

ZirChrom Separations, Inc. E-Commerce Privacy Policy

Introduction

This privacy policy explains how ZirChrom Separations, Inc. ("we", "us", or "our") collects, uses, and protects personal information when using the e-commerce website, www.zirchrom.com (the "Site"). The company is committed to safeguarding privacy and protecting personal data according to United States laws and regulations. By using the Site, you agree to the terms of this privacy policy.

What information is collected

Various types of personal information may be collected, directly and indirectly, when you visit or make a purchase from the Site.

- Information provided directly:
 - First and last name
 - Mailing address
 - Email address
 - Phone number
 - Payment information (e.g., credit card details)
 - Customer support content (if you contact us)
- Information collected automatically when you visit the Site:
 - Device information (e.g., web browser type, IP address, time zone)
 - Browsing information (e.g., web pages or products you view, how you interact with the Site)
 - Cookies and similar technologies (data files placed on your device)

How your information is used

The collected information is used for various purposes, including:

- Processing and fulfilling orders
- Providing customer support
- Improving your browsing experience and website functionality
- Personalizing the shopping experience (e.g., product recommendations)

- Sending marketing communications (with your consent)
- Analyzing website usage and trends
- Complying with legal and regulatory obligations

How and why your information is shared

Personal information may be shared with third parties for specific purposes, such as:

- Service providers: Data may be shared with companies that help operate the business, such as payment processors, shipping companies, and marketing services.
- Legal requirements: Information may be disclosed if required by law or to protect rights or the safety of others.
- Business transfers: In the event of a merger, acquisition, or sale of assets, information may be transferred to the new entity.

Cookies and similar technologies

Cookies and similar technologies are used to enhance your experience, analyze website traffic, and deliver personalized content. Explicit consent will be obtained for non-essential cookies where required by applicable laws.

- Essential cookies: Necessary for the website to function properly (e.g., keeping items in your shopping cart).
- Functional cookies: Remember your preferences (e.g., language choice).
- Analytical cookies: Help understand how you use the Site to improve it.
- Advertising cookies: Used to show you personalized ads based on your interests (with your consent).

Your rights and choices

There are certain rights regarding personal information, including:

- Access: You can request a copy of the personal information held about you.
- Correction: You can request that inaccurate or incomplete personal data is corrected.
- Deletion: You can request the deletion of personal data under certain circumstances (e.g., if it's no longer necessary for the purpose it was collected).
- Opt-out: You can opt-out of receiving marketing communications or the use of certain cookies.

To exercise these rights, please contact support@zirchrom.com. A response to the request will be provided within a reasonable timeframe.

Data security

Appropriate technical and organizational measures are implemented to protect personal information from unauthorized access, disclosure, alteration, or destruction. These measures include:

- Encryption of data in transit (using HTTPS/SSL certificates)
- Secure payment processing systems
- Access controls to limit who can view or modify customer data
- Regular security audits
- Staff training on data protection practices

"Do Not Track" disclosure

ZirChrom Separations, Inc. does not currently respond to "Do Not Track" (DNT) signals from web browsers. However, your privacy is respected, and options are provided to manage cookie preferences as described in the "Cookies and Similar Technologies" section.

Children's privacy

Services are not directed to individuals under the age of 13. We do not knowingly collect personally identifiable information from anyone under 13. If it is learned that a child under 13 has provided personal information, steps will be taken to delete such information from our files.

Changes to this privacy policy

This privacy policy may be updated from time to time to reflect changes in data practices or applicable laws. You will be notified of any material changes by posting the updated policy on the Site and revising the "Effective Date" at the bottom of the policy.

Contact us

If there are any questions or concerns about this privacy policy or data practices, please contact:

ZirChrom Separations, Inc.
support@zirchrom.com
617 Pierce Street, Anoka, MN 55303
763-421-5264
Effective Date: July 9, 2025