



September 25, 2023

Privacy Policy

Sentry Mirror values your privacy. This Privacy Policy describes the privacy practices of Sentry Mirror ("Sentry Mirror"), and how we collect information from you when you visit and use Sentry Mirror's websites, mobile applications, or other on-line services or platforms ("Services"). This Privacy Policy only applies to those Services operated by or for Sentry Mirror, including Sentry Mirror.com and SentryMirror.azurewebsites.net.

Sentry Mirror does not generally require your personal information to visit and use the Services. However, if you choose to participate in certain activities associated with the Services, such as providing general comments or making purchases from our on-line store, you may be required to provide your personal information. When you provide personal information through the Services, you are agreeing to our collection and use of such information as described in this Privacy Policy, subject to additional terms stated herein.

Overview of Use of Services and Information Collected

For each visitor to or user of Sentry Mirror's Services, Sentry Mirror's Web server automatically recognizes and stores computer-readable information, such as the visitor's IP address and domain name combination. This is typically anonymous information automatically provided by your computer. Sentry Mirror uses this information to follow visitor traffic patterns through the Services to improve user experience. If your Internet browser employs blocking or "Do Not Track" technology that limits recognition or the collection of such computer-readable information, Sentry Mirror will not alter or bypass such technology. Sentry Mirror does not provide access to third parties to track your personal information through your use of the Services.

When you visit or use the Services, Sentry Mirror may use "cookies" to store certain information on your computer that allows us to customize your visit to Sentry Mirror's Services or to simply facilitate signing in to the Services. Most browsers automatically accept cookies, but your browser settings can be adjusted to erase or block cookies or receive a warning before a cookie is stored. Please refer to your browser instructions or help screen to learn more about these functions.

In order to provide some of our services to you, including on-line purchases or comment entries, Sentry Mirror may ask for some of your personal information, including your email address, name, mailing address, telephone number, or persistent identifier (such as a customer number held in a cookie). You should provide such personal information accurately, so we can communicate with you, perform services for you, or process your requests relating to any of your information that we have.

If you need to inform us about any changes to your personal information, or any changes you wish to make to Sentry Mirror's retention of your information, you can contact us through the "Contact Us" page at SentryMirror.com.

Information Collected by Sentry Mirror

In addition to the information described above that Sentry Mirror may collect through your use of the Services (e.g., IP addresses, cookies), Sentry Mirror may have collected the following types of information that could constitute “personal information”.

Identifiers: names, signatures, aliases, postal addresses, telephone numbers, unique personal identifiers, online identifiers, Internet Protocol addresses, e-mail addresses, Social Security numbers, driver’s license numbers, passport numbers, employment history, credit card numbers, bank account numbers, debit card numbers, medical information, health insurance information, or other similar identifiers

Information protected against security breaches: names, Social Security numbers, driver’s license numbers, passport numbers, credit card numbers, bank account numbers, debit card numbers

Protected legal characteristics: race, gender

Commercial information: product shipment addresses, purchase histories

Internet activity: information on customers’ interactions with the Services, interaction with social media sites maintained by Sentry Mirror

Audio information

Employment information: employment history within or outside Sentry Mirror

Educational information from education history

Geolocation data

Inferences about personal preferences: use of or visits to the Services; product purchases and reviews

Please note that different jurisdictions may have varying definitions for personal information. You should check with local resources to determine how personal information is defined where you reside.

Sources of Information Collected by Sentry Mirror

Sentry Mirror may collect personal information through these sources:

Customers providing information directly to Sentry Mirror, such as through Sentry Mirror’s “Contact Us” page, calls or e-mail made to our Customer Service department, or calls or e-mail to other Sentry Mirror departments

Customers using the Services

Employment applications

Points of purchase for Sentry Mirror’s products and services

Social media sites maintained by Sentry Mirror

On-line purchases or donations

Vendor data used to provide services to Sentry Mirror

Information provided at Sentry Mirror events or locations

Information provided to obtain Sentry Mirror food services

Geographic data and preferences from use of mobile applications

Use of Information

When Sentry Mirror receives your personal information, we may use your information or disclose your personal information to third parties in the following instances:

you request or authorize it

to satisfy a reason or request for which you provided the information

to complete a transaction, donation, purchase, or payment

to prevent fraud

to respond to communications from you

to process employment applications or employment history inquiries

to provide, personalize, develop, and support the Services and other services provided by Sentry Mirror

- to perform research on consumer preferences and habits
- to comply with laws, regulations, governmental and quasi-governmental requests, court orders or subpoenas, and legal investigations
- to enforce our Terms of Use or other agreements
- to protect the rights, property, safety, and security of Sentry Mirror, you, and others
- to allow our agents, outside vendors, or service providers to perform functions on our behalf, such as order processing, merchandise shipments, and application processing
- for other purposes consistent with this Privacy Policy

We may also gather aggregated data about you and disclose such aggregated data, without any personally identifiable information, to third parties for research purposes.

Purposes for Transactions of Personal Information

Sentry Mirror does not sell your personal information to third parties for monetary consideration. Sentry Mirror may have provided personal information to third parties for other consideration, such as research relating to customer geographic data, customer social media use, and customer mobile application use. Such personal information includes:

- Identifiers: personal identifiers, online identifiers, Internet Protocol addresses
- Internet activity: information on customers' interactions with the Services and social media sites maintained by Sentry Mirror
- Geolocation data

Sentry Mirror may have used or disclosed personal information to trusted third parties for business purposes. These business purposes include:

- Security: protecting against fraud and malicious activity
- Related personal information: credit card numbers, debit card numbers, bank account information, names
- Short-term use: contextual ad customization that does not involve or contribute to profiling
- Related personal information: IP addresses, geolocation data, social media identifiers
- Performing services: customer service; processing transactions; marketing
- Related personal information: name, e-mail addresses, phone numbers, addresses, credit card numbers, debit card numbers, bank account information, geolocation data, purchase histories
- Internal research to develop or demonstrate technology
- Related personal information: geolocation data, social media identifiers, IP addresses, product purchases and reviews, unique personal identifiers
- Testing or improving the Services or other products and services provided by Sentry Mirror
- Related personal information: geolocation data, social media identifiers, IP addresses, e-mail addresses, voicemail, product purchases and reviews, unique personal identifiers, online identifiers
- Processing job applications and providing employment opportunities
- Related personal information: names, signatures, aliases, postal addresses, telephone numbers, e-mail addresses, Social Security numbers, driver's license numbers, passport numbers, employment history, race, gender, education history

Sentry Mirror only shares this personal information to the extent necessary to fulfill these business purposes. We require such third parties to maintain security measures to ensure privacy and security for personal information.

Third Party Sites

Sentry Mirror's Services and communications through the Services may contain links and pointers to other third party websites, including, without limitation, advertising and social media platforms. This Privacy Policy does not apply to these third party websites, and we are not responsible for the privacy practices, policies, or content of any such third party websites, even if you link to them through the Services or communications related to the Services. We have no control over how such third party websites collect or use personal information, and we have no responsibility for any personal information you provide or content you post on such third party websites. We encourage you to read and understand the privacy policies of any third party websites that you visit.

Credit Card Purchases

Sentry Mirror may ask you to provide a credit card number in order to purchase a product. Credit card transactions are processed by a third party professional payment authorization service selected by Sentry Mirror to provide added security and reliability. Only the purchase price and the credit card information provided by you are supplied to this third party service. Information collected during credit card transactions is maintained in the service's database for accounting and billing purposes and is not released to other third parties. Sentry Mirror does not maintain a copy of your credit card information on its servers and will not use your credit card information for any purpose other than processing your order.

Privacy Rights for California Residents

If you are a California resident, you have certain privacy rights under the California Consumer Privacy Act ("CCPA") regarding your personal information. These include:

- the right to request Sentry Mirror to disclose what personal information is collected and how it is used;
- the right to request Sentry Mirror to disclose how it sells your personal information;
- the right of non-discrimination if you make a request about your personal information; and
- the right to opt out of having your personal information sold

You can submit requests about your information to the following:

Customer Service
Sentry Mirror Inc.
201 Bernoulli Circle, Unit A
Oxnard, CA 93030
E-mail: info AT SentryMirror.com

Phone: 805-892-8059

You may only make two requests over a 12-month period. Sentry Mirror will respond to your request within 45 days of receiving your request and will provide information from the 12-month period prior to your request.

There are some exceptions to these requests. For example, Sentry Mirror can keep your personal information for certain business purposes, such as processing payments for merchandise you order or undertaking internal research for our technological developments.

Additionally, the CCPA provides for certain exemptions, such that requests under the CCPA cannot prevent Sentry Mirror's ability to:

- comply with federal, state, or local laws;
- comply with certain requests by legal authorities;

- cooperate with enforcement agencies;
- exercise or defend legal claims;
- collect, use, retain, sell, or disclose consumer information that is deidentified or aggregate consumer information;
- collect or sell personal information if all aspects of such transactions occur wholly outside California;

or

- preserve evidentiary privileges

In some instances, Sentry Mirror may refuse to respond to such a request based on an exemption, a legal requirement, or other business or legal policy. Sentry Mirror will inform you as to the basis for refusing any such request.

Security

Sentry Mirror takes great care in maintaining the security of your personal information and in preventing its unauthorized access by employing appropriate technology and internal procedures. When we transmit sensitive personal information through our Services, we protect it through the use of encryption, such as Secure Socket Layer (SSL) protocol. However, Sentry Mirror does not guarantee that unauthorized access is completely preventable in every circumstance, as no method of electronically storing or transmitting data is completely secure. It is highly recommended that you monitor your credit card activity and use of your personal information on a regular basis.

Notice Regarding Minors

Sentry Mirror strongly believes in protecting and maintaining the privacy rights of children. Sentry Mirror's Services are not intended to be used by or targeted to children under age 13. We do not intend to collect personal information through our Services from children under age 13. If we receive actual knowledge that we have collected any individually identifiable information about a child under age 13, we will delete that information and not use or disclose the child's information except as may be required by law. If you are a parent or legal guardian and believe your child under age 13 has provided us with personally identifiable information, you can write us at the address provided at the end of this Privacy Policy or through the "Contact Us" page at Sentry Mirror.com.

Sentry Mirror does not intend to collect personally identifiable information from children under age 18 (or under the age of majority in their jurisdiction of residence) without permission from a parent or guardian. Sentry Mirror strongly encourages all parents to supervise their children's on-line activities and regularly monitor their children's use of the Internet, including use of Sentry Mirror's Services. Parents should consider using parental control tools and other services to assist them in supervising their children's on-line use or on-line disclosure of their name, address or other personal information without parental consent.

Request to Remove Posts by Minors

If you are under age 18 and you posted content on one of Sentry Mirror's Services that you no longer want anyone to see, you can send a request to Sentry Mirror to remove that content. To send a request, contact Sentry Mirror's Customer Service department using the information and instructions on the "Contact Us" page at Sentry Mirror.com or write us at the address provided at the end of this Privacy Policy. We will review your request and determine whether your request is appropriate for proper removal of content. You should be aware that even if Sentry Mirror attempts to remove content per your request, this does not ensure complete or comprehensive removal of the content posted on Sentry Mirror's Services.

This provision only applies to Sentry Mirror's Services and does not apply to any websites operated by third parties that may have content related to Sentry Mirror and its Services, such as social media sites.

Also, this provision only applies to content that you post yourself and does not apply to content posted by third parties, even if it refers to you.

Use and Disclosure of Anonymous Aggregated Information

Sentry Mirror may collect, aggregate, and maintain anonymous information about our Services' users, such as interests, purchasing habits, and the like. Sentry Mirror may use this information for tailoring content and advertising to deliver a better experience for our users. Sentry Mirror may also share such aggregate information about the Services' users with business partners and other third parties for the purposes described above.

Consent

Your continued use of the Services constitutes your agreement to this Privacy Policy and any updates. By accepting the terms of this Privacy Policy, you are consenting to the collection and processing of all personal information provided by you through your use of the Services and sharing of such information in accordance with the terms of this Privacy Policy.

Changes to Privacy Policy

Sentry Mirror may revise this Privacy Policy on occasion and will always post the most current version with the Services. For any material change to this Privacy Policy, particularly any change relating to the collection and use of your personal information, we will notify you (for example, by posting a notice with the Services or sending an e-mail to an e-mail address that you had agreed to provide). Your continued use of the Services and/or provision of your personal information constitute your acceptance of our updated Privacy Policy. We encourage you to periodically review this Privacy Policy to stay informed about our use and protection of your personal information.

Revocations of Policy and Questions

You may revoke acceptance of the terms of this Privacy Policy, request that your e-mail address or other personal information is not shared, or send any other inquiries about our practices relating to personal information and Privacy Policy by writing us at:

Customer Service
Sentry Mirror Inc.
201 Bernoulli Circle, Unit A
Oxnard, CA 93030
E-mail: info AT SentryMirror.com