

# Privacy Policy

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## 1. Overview

This Privacy Policy (“Privacy Policy” or “Policy”) covers how Geotek, LLC or its affiliates (collectively, “Geotek,” “we,” “us,” or “our”) handles the processing of Personal Information in connection with our website <https://geotek.com> (“Site”) and products or services (“Services”).

This Policy, along with our Terms of Use, governs your use of this Site and our Services. A link to our Terms of Use is provided at the bottom of each page of this Site. Your use of this Site and our Services constitutes your agreement that all information collected from or about you will be subject to the terms of the Policy and our Terms of Use. If you do not consent to the collection, use, processing, disclosure, and transfer of your information as described in this Policy (and any Privacy Notices that apply to you), you may not use this Site or our Services. If you have questions about this Policy, or any Privacy Notice, please contact us using the information provided below.

“Personal Information” is data about an individual who can be identified from that data, or by combining it with other data. Personal Information is usually your name in combination with another identifier, such as date of birth, postal address, telephone number, or government-issued identification number. Personal Information does not include anonymous or aggregated data that can no longer be used to identify a specific person, even if combined with other data. The specific definition of Personal Information varies from one jurisdiction to another.

## 2. Personal Information Collected

The Personal Information Geotek collects depends on how you interact with Geotek. When you place an order, contact us (including by social media), participate in an online survey, or otherwise interact with Geotek, we may collect a variety of information, including:

- Device Information. Data such as computer or mobile device type, browser type, online and/or unique personal identifiers, IP address, and geolocation information.
- Identity. Data such as name.
- Contact Information. Data such as email address, physical address (or other property details), phone number, or other contact information
- Other Information You Provide to Us. Details such as the content of your communications with Geotek, including interactions with customer support and contacts through social media channels, and information regarding products you have obtained or are considering obtaining

If you interact with us on social media platforms (such as Instagram, Facebook, Twitter, Google, and YouTube), we may collect information that you or the platform shares with us. For more information about these platforms' privacy practices, please review their privacy policies and privacy settings.

You are not required to provide the Personal Information that we have requested. However, if you choose not to do so, in many cases we will not be able to provide you with our Services or respond to requests you may have.

### **3. Personal Information from Other Sources**

Geotek may receive Personal Information about you from other individuals, from businesses or third parties acting at your direction, from our partners who work with us to provide our services and assist us in security and fraud prevention, and from other lawful sources.

- Individuals. Geotek may collect data about you from other individuals — for example, if you are listed as a contact by a co-worker for an order delivery.
- At Your Direction. You may direct other individuals or third parties to share data with Geotek.

### **4. Use of Personal Information**

In addition to the purposes mentioned above, Geotek uses Personal Information to communicate with you, for security and fraud prevention, and to comply with law. We may also use Personal Information for other purposes with your consent.

We may also use your Personal Information to improve our Site and to enforce this Policy and our Terms of Use.

### **5. Sharing of Personal Information**

Geotek may share Personal Information with Geotek-affiliated companies, employees who perform their jobs and service your needs, service providers who act on our behalf, our partners or others at your direction:

- Employees. Our employees may access your Personal Information to perform their jobs and service your needs.
- Service providers. We may share information with service providers who help us provide, maintain, and improve the Services, including IT service and hosting providers, web analytics providers, and payment processors. In some instances, service providers will be directly responsible to you for their use of your Personal Information. They may be obliged by law to provide you with additional information regarding the Personal Information that they hold about you and how and why they process that information. Further information may be provided to you in a separate notice or may be obtained from such service providers directly, for example, via their websites.
- As Described in a Privacy Notice. We reserve the right to disclose your information as described in any Privacy Notice posted on a page of this Site where you provide that information. By providing your information on that page you will be consenting to the disclosure of your information as described in that Privacy Notice.
- Others. Geotek may share Personal Information with others at your direction or with your consent. We may also disclose information about you if we determine that for purposes of law enforcement disclosure is necessary or appropriate. We may also disclose information about you where there is a lawful basis for doing so, if we determine that disclosure is reasonably necessary to enforce our terms and conditions or to protect our operations, or in the event of a reorganization, financing, merger, or sale.

In addition, we may share aggregate, non-individual information, incapable of identifying a particular person, with third parties for lawful purposes.

## **6. Cookies and Third-Party Tools**

Cookies are small, sometimes encrypted text files that are stored on computer hard drives by websites that you visit. They are used to help users navigate websites efficiently as well as to provide information to the owner of the websites. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

When you visit the Site, we may place a “cookie” or other online tracking device (e.g. web beacons, clear GIF, pixels, internet tags, code snippets, and app embeds) that recognizes you when you visit the Site. These are used for technical convenience to store information on your computer. The Site utilizes, when enabled, advertising cookies to inform targeted advertising initiatives. These cookies further track advertising performance to deliver relevant Geotek products and services through third party platforms.

You may set your browser to notify you when you receive a cookie. Many web browsers also allow you to block cookies. If you block cookies you may not be able to access certain parts of the Site. You can disable cookies from your computer system by following the instructions on your browser or at [www.youradchoices.com](http://www.youradchoices.com).

This Site also uses tools to collect web traffic data to better understand how visitors engage with us. Please refer to the following privacy policies for more information about each tool:

- Google privacy policy <http://www.google.com/intl/en/policies/privacy>
- Cookies and Google Analytics on websites  
<https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>

## 7. Targeted Advertising

Our Site allows for third party “targeting” advertisements which permits tracking information to be shared with advertisers and marketing partners, data analytics providers, and social media networks.

For more information about targeted advertising, visit the Network Advertising Initiative (“NAI”) at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

Some third parties like Google and Facebook may know if you visited the Site if you use their services. You can opt out of Google targeted advertising at <https://www.google.com/settings/ads/anonymous>.

Geotek uses Google Analytics to better understand how customers use the Site. For more information about how Google collects and processes data, visit <https://policies.google.com/technologies/partner-sites>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

## 8. Your Privacy Rights

- In General. We respect your right to make choices about the ways we collect, use, and disclose your Personal Information. This Policy describes some of your choices, such as your choice to opt out of receiving “cookies.” We may ask you to indicate your choices at the time and on the page where you provide your information.
- Do Not Track. “Do Not Track” is a privacy preference that users can set in certain web browsers. We currently do not respond to browser do not track signals.
- Unsubscribe. If you no longer want to receive our newsletter or other marketing communications, you may unsubscribe at any time by following the unsubscribe options in the communication itself. To opt-out of text messages, you may text “STOP” in reply to any Geotek marketing text message. Please note that you cannot unsubscribe from certain correspondence from us, including messages relating directly to your account or orders you have booked.
- Edit and/or delete your Information. If you would like to edit any of your information or delete or cancel your account, please contact us at the information below in the How to Contact Us section.

## 9. Security and Retention of Personal Information

We take reasonable precautions to provide a level of security appropriate to the sensitivity of the information we collect. Although we use reasonable measures to help protect your Personal Information against unauthorized use or disclosure, we cannot guarantee the security of information provided over the Internet or stored in our databases and, to the extent permitted

under applicable law, we assume no liability or responsibility for disclosure of your information due to errors in transmission, unauthorized access by third parties, or other causes beyond our control. We will not keep your Personal Information for any longer than is necessary for the purposes we collected it.

## **10. External Links**

This Site may link to third-party sites and services, or otherwise display third-party content through our Site. These links are provided for your reference and convenience only and do not imply any endorsement of the products or services sold or information provided through these websites, nor any association with their operators. We have no control over these linked sites, each of which has separate privacy and data collection policies and practices independent from us. As such we have no responsibility or liability for these independent policies or actions and are not responsible for the privacy practices or the content of any such websites. Any information you provide to third parties on their websites is covered under their privacy and data collection policies and is not covered by this Policy. We urge you to review the privacy policy posted on any site you visit before using the site or providing any personal information.

## **11. Children**

The Site is not intended for users under the age of 13 and Geotek does not knowingly collect, use or disclose personal information from individuals under the age of 13. If you are aware of, or suspect that, someone under the age of 13 is using the Site without permission, please notify us immediately by contacting us as detailed below. If you have questions or concerns about the Internet and privacy for your child, we encourage you to check out the FTC Guidelines for protecting your child's privacy online.

## **12. California Privacy Rights Act (CCPA)**

If you are a California resident, you may have certain rights with respect to your Personal Information, including the following:

- The right to know, for a period of 12 months prior to your request:
  - the categories of Personal Information we collected about you;
  - the specific pieces of Personal Information we collected about you;
  - the categories of sources from which we collected the Personal Information;
  - the business or commercial purposes for collecting the Personal Information;
  - the categories of Personal Information we disclosed or sold to third parties, if any, and the categories of those third parties.
- The right to “opt-out” of our sale of your Personal Information to any third parties;
- The right, with some exceptions, to have your Personal Information deleted from our possession or control; and
- The right to receive equal service and pricing from us even if you exercise any of your privacy rights.

If you exercise the right to delete your Personal Information, we may still retain your Personal Information as permitted under applicable law, including but not limited to the following purposes:

- To provide services you requested;

- To detect security incidents or other fraudulent or illegal activity;
- To identify, debug and repair errors and existing impairments to intended functionality;
- To comply with our legal and regulatory obligations; and
- To enable other uses compatible with your expectations, or appropriate given the context in which the Personal Information was collected.

In addition, California Civil Code Section 1798.83 permits California residents who use our website to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes.

To make a request to exercise any of these rights, or if you have any questions or concerns about your rights, our Privacy Policy, or our use of your Personal Information, please contact us at:

Geotek, LLC  
1421 Second Ave NW  
Stewartville, MN 55976  
Phone: 1-800-533-1680  
Website: [Geotek.com](http://Geotek.com)  
Email: [webmaster@geotek.com](mailto:webmaster@geotek.com)

Only you (or a person registered with the California Secretary of State you have authorized to act on your behalf) may make a verifiable consumer request related to your Personal Information. You may also make a verifiable consumer request on behalf of your minor child. You may make such a request no more than twice during a 12-month period.

We shall respond to consumer inquiries within forty-five (45) days and at no cost to you. We will inform you in writing if we require more time to respond, up to an additional forty-five (45) days. We may charge a fee to respond to excessive, repetitive, or manifestly unfounded requests, in which case we will provide you with a cost estimate and rationale before completing your request.

We must verify your identity with respect to such inquiries. Please provide enough information to permit us to locate you in our records. Depending on the nature of the Personal Information at issue and the clarity of your request, we may require additional measures or information from you as part of that verification. If you request delivery of specific pieces of Personal Information, we will select a readily useable format that should permit you to transmit the information to another entity without hindrance.

For California residents under age 18 who have publicly posted content or information, you may request and obtain removal of such content or information pursuant to California Business and Professions Code Section 22581, provided you are a registered user of any website where this Notice is posted. To make such a request, please send an email with a detailed description of the specific content or information to [webmaster@geotek.com](mailto:webmaster@geotek.com). Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you have posted and that the law may not require or allow removal in all instances, even if requested.

## Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services;
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties;
- Provide you a different level or quality of goods or services; or
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

## **13. Changes to This Policy**

This Privacy Policy is effective as of the date at the top of this policy. Geotek has the discretion to update this Privacy Policy at any time. We will post those changes on the website or update the “last updated” date of the Privacy Policy. In the event of a material change to this Privacy Policy, we will provide a message through our website or via email informing you of the change.

## **14. Contact Us**

If there are any questions regarding this Policy you may contact us using the information below:  
webmaster@geotek.com 1-800-533-1680