



# Privacy Policy

Hatteras is committed to protecting the privacy of our customers. As a provider of print and mail services, Hatteras creates marketing communications utilizing our diverse printing and custom fulfillment capabilities.

Our Privacy Policy is designed to help you understand how we collect and use personally identifiable information (Personal Information) that you provide us and to help you make informed decisions when using our website and services (collectively, Hatteras or Website).

By visiting or using any part of this website, you agree to the terms of this Privacy Policy as they may be amended from time to time. As we update our website over time, this Privacy Policy may change, so please check for updates.

## Information Collection

When you visit our website, we may collect information related to your visit. This information helps us determine information about how you found our website, the date you visited our website, and the search engines that may have led you to our website. We collect this information to continually improve and enhance the functionality of the Hatteras website. We gather certain information automatically. This information may include IP addresses, browser type, Internet Service Provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We link this automatically collected data to other information we collect about you.

The information you may provide us can be classified into two general types: user-provided information and website usage information. Both are discussed in greater detail below.

## Personal Information You Choose To Provide

In order to provide the best experience when you visit our website, we may ask you for Personal Information. Personal Information includes, for example, your name and e-mail address, both of which you may be asked to provide when registering with Hatteras. A description of some of the ways that you may provide Personal Information to us, as well as further details on how we may use such Personal Information, is given below.

### 1. Contact Us/Feedback

If you email us using a 'Contact' link on our website, we may ask you for information such as your name and e-mail address so we can respond to your questions and comments. If you choose to correspond with us via e-mail, we may retain the content of your e-mail messages, your e-mail address and our response to you.

### 2. Surveys

We may occasionally ask website visitors to complete online surveys and opinion polls about their activities, attitudes and interests. These surveys help us improve our products and services. When asking for participation in these surveys, we may ask you to provide us with your name and email address.

### **3. Website Forms**

Our website may offer visitors contact forms to request additional details and to download collateral. If you fill out one of our web forms, we may ask you for information such as your name and email address so we can respond to your questions and comments. If you choose to correspond with us via web forms, we may retain the form data which can include name, email address and other contact related details.

## **Website Usage Information**

### **Cookies**

When visiting Hatteras, we may use cookies on or in connection with our website to maintain information about you. A cookie is a very small text document, which often includes an anonymous unique identifier and additional information necessary to support the site's intended functionality. Hatteras uses session cookies. A session cookie is temporary and disappears after you close your browser.

Technologies such as cookies, beacons, tags and scripts are used by Hatteras and our marketing partners, analytics providers, and customer support systems. These technologies are used in analyzing trends, administering the site, tracking users' movements around the site, and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

We use cookies for marketing and for authentication. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our website, but your ability to use some features or areas of our website may be limited.

## **Your Opt In/Opt Out Choices**

You may opt in and/or opt out of certain uses of your Personal Information. For example, you may have the opportunity to choose whether you would like to receive email correspondence from us. Your Personal Information will not be shared with third-party service providers unless you give consent. You will have the opportunity to opt out of Hatteras marketing emails by clicking the 'Opt Out' or 'Unsubscribe' link in the email you receive. You can also request this by sending an email to [privacy@hatteras.us](mailto:privacy@hatteras.us).

Please take note that if you opt out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and communications with us.

## **Use, Disclosure and Sharing of Personal Information**

### **1. Service Providers**

We may use third-party partners to help us operate and maintain our website and deliver our products and services. We may also share your information with our service providers and other third parties (Affiliated Parties) that provide products or services for or through this website or for our business (such as website or infrastructure hosting companies, communications providers, email providers, analytics companies, credit card processing companies and other similar service providers that use such information on our behalf).

Third-party service providers are contractually restricted from using or disclosing the information, except as necessary to perform services on our behalf or to comply with legal requirements.

## 2. Compelled Disclosures

Hatteras may be required to disclose collected information in order to (i) respond to investigations, court orders or legal processes, (ii) investigate, prevent or take action regarding illegal activities, suspected fraud, potential threats to the physical safety of any person, (iii) respond to violations of Hatteras' terms of service, or (iv) act as otherwise required by law.

## 3. Your Ability To Access, Limit Use And Disclosure

You may request access to your personal data to update, correct, delete, or limit the use or disclosure of, your personal data.

Individuals wishing to view, update, delete, or supplement their personal data may do so by contacting the business that provided Hatteras your personal data directly to make your requests or, alternatively, you can submit your request through our [Data Subject Access Request \(DSAR\) Portal](#). If the [Hatteras DSAR portal](#) is unavailable, requests can be sent to [privacy@hatteras.us](mailto:privacy@hatteras.us). Individuals outside the European Union (EU) may also use our Data Subject Access Request portal to submit complaints about your privacy and our collection or use of your Personal Information.

## Security

We take reasonable and appropriate precautions, including administrative, technical, personnel, and physical measures, to safeguard personal data against loss, misuse, theft, and unauthorized access, disclosure, alteration, and destruction. We also use Secure Sockets Layer (SSL) encryption when transmitting sensitive information. Please keep in mind that due to the inherent nature of the Internet, there is no way to make the transmission of electronic data entirely safe from intrusion.

## Your Ability to Choose How Your Data is to be Used

Individuals may opt in and/or opt out of certain uses of your Personal Information. For details on how you can exercise your choices, please refer to the 'Your Opt/In Opt/Out Choices' section of this Privacy Policy.

## California Consumer Privacy Act

On January 1, 2020, the California Consumer Privacy Act of 2018 (CCPA) took effect and sets new requirements and rights relating to personal information of California consumers. This section for California residents applies solely to visitors, users, and others who reside in the State of California ("consumers" or "you"). We adopt this notice to comply with the California Consumer Privacy Act of 2018 ("CCPA") and other California privacy laws. Any terms defined in the CCPA have the same meaning when used in this notice.

## Information We Collect

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device ("personal information"). In particular, we have collected the following categories of personal information from consumers within the last twelve (12) months:

Category	Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	Yes

B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	Yes
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	Yes
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes
E. Biometric information.	Genetic, physiological, behavioural, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	No
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Yes
G. Geolocation data.	Physical location or movements.	Yes
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	No
I. Professional or employment-related information.	Current or past job history or performance evaluations.	No
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	Yes
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	No

## **COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online. We do not specifically market to children under 13.

### **Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

- We will notify the users via email Within 7 business days
- We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

### **CAN-SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

To be in accordance with CAN-SPAM we agree to the following:

If at any time you would like to unsubscribe from receiving future emails, you can email us at [privacy@hatteras.us](mailto:privacy@hatteras.us) and we will promptly remove you from ALL correspondence.

### **Nevada Privacy Rights (NRS 603A Privacy Rights)**

Whether or not you sell the PII of Nevada consumers, Nevada law (NRS 603A.340) requires each business to establish a designated request address where Nevada consumers may submit requests directing the business not to sell certain kinds of personal information that the business has collected or will collect about the consumer. Hatteras does not sell consumer information. A sale under Nevada law is the exchange of personal information for monetary consideration by the business to a third party for the third party to license or sell the personal information to other third parties. If you are a Nevada consumer and wish to submit a request relating to our compliance with Nevada law, please contact us as at [privacy@hatteras.us](mailto:privacy@hatteras.us).

### **New York State Privacy Rights**

Consistent with the provisions of the Internet Security and Privacy Act, the Freedom of Information Law, and the Personal Privacy Protection Law, this policy describes Hatteras's privacy practices regarding information collected from users of this website. This policy describes what information is collected and how that information is used.

The collection of information through this website and the disclosure of that information are subject to the provisions of the Internet Security and Privacy Act. Hatteras will only collect personal information through this website or disclose personal information collected through this website if the user has consented to the collection or disclosure of such personal information. Participation in an online transaction resulting in the disclosure of personal information to Hatteras by the user, whether solicited or unsolicited, constitutes consent to the collection and disclosure of the information by Hatteras for the purposes reasonably ascertainable from the nature and terms of the transaction.

However, Hatteras may collect or disclose personal information without user consent if the collection or disclosure is: (1) necessary to perform the statutory duties of Hatteras, or necessary for Hatteras to operate a program authorized by law, or authorized by state or federal statute or regulation; (2) made pursuant to a court order or by law; (3) for the purpose of validating the identity of the user; or (4) of information to be used solely for statistical purposes that is in a form that cannot be used to identify any particular person.

Further, the disclosure of information, including personal information, collected through this website is subject to the provisions of the Freedom of Information Law and the Personal Privacy Protection Law.

Hatteras may disclose personal information to federal or state law enforcement authorities to enforce Hatteras's rights against unauthorized access or attempted unauthorized access to Hatteras's information technology assets or against other inappropriate use of this website.

### **Massachusetts Privacy Rights**

In 2010, the Commonwealth of Massachusetts instituted "Standards for the Protection of Personal Information of Residents of the Commonwealth" (201 CMR 17.00), which sets standards that all who own, license, store, or maintain personal information about a Massachusetts resident must follow. Hatteras has a rigorous program in place to ensure compliance with this regulation. A copy of our Written Information Security Plan is available upon request - contact us to request a copy.

### **Contact Us**

If you have any questions or comments about this Privacy Policy, or if you would like to review, delete or update information we have about you or your preferences, requests should be submitted through our [Data Subject Access Request \(DSAR\) Portal](#).

If the Hatteras DSAR portal is unavailable, requests can be sent to [privacy@hatteras.us](mailto:privacy@hatteras.us) or our mailing address:

Hatteras  
56 Park Road  
Tinton Falls NJ, 07724

### **Updates To Our Privacy Statement**

This Privacy Policy may be updated periodically and without prior notice to reflect changes in our online information practices. We will post a prominent notice on this website to notify you of any significant changes to our Privacy Statement and indicate at the top of the statement when it was most recently updated.