

PRIVACY POLICY

BASiC Research Laboratories, LLC (hereinafter, “BASiC”, “we”, “us” or “our”) is committed to protecting the privacy of your personal information and your customers’ personal information, including contact information and billing information (collectively, the “Information”). Capitalized terms used but not defined herein shall have the meanings assigned to them in our Terms and Conditions (the “Terms”).

As you and your customers navigate the Website, BASiC may collect information through the use of commonly-used information-gathering tools, such as cookies (“Website Navigational Information”). Website Navigational Information includes standard information from the web browser (such as browser type and browser language), Internet Protocol (“IP”) address, and the actions taken on the Website (such as the web pages viewed and the links clicked).

USE OF INFORMATION

BASiC may use the Information to perform the Services requested. Other than the uses stated in the Terms, BASiC does not use or share the Information for any purpose unless required to do so by law or if BASiC reasonably believes that use or disclosure is necessary to protect BASiC’s rights and/or to comply with a judicial proceeding, court order, or legal process.

We may use the Information for limited purposes, including to:

- administer and communicate with you about your Account;
- provide and deliver products and the Services, process and complete transactions and send you related information, including purchase confirmations, invoices, updates, security alerts, recall notices and support and administrative messages;
- provide, maintain, and improve the Services;
- investigate and prevent fraudulent transactions and other illegal activities;
- respond to your comments and questions and provide customer service;
- communicate with you about BASiC’s products, services, offers, promotions, news, upcoming events, and other information we think will be of interest to you;
- monitor and analyze trends, usage and activities;
- personalize the Services and provide advertisements, content, or features that are targeted toward your interests; and
- BASiC may share the Information with BASiC’s own service providers to facilitate use of the Services. We do not share, sell, rent, or trade any Information with third parties for their promotional purposes.

Internally, BASiC’s employees may be required to access the Information in order to perform their job responsibilities. These employees are limited in number, and are committed to BASiC’s privacy policies set forth herein. Any employee who violates such privacy and/or security policies is subject to disciplinary action up to termination and civil and/or criminal prosecution.

We may use a third-party service provider to facilitate and manage credit card processing. These credit card service providers are not permitted to store, retain, or use billing information except for the sole purpose of credit card processing on BASiC’s behalf.

BASiC uses Website Navigational Information to operate and improve the Website and the Services. We may also use Website Navigational Information alone or in combination with the Information to provide aggregated information for data analysis relating to BASiC's business.

WEBSITE NAVIGATIONAL INFORMATION

Set forth below are the types of Website Navigational Information that may be collected on BASiC's Website and how this information may be used.

Cookies

BASiC uses cookies to make interactions with its web pages easy and meaningful. When you or your Authorized Users visit the Website, BASiC's servers will send a cookie to your or your Authorized Users' computer. Standing alone, cookies do not personally identify an individual. Cookies merely recognize the web browser. Unless an individual chooses to identify himself/herself to BASiC, such as opening an Account or entering login information, individuals remain anonymous to BASiC.

BASiC uses session cookies containing encrypted information to allow BASiC to uniquely identify you. Each time you log into the Services, a session cookie containing an encrypted, unique identifier that is tied to your Account is placed on your browser. These session cookies allow BASiC to uniquely identify you when you log into the Services and to process online data transactions and requests. Session cookies are required to use the Services.

IP Addresses

When you or your Authorized Users visit the Website, BASiC collects the IP addresses to track and aggregate non-personal information. For example, BASiC uses IP addresses to monitor the regions from which you and your Authorized Users navigate the Website.

SECURITY

BASiC takes reasonable measures, including administrative, technical, and physical safeguards, to protect the Information from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction. When the Services are accessed using the Internet, Secure Socket Layer (.SSL.) technology protects the Information using both server authentication and data encryption. These technologies help ensure that the Information is safe, secure, and only available to you and those to whom you have granted access. BASiC also implements other advanced technology measures to prevent interference or access from outside intruders. BASiC offers enhanced security features within the Services that permit you and your Authorized Users to configure security settings to the level they deem necessary, such as forced password changes and IP-restrictions. You and your Authorized Users are responsible for maintaining the security and confidentiality of your and your Authorized Users' usernames and passwords.

QUESTIONS OR ADDITIONAL INFORMATION

If you have questions regarding our Privacy Policy or wish to obtain additional information, please contact us at info@basichaircarepro.com.