity to opt out or otherwise prohibit such unrelated uses.