

Privacy Policy

For the purposes of this privacy policy, "corporate affiliates" means any entity or joint venture that is wholly or partially owned or controlled by ODL. "Personal information" means information that identifies you, including without limitation your name, address, telephone number and email address.

This Privacy Policy describes ODL, Inc.'s ("we" or "us") privacy practices for the websites where it is posted (the "Site") and does not cover other websites not owned or operated by us. The purpose of this Privacy Policy is to describe what data we are collecting, why and how it will or will not be used, and the terms that govern that use.

Information We Collect

We may ask you to provide personal information when you

- Request services, support, quotes, or information;
- Participate in surveys or other promotional activities;
- Subscribe to (e)newsletters, promotional materials, or other media and/or materials;
- Use the "contact us" feature on our website.

Information we may request includes your name, email address, home address, telephone number, age, gender, and purchasing data.

We may also collect demographic information, such as your business or company information, age, gender, interests, preferences, and favorites. Forms that you may fill in will indicate whether information requested is mandatory or voluntary.

We may collect information, which is not personally identifiable information, about your visits to our websites, including the pages you view, the links and ads you click, search terms you enter, and other actions you take in connection with the ODL websites and services. We may also collect certain information, again not personally identifiable, from the browser you used to come to our website, such as your Internet Protocol (IP) address, browser type and language, access times, the Uniform Resource Locator (URL) of the website that referred you to our website and to which URL you browse away from our site if you click on a link on our site. One manner of collecting this information is through cookies, which are small bits of data stored on your computer's hard drive based on your Internet activity. You may configure your browser settings to not accept cookies, however, doing so may interfere with your ability to use the full functionality of the Site. We may use cookies, pixel tags, clear GIFs, Google Analytics or other third-party analytics and similar technology. We use this information to measure the use of the Site and to improve the Site.

In order to offer you a more consistent and personalized experience in your interactions with ODL, information collected through one source may be combined with information obtained

through other ODL resources. We may also supplement the information we collect with information obtained from other parties.

How We Use Your Personal Information

We may use your personal information to:

- Deliver the services and support, or carry out, the transactions you have requested;
- Send communications to you, such as information about products and services available from ODL and its affiliates, promotional offers and surveys;
- Communicate with you in response to your submissions to us;
- Customize, analyze, and improve our products, services (including the content and advertisements on our website), technologies, communications and relationship with you;
- Enforce our website terms and/or separate contracts (if applicable) with you;
- Prevent fraud and other prohibited or illegal activities;
- Protect the security or integrity of the website, our business, or our products or services;
- or
- Otherwise, as disclosed to you at the point of collection.

Personal information collected may be stored and processed in the United States or any other country in which ODL or its corporate affiliates, subsidiaries or agents maintain facilities; and by using ODL products and services (including our website), you consent to any such transfer of information outside of your country.

Anonymous information tracked (i.e. “nonpersonal information” such as an IP address or activity on our website) will only be used for advertising and marketing purposes. Such anonymous information is not tied to any particular individual and cannot be used to uniquely identify, contact, or locate a specific person.

Disclosing Personal Information

We may share your personal information with corporate affiliates to carry out transactions you request, or to make our business or that of our corporate affiliates more responsive to your needs, which includes our corporate affiliates providing you with information about ODL products and services. We may also disclose your personal information in connection with law enforcement, fraud prevention or other legal action; as required by law or regulation; or if ODL reasonably believes it is necessary to protect ODL, its customers, or the public.

In addition, we may share your personal information to carry out transactions you request with entities that perform functions on behalf of ODL or help ODL or our affiliates to customize, analyze, and/or improve our communication or relationship with you. This may include requests relating to ODL and ODL-branded products or services. We will only share your information with entities who share ODL's commitment to protecting your personal information. Except as described above, we will not disclose your personal information to third parties for their own marketing purposes unless you have provided consent.

Collection and Use of Children’s Personal Information

This website is not for use by children (i.e. individuals under the age of 18). ODL takes children’s privacy seriously, and consistent with the Children’s Online Privacy Protection Act (“COPPA”), we do not knowingly request or accept personal information from children under the age of thirteen (13) through our websites. If we become aware that an individual under the age of 13 has provided information to ODL through our websites, we will not use or disclose that individual’s information for any purpose unless required to do so by law.

Links to Other Websites

This website may contain links to or pop-ups with contents of other websites. Such links are provided as a resource only, and unless otherwise indicated, ODL is not endorsing or indicating an affiliation with those third parties or third-party websites.

Please be aware that those third-party websites that may be accessed through our website may collect personally identifiable information about you. The information practices of those third-party websites linked to BlinkODL.com are not covered by this Privacy Policy, and we are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every website that collects personally identifiable information.

Changes to this Privacy Policy

We will occasionally update this Privacy Policy. If we make changes to the Privacy Policy or make any material changes to how ODL will use your personal information, we will revise the Privacy Policy to reflect such changes and revise the statement’s effective date, included at the end of this section. We encourage you to periodically review this statement to be informed of how ODL is protecting your personal information.

Contacting Us

If you have questions regarding the Blink website or our privacy practices, please feel free to contact us.