



Online Privacy Policy

This Privacy Policy explains how Spirit Electronics, 11202 N 24th Ave, Phoenix, AZ 85029, USA and its subsidiaries (together, “Spirit”, “we”, or “our”) handle information, including your Personal Data, that Spirit collects online and through Spirit’s website and online services (together, “sites”). Spirit sites are primarily intended for business and engineering users. By visiting Spirit’s sites, you acknowledge and agree to the practices described in this Privacy Policy.

1. Information We Collect

When you visit our sites, Spirit collects a broad variety of information about you and how you use the sites (in some cases, including “Personal Data”, which is information relating to an identified or identifiable person; for example, your email address, name, or phone number). Spirit may use such information (including Personal Data), consistent with this Privacy Policy, and to provide and improve our products, services, content, and advertising. If we cannot collect this information, we may not be able to provide you products or services, and you may not be able to take advantage of certain site features and programs. Examples of the information we collect and store include:

- Pages you have visited (for example, whether you look at services, or product information);
- Information transmitted by the device used to access the sites (technical information such as operating system, device identifier, IP address, language and country of origin, etc.);
- Any information that you submit (for example, where you request more information, request a quote, or register for an event).

2. How We Use Your Information

Spirit uses the information it collects for the following business purposes:

- Personalize your experience on Spirit’s sites by presenting products, marketing messages, offers, and content tailored to you;
- Complete and fulfill purchases of products and services requested by you;
- Respond to inquiries made by you;
- Send you marketing communications related to Spirit;
- Identify usage trends, conduct and perform marketing analysis, and data analysis;
- Support crime/fraud monitoring and prevention, compliance audits, and security;

We may provide you with additional information regarding the business purpose for which we use your data when you enter your Personal Data in a particular site or online form.

Spirit processes Personal Data on the following basis: your consent (which, where applicable, may be withdrawn at any time); the performance of a contract with you or pre-contractual steps for a contract with you; compliance with our legal obligations; and/or as otherwise permitted by applicable laws.

3. Disclosure to Third Parties

Spirit may share information, including Personal Data, with third parties such as suppliers and service providers, in accordance with this Privacy Policy and to provide services to Spirit or on our behalf. For example:

Spirit shares information about shipping address and preferences in order to fulfill your order and deliver items to you;

We share information, including analytics and about how and when users visit our sites, in order to improve or personalize the content and services offered to you, or to provide you with information about products and services that may be of interest to you;

We share information as needed to respond to your requests, for example for more information or for support or customer service;

We share information related to spiritelectronics.com purchases, including payment and transaction information, with payment services providers in order to secure and process payments, exchanges, or refunds (which permits us to offer credit card and other payment options); and

In connection with a proposed or actual corporate transaction such as a merger, consolidation, sale or restructuring, Spirit reserves the right to share information and Personal Data with prospective parties to the transaction, typically under confidentiality or non-disclosure agreements with those parties.

Spirit may also share or disclose information, including Personal Data: if we have permission to make the disclosure; to enforce or apply our Terms of Use and other policies or agreements with you; to comply with government, legal, or regulatory requirements; to prosecute and respond to investigations and legal proceedings; or to protect rights, people, or property (including for fraud protection and credit risk reduction).

4. Marketing Preferences

When you register for an online account with Spirit, visit our sites or online store, subscribe to a newsletter, register to attend an event, or enter a contest, drawing, or other promotion, you may receive marketing communications from Spirit. You may unsubscribe from those marketing communications at any time, using your account preferences (if registered) or unsubscribing from emails.

Even if you choose not to receive some marketing emails from us, you will still receive our transactional emails, such as messages related to your orders, updates or notifications about hardware, software, or other products you have purchased from us, or information about your account.

5. Your Personal Data Rights

Under applicable data privacy laws and depending upon our use or basis for processing, you have specific rights regarding your Personal Data, which may include the right to:

Request information regarding your Personal Data, including the categories of Personal Data collected about you and categories of sources from which the Personal Data was collected;

Request the business or commercial purpose for collecting Personal Data and the categories of third parties with whom we may share that information;
Request that Spirit correct, delete, or provide you a copy of your Personal Data;
Object to or restrict Spirit's processing of your Personal Data; and
Contact or lodge a complaint with the relevant data protection authority of your country if you have concerns about Spirit's use of your Personal Data.

6. Social Media Platforms, Forums, and Public Areas

Content or information (including profile information such as name, location, pictures, etc.) that you choose to post or submit to publicly available portions of the sites, forums, or on social media platforms is non-confidential and is not subject to the protections of this Privacy Policy. Whether on Spirit sites, forums, or any social media platforms, you should exercise caution in deciding what information you publish or disclose. Your interaction with third-party social media platforms (such as Facebook or Twitter) is subject to, and governed by, the terms applicable to those platforms.

7. Data Security and Retention

Spirit cares about the security of your Personal Data, and we use a variety of administrative and technical measures to help protect it, including commercially available security technologies such as secure servers, firewalls, and encryption. It is your responsibility to safeguard any password, user ID, and other Personal Data while using our sites. Regardless of protective efforts, transmissions over the Internet are never guaranteed to be entirely secure or error-free.

Spirit may retain information, including your Personal Data, for the length of time necessary to fulfill the purposes for which it was collected, consistent with this Privacy Policy, unless a longer retention period is required or permitted by law. Please note that even if Spirit deletes your Personal Data, it may persist on backup or archival media for an additional period.

8. Changes to this Privacy Policy

We reserve the right to change this Privacy Policy at any time. We recommend that you periodically review this Privacy Policy to learn of any changes and stay informed regarding Spirit's current practices. When you visit or use Spirit sites or services, you are accepting the current version of this Privacy Policy. This Privacy Policy supersedes all previous versions.

9. Contact Spirit Regarding this Policy

You can contact Spirit regarding this Privacy Policy using our [Contact Form](#).

Effective Date: May 16, 2023