



## PRIVACY POLICY

### Non-personal Information:

As part of the standard operation of the Site, we may collect certain non-personal information from you, including, but not limited to your Internet IP address, browser type, domain name, operating system, and referring website addresses. In addition, we may collect information about your browsing behavior, such as the date and time you visit the Site, the areas or pages of the Site that you visit, the amount of time you spend viewing the Site, the number of times you return to the Site. This data helps us understand trends and customer needs so that we can better consider new products and services and tailor existing products and services to customer desires. This allows us to make your shopping experience beneficial.

### How do we collect your information?

**Facebook Pixel and Google Analytics are used on SLI website**

#### Clickstream Data

Clickstream data is a record of your activity on the Internet. This data is recorded whenever you click anywhere in a webpage or application and is used for the purposes of collecting, analyzing and reporting data about how you use the Site. This method of data collection is used to capture non-personal information.

#### Cookies

A cookie is a small text file that may be stored on the hard drive of your computer when you access the Site. A "session cookie" expires immediately when you end your session (i.e., close your browser). A "persistent cookie" stores information on the hard drive so when you end your session and return to the same website at a later date, the cookie information is still available. When you visit our website, we may use both a session and a persistent cookie. These cookies may contain information (such as a unique user ID) that is used to track your usage of our website and in some cases, your e-mail address. Your e-mail address is only saved in this cookie if you register with us.

If you register with us, this cookie allows us to recognize you when you return to our website and provides you with access to your account information. If you save your information with or order from us, we may also use cookies to monitor and maintain information about your use of our website.

If you have not saved your information with or ordered from us, we may monitor and maintain information about your use of our website in a manner that does not identify you. We may use cookies to collect the non-personal information described above in order to 1) provide you with customized content and advertising; 2) monitor Site usage; and 3) conduct research to improve our content and services. You are free to decline cookies, but by doing so, you may not be able to use certain features on the Site or take full advantage of all our offerings. Check the "Help" menu of your browser to learn how to change your cookie preferences.

#### Pixel Tags

A pixel tag (also known as a web beacon) is a small string of code that represents a clear graphic image and is used in conjunction with a cookie. A pixel tag allows us to capture certain additional types of information about a visitor's actions on a web site, such as a visitor's cookie number, the time, date, duration and number of page views, a description of the page where the tag is placed and details about any items that were purchased. Pixel tags help us analyze our customers' online behavior and measure the effectiveness of our website and our advertising. We work with service providers that help us track, collect and analyze this information.

#### I would like to **opt OUT** of Google Analytics

To provide website visitors the ability to prevent their data from being used by Google Analytics, we have developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js).

I would like to opt OUT of Google Custom Match ads.

**Google Analytics Opt-out browser add-on**

**As a SLI customer or potential customer, we never sell any information to third-parties. Our information gathering is only used to improve the customer experience through ad targeting and clickstream data that helps us figure out things that our customers like and dislike.**

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