AutomationDirect.com Privacy Policy

This Privacy Policy is intended to help you understand how Automationdirect.com Inc. collects, uses and safeguards information provided through its websites and mobile applications. It does not cover information that is collected or obtained by us through other means.

We collect your personal information in order to provide and continually improve our products and services.

Here are the types of personal information we collect:

- **Information You Give Us:** We receive and store any information you provide in relation to purchasing products on our site. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features.
- **Automatic Information:** We automatically collect and store certain types of information about your use of our site, including information about your interaction with products, content, and services available. Like many websites, we use "cookies" and other unique identifiers, and we obtain certain types of information when your web browser or device accesses our site.
- **Information from Other Sources:** We might receive information about you from other sources, such as updated delivery and address information from our carriers, which we use to correct our records and deliver your next purchase more easily.

We use your personal information to operate, provide, develop, and improve the products and services that we offer our customers. These purposes include:

- **Purchase and delivery of products and services.** We use your personal information to take and handle orders, deliver products and services, process payments, and communicate with you about orders, products and services, and promotional offers.
- **Provide, troubleshoot, and improve our site.** We use your personal information to provide functionality, analyze performance, fix errors, and improve the usability and effectiveness of AutomationDirect.com.
- **Recommendations and personalization.** We use your personal information to recommend features, products, and services that might be of interest to you, identify your preferences, and personalize your experience.
- **Comply with legal obligations.** In certain cases, we collect and use your personal information to comply with laws.
- **Communicate with you.** We use your personal information to communicate with you in relation to your purchase and experience via different channels (e.g., by phone, email, chat).
- **Advertising.** We use your personal information to display interest-based ads for features, products, and services that might be of interest to you. We do not use information that personally identifies you to display interest-based ads.
- **Fraud Prevention and Credit Risks.** We use personal information to prevent and detect fraud and abuse in order to protect the security of our customers and others. We may also use scoring methods to assess and manage credit risks.

We share your data only in the following manners:

1. **AUTOMATIONDIRECT.COM INC. DOES NOT SELL YOUR DATA. Therefore, we do not provide a Do Not Sell or Share Link as specified in CCPA.**
2. Shipping and fulfillment. This includes delivery services, address verification, and information sent to vendors for the purpose of shipping products direct from their locations or via their services.
3. Financial Transactions. Your information is shared with commercial credit agencies; tax service providers for the purpose of calculating tax; credit card, billing and payment processing companies; and fraud prevention services.

4. Warranty and licensing information sent to our vendors.
5. Legal obligations. This includes satisfying applicable laws and regulations, legal process or valid government requests.
6. Advertising Measurement: Your information may be shared with third parties, such as Google, to perform ad measurement services on our behalf.

We take great care to protect your data:

1. Automationdirect.com Inc. uses industry standard security protocols to protect data stored on our system and branded third party sites.
2. We follow the protocols set forth by the Payment Card Industry Security Standard (PCI DSS) to protect credit card data.
3. Automationdirect.com Inc. may direct you to other third-party sites, we cannot be responsible the security of those sites.
4. The API client on our website uses YouTube API Services.

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