



EnergyLogic Privacy Policy
Updated: May 25, 2018

We at EnergyLogic (“EnergyLogic” or “We” or “Our” or “Us”) are committed to protecting your privacy. This Privacy Policy applies to both our Websites (energylogic.com, energylogiccanada.com, napaheaters.com, napafans.com, resources.energylogic.com, info.energylogic.com, firelakeheaters.com, usedoilheaters.com, firelakeincinerators.com, energylogicdealer.com, energylogicteamnet.com) and the Subscription Service via Hubspot. *(HubSpot provides tools for [social media marketing](#), [content management](#), [web analytics](#), [landing pages](#) and [search engine optimization](#). HubSpot has integration features for Customer Relationship Management solutions. Hubspot also provides third-party services such as templates and extensions).* This Privacy Policy governs our data collection, processing and usage practices. It also describes your choices regarding use, access and correction of your personal information. If you do not agree with the data practices described in this Privacy Policy, you should not use the Websites.

We periodically update this Privacy Policy. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice by sending you an email notification, or a notice on the Websites notifying you of changes.

While we will notify you of any material changes to this Privacy Policy, we encourage you to review this Privacy Policy periodically.

If you have any questions about this Privacy Policy or our treatment of the information you provide us, please email info@energylogic.com.

Table of Contents

1. Use of Subscription Service via Hubspot
2. Information We Collect
3. How We Use Information We Collect
4. How We Share Information We Collect
5. International Transfer of Information
6. Cookies and Similar Technologies
7. How to Access & Control Your Personal Data
8. Changes in This Privacy Policy

1. Use of Subscription Service via Hubspot

The Hubspot Subscription Service

Our online Subscription Service via Hubspot allows EnergyLogic to create and share marketing, and sales and customer service content. *(HubSpot provides tools for [social media marketing](#), [content management](#), [web analytics](#), [landing pages](#) and [search engine optimization](#)).*



HubSpot has integration features for Customer Relationship Management solutions. Hubspot also provides third-party services such as templates and extensions). The Subscription Service via Hubspot is also used to help organize sales data about EnergyLogic's sales pipeline (e.g. leads, customers, deals, etc). The information added to the Subscription Service via Hubspot, either by site visitors providing their contact information or when a user adds the information, is stored and managed on Hubspot's service provider's servers. Hubspot is not permitted to access or use this information). This information is then used to contact visitors about their interest in Our products and services and interact with Us.

2. Information We Collect

When You Visit Our Websites

You are free to explore the Websites without providing any Personal Information about yourself. When you visit the Websites, we request that you provide Personal Information about yourself and we collect Navigational Information.

"Personal Information"

This refers to any information that you voluntarily submit to us and that identifies you personally, including contact information, such as your name, email address, company name, billing or shipping addresses, phone number and other information about yourself or your business.

Personal information can also include information about any transactions, both free and paid, that you enter into on the Websites like credit card numbers and expiration dates, serial numbers of purchased products, MAC addresses on your network interface card, any identifying name or number you provide on the computers on which the products are installed, information regarding orders. And information about you that is available on the Internet, such as from Facebook, LinkedIn, Twitter and Google, or publicly available information that we acquire from service providers.

Personal information also includes Navigational Information where such information can directly or indirectly identify an individual. Navigational information refers to information about your computer and your visits to Our Website such as your IP Address, geographical location, browser type, referral source, length of visit and pages viewed. Please see the "Navigational Information" section below.

Log Files

When you use our services or view content provided by us, we automatically collect information about your computer hardware and software. This information can include your IP address, browser type, domain names, internet service provider (ISP), the files viewed on our site (e.g. HTML, pages, graphics, etc.), operating system, clickstream data, access times and



referring website addresses. This information is use by EnergyLogic for the operation of the Website and Subscription Service via Hubspot, to maintain quality of those entities and to provide general statistics regarding used of the EnergyLogic Website. For these purposes, we do link this automatically-collected data to Personal Information such as name, email address, address and phone number.

Information We Collect From Third Parties

From time to time, we may receive Personal Information about you from third party sources including partners, manufacturers or government such as a postal service providing notices of change of addresses and providers of consumer data, to enable us to update and correct the information contained in our database. We may use that Personal Information to serve you and your needs or offer recommendations and special offers.

Information About Children

We do not sell any items ordered through this Website directly to anyone who we know to be under the age of 18. If you are under the age of 18, you should not use this Website to submit orders or purchase any items. In addition, we do not collect online any Personal Information from anyone who we know to be under the age of 13. If you are under the age of 13, you should use this Website only with the supervision of a parent or guardian and show not submit any Personal Information.

3. How We Use Information We Collect

Compliance with Our Privacy Policy

We use the information we collect only in compliance with this Privacy Policy.

We Never Sell Personal Information

We will never sell your Personal Information to any third party.

Use of Personal Information

In addition to the uses identified elsewhere in this Privacy Policy, we may use your Personal Information to:

- Improve your browsing experience by personalizing the Websites
- Send information or EnergyLogic content to you which we think may be of interest to you by post, email, or other means and send you marketing communications relating to your business
- Promote our products and services to you and share promotional and information content with you in accordance with your communication preferences



- Provide other companies with statistical information about our users – BUT this information will not be used to identify any individual user
- Send information to you regarding changes to our Customer Terms of Service, Privacy Policy (including our Cookie Policy) or other legal agreements
- Meet legal requirements

We may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, we do not transfer your Personal Information to the third party.

Legal Basis for Processing Personal Information (EEA Visitors Only)

This section of the Privacy Policy is specific visitors/customers located in the European Economic Area (EEA).

Our legal basis for collecting and using the Personal Information described above will depend on the Personal Information concerned and the specific context in which we collect it. However, we will normally collect Personal Information from you only where we have your consent to do so, where we need the Personal Information to perform a contract with you, or where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to collect Personal Information from you.

If we ask you to provide personal information to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your Personal Information is mandatory or not (as well as of the possible consequences if you do not provide your Personal Information). Similarly, if we collect and use your Personal Information in reliance on our legitimate interests (or those of any third-party), we will make clear to you at the relevant time what those legitimate interests are.

Use of Navigational Information

We use Navigational Information to operate and improve the Websites, email marketing, and marketing automation. We may also use Navigational Information alone or in combination with Personal Information to provide you with personalized information about EnergyLogic products and services.

Customer Testimonials and Comments

We post customer testimonials and comments on our Websites, which may contain Personal Information. We obtain each customer's consent via email prior to posting the customer's name and testimonial.



Use of Credit Card Information

If you give us credit card information, we use it solely to collect and process payment from you. We use a third-party service provide to manage credit card processing. This service provider is not permitted to store, retain, or use information you provide except for the sole purpose of credit card processing on our behalf.

Security of Personal Information

We use a variety of security technologies and procedures to help protect your Personal Information from unauthorized access, use or disclosure. We secure the Personal Information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. All Personal Information is protected using appropriate physical, technical and organizational measures.

Social Media Features

Our Websites include Social Media Features, such as the Facebook “Like” button and Widgets, such as the “Share This” button or interactive mini-programs that run on our Websites. These features may collect your IP address, which page you are visiting on our Websites, and may set a cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third-party or hosted directly on our Websites. This Privacy Policy does not apply to these features. Your interactions with these features are governed by the privacy policy and other policies of the companies providing them.

External Websites

Our Websites provide links to other websites. We do not control, and are not responsible for, the content or practices of these other websites. Our provision of such links does not constitute our endorsement of these other websites, their content, their owners, or their practices. This Privacy Policy does not apply to these other websites, which are subject to any privacy and other policies they may have.

Retention of Personal Information

How long we keep information we collect about you depends on the type of information, as described in further detail below. After such time, we will either delete or anonymize your information or, if this is not possible, then we will securely store your information and isolate it from any further use until deletion is possible.

We retain Personal Information that you provide to us where we have an ongoing legitimate business need to do so (for example, as long as is required in order to contact you about our products or services, or as need to comply with our legal obligations, resolve disputes and enforce our agreements).



When we have no ongoing legitimate business need to process your Personal Information, we securely delete the information or anonymize it or, if this is not possible, then we will securely store your Personal Information and isolate it from any further processing until deletion is possible. We will delete this information from the servers at an earlier date if you so request, as described in “To Unsubscribe from Our Communications” below.

If you have elected to receive marketing communications from us, we retain information about your marketing preferences for a reasonable period of time from the date you last expressed interest in our content, products, or services, such as why you last opened an email from us. We retain information derived from cookies and other tracking technologies for a reasonable period of time from the date of such information was created.

4. How We Share Information We Collect

Service Providers

We employ other companies and people to provide services to visitors to our Websites and our customers and may need to share your information with them to provide information, products or services to you. Examples may include but are not limited to, development, operation and maintenance of our Websites, management of customer accounts, payment processing and authorization, fraud protection and credit risk reduction, product customization, order fulfillment and shipping, gift card processing and management, marketing and promotion activities, Website evaluation, data analysis and where applicable, data cleansing. We may provide personal information to these third-parties, but we authorize them to use this information only in connection with the services they perform on our behalf. In all cases where we share your information with such agents, we explicitly require the agent to acknowledge and adhere to our privacy and customer data handling policies.

EnergyLogic “Dealer Network”

In addition, we may share data with our trusted “Dealer Network” to contact you based on your request to provide product information & customer service and support. Our “Dealer Network” consists of third-party partners that sell our products and will service your products. They are a completely separate entity from EnergyLogic. Such third-parties are required to maintain confidentiality of your information.

Corporate Events

If we are required by another company, whether by merger, acquisition, bankruptcy or otherwise, that company would receive all information gathered by EnergyLogic on the Websites and Subscription Service via Hubspot. In this event, you will be notified via email and/or a prominent notices on our Website, of any change in ownership, uses of your Personal Information, and choices you may have regarding your Personal Information.

Compelled Disclosure



We reserve the right to use or disclose your Personal Information if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with law, court order, or legal process.

5. Cookies and Similar Technologies

Cookies

EnergyLogic uses cookies or similar technologies (such as web beacons or pixels) to analyze trends, administer the website, track users' movement around the website, and to gather demographic information about our user base as a whole.

We may, from time to time, also use pixels, or transparent GIF files, to help manage online advertising. These files enable our ad management partners to recognize a unique cookie on your web browser, which in turn enables us to learn which advertisements bring users to our Website. The cookie was placed by us, or by another third-party who works with our ad management partners. With cookies, the information that we collect and share is anonymous and not personally identifiable. It does not contain your name, address, telephone number, or email address and is strictly for us to better understand effectiveness of our online campaigns. To find out more about how we use cookies on our Website and how to manage your cookie preferences, please see our [Cookie Policy](#).

Advertising

We partner with a third party ad network to either display advertising on our Website or to manage our advertising on other sites. Our ad network partner uses cookies and web beacons to collect information about your activities on this and other Websites to provide you targeted advertising based upon your interests. If you wish to not have this information used for the purpose of serving you targeted ads, you may opt-out by clicking here: <http://preferences.truste.com> (or if located in the European Union, by clicking here: <http://www.youronlinechoices.edu>). Please note this does not opt you out of being served advertising. You will continue to receive generic ads.

Third-Party Tracking Technologies

The use of cookies and web beacons by any tracking utility company is not covered by our Privacy Policy or Cookie Policy.

6. How To Access and Control Your Personal Information

Reviewing, Correcting and Removing Your Personal Information

You have the following protection rights:

- You can request access, correction, updates or deletion of your personal information



- You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information
- If we have collected and processed your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your personal information. Contact details for data protection authorities in the EEA, Switzerland and certain non-European countries (including US and Canada) are [available here](#)).

To exercise any of these rights, please contact us at info@energylogic.com. We will respond to your request to change, correct, or delete your personal information within a reasonable timeframe and notify you of the action we have taken.

Anti-Spam Policy

EnergyLogic will not send unsolicited commercial emails. Each email sent by Us will contain an “opt-out” mechanism. We will not send emails to users that have “opted-out” from our email subscription lists.

To Unsubscribe From Our Communications

You may unsubscribe from our marketing communications by clicking on the “unsubscribe” link located on the bottom of our emails, updating your communication preferences or by sending us an email at info@energylogic.com.

7. Changes in This Privacy Policy

How will you know when changes are made

Our Website will continue to evolve to bring you new features and services to implement technological advances. As a result, we may change this Privacy Policy from time to time without prior notice. Revised versions of this Privacy Policy will be posted on this Website, together with an updated effective date. In some cases, we may also send an email notifying users of the changes. You should check this Website periodically to see if any recent changes to this Privacy Policy have occurred. By continuing to use this Website after we post any such changes, you accept the Privacy Policy as modified.

Effective Date

This Privacy Policy is effective as of May 25, 2018.