



# Privacy Notice

\*This document was last updated in October of 2019\*

## I. Privacy Principles

The Ark Group, LLC values its customers and website visitor's privacy. This **Privacy Notice** applies to all information gathered or maintained by The Ark Group, LLC at [www.arkgroup.com](http://www.arkgroup.com) as well as information transmitted by us via telephone, fax or e-communication and sets forth our current privacy practices with regard to the information we collect when you or your computer interacts with our website.

Our site may contain links to affiliated company websites. We are not responsible for the privacy practices, security measures or content of any such websites. Since we do not have control over Privacy Policies of any third party, we recommend and encourage you to review Privacy Policies of all merchants and third parties before you provide any Personal Information or complete any transaction with such parties.

## II. Definitions

**A. Cookies.** "Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. Cookies cannot be used to run programs or deliver viruses to your computer. When you are given access to the web site with a login and password, we send a small bit of code (a cookie) back to your hard drive via your browser where it is stored temporarily until you close your browser. The Ark Group, LLC. may use cookies to personalize or enhance your user experience. You have the ability to accept or decline cookies. If you decline cookies by changing your browser settings, then be aware that this may disable some of the functionality on our website.

**B. IP Address.** We use your IP address to help diagnose problems with our server, and to administer our web site. Your IP address is also used to help identify you and to gather basic demographic information.

## III. Your Privacy

The Ark Group, LLC is committed to protecting your privacy. By accessing The Ark Group, LLC via our website at [www.arkgroup.com](http://www.arkgroup.com), you acknowledge full understanding of our Privacy Notice and freely consent to the information contained in this Privacy Notice. Although it is necessary in the conduct of business to obtain and use personal information regarding individuals whom we serve, we shall employ and follow sound, reasonable and ethical practices to protect every individual's right to privacy. That being said, most of the information on our website is available to you without the need to disclose any Personal Information. Accordingly, the following principles shall govern the gathering, use and dissemination of any Personal Information gathered by The Ark Group, LLC:

- A.** We **DO NOT** sell customer information.
- B.** We **DO NOT** provide customer information to persons or organizations outside of our affiliated companies for marketing purposes.
- C.** We contractually require any person providing products or services on our behalf to protect the confidentiality of Personal Information.
- D.** We **DO NOT** sell, trade or rent your Personal Information to others.
- E.** We Do Not use or disclose any information outside our affiliate companies, except as required and accepted by law as outlined in Section D.

## IV. Security

Transmissions over the internet are never 100% secure or error free. However, we take reasonable steps to protect your Private Information from loss, misuse, unauthorized access, disclosure, alteration and/or destruction.

## V. Disclosure of Personal Information

- A. What Can I Do Without Disclosing Any Information?** Most of our website is available to you without entering any personal information. You can learn about our services and click on links to other websites without providing any information.
- B. Do I Need To Submit Personal Information?** Most of the information on our website is available to the general public. However, should you choose to purchase a service via the website, you will be required to enter information such as name, address, phone number and credit card information.
- C. What Information Do We Collect And How Do We Collect It?** Through the site, we receive data that you actively submit as well as data that we track:
- D. Will Any Of The Personal Information Collected Be Disclosed To Outside Parties?** We are not in the business of selling or renting your information. We do not share your personally identifiable information with others, except as follows: We may share limited information with trusted business partners, Anyone who has access to your information contractually is obligated to keep your information confidential. We may share your information as required by law or in the interest of protecting or exercising our or other's legal rights, without limitation, in connection with requests from law enforcement officials and in connection with court proceedings. We may share or transfer your information in connection with a prospective or actual sale, merger, transfer or other reorganization of all or parts of our business. Also, we reserve the right to fully use and disclose any information that is not in personally identifiable form (such as statistics and survey results that do not identify you individually by name).
- E. Why do we collect data?** We collect passively tracked data primarily for purposes of administering, protecting and improving our site and our systems, to better understand the preferences of our site visitors, to identify server problems, to compile aggregated statistics about site usage, and to help personalize your experience on our site. We do not deliver third party online advertisements on our sites, but we advertise our products and services on others' websites.

We collect actively submitted data primarily for two purposes: Firstly, for the purpose for which you originally sent us the data (e.g., to provide information to you and secondly, for purposes of contacting you to further discuss your interest in our company, the services we provide and ways we can improve them to provide information on services, promotions and events. You can opt out of receiving marketing emails as explained below.

**Actively Submitted Data:** When you request information, subscribe to a mailing list or for a service, respond to an online survey or otherwise actively send us data, we usually collect data such as your name, e-mail address(es), mailing address(es), telephone number(s), and certain information related to the business you represent such as number of employees and industry type. You can opt out of providing information by not entering it when asked and, if such information is required in order to allow us to respond to your inquiry, you will receive a notice advising you of this. In each such instance, you will know what data we collect through the site, because you actively submit it.

**Passively Tracked Data:** When you visit the site, we also passively track information on your computer and Internet connection, such as the IP address of your computer and/or Internet service provider, the date and time you access the site, the Internet address of websites from which you link to our site, the computer technology you are using and your movements and preferences on our site. We use technology that many other websites employ, including, without limitation, "cookies" or small data files stored on your computer's hard drive, to collect such information. In some instances, we also use cookies to collect information in connection with future visits from that website, to recognize you as a previous visitor, or to track your activity on our site. If you follow a link to the site from an affiliate or promotion, we store information about your arrival from that affiliate or promotion in a session cookie. You do not need to have cookies turned on to visit our site. You can refuse cookies by turning them off on your browser but if you want to access webpages that require registration, you need to accept a mandatory session cookie, which you can delete after you leave the site.

**Combinations:** Unless you also actively submit personal information such as your name or address, passively tracked data does not typically allow us to identify you personally (even though it can theoretically be done, we do not have the means or an interest

to find out who you are, unless you identify yourself voluntarily through an active submission of data). To the extent permitted by applicable law, we reserve the right to combine passively tracked data with personal data that you actively submit.

## **VI. Changes to Privacy Notice**

The Ark Group, LLC reserves the right to change, modify, add or remove portions of this entire Privacy Notice from time to time and at any time. When we do, we will also revise the “Last Updated Notice” at the top of this page. We encourage you to periodically review this Privacy Notice to stay informed about how we are helping to protect the Personal Information we collect. By accessing this site, you acknowledge and accept the current version of this Privacy Notice as posted on the site at that time.

## **VII. Consent**

By reviewing our website, you consent to the collection and use, of the information you disclosed in accordance with this **Privacy Notice**. Your continued use of our website constitutes your consent to our Privacy Notice and all future updates.

### **For More Information:**

For questions or concerns about this Privacy Notice, please contact us at the following address:

PRIVACY OFFICER  
The Ark Group, LLC  
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Elkhorn, NE 68154