

LARM'S WEBSITE - LARM PRIVACY POLICY

Our Commitment to Your Privacy

LARM USA, Inc. (LARM Group), a Florida corporation (the “Company”) is committed to protecting your privacy. We know that you care how your personal information provided over the Internet is collected, handled and shared, so the Company created this privacy policy (“Privacy Policy”) to disclose our policies regarding the use of information collected by the Company from you and others over the Internet. This Privacy Policy discloses what type of information we collect from you and others who visit our website, <https://www.larmgroup.com/individualrelocation> (the “Website”), what we do with it, who has access to it and the safeguards we have in place in order to protect it.

Our Privacy Policy will let you know:

- Our Adherence to Safe Harbor Privacy Principles
- What Type of Data is Collected
- How Do We Use the Information Collected
- Our Opt-out and Opt-in policy
- Changing Personally Identifiable Information
- Ensuring The Security of Data Collected
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- Ensuring Compliance With The Privacy Policy
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This Privacy Policy is incorporated into and is subject to the [LARM's Website - Terms of Use](#). Your use of the Website and any information you provide on this Website remains subject to the terms of this Privacy Policy and the Terms & Conditions. By using the Website, you accept and agree to be bound by the terms of this Privacy Policy, as may be amended from time to time.

This Privacy Policy does not cover any interaction you may have with the Company by telephone, postal mail, or other offline communications.

This Privacy Policy may change from time to time and the Company is under no obligation to inform you of any such changes. Modifications shall become effective immediately upon the posting thereof.

Our Adherence to Safe Harbor Privacy Principles

The Company adheres to the Safe Harbor requirements published by the U.S. Department of Commerce, including the Safe Harbor Privacy Principles, pertaining to personally identifiable information (as defined below and as delineated by the EU Directive under the term “Personal Data”) that the Company receives from the European Economic Area. The Company’s Safe Harbor certification can be found at <https://www.export.gov/safehrbr/list.aspx>. As such, the Company’s Privacy Policy and procedures for handling personally identifiable information are adequate for purposes of receiving personal data transfers from the European Union in compliance with Directive 95/46/EC of the European Parliament and of the Council of October 24, 1995 On the Protection of Individuals with Regard to the Processing of Personal Data and on the Free Movement of Such Data (“EU Directive”). However, you should understand that adherence to the Safe Harbor Privacy Principles may be limited to the extent necessary to meet national security, public interest, law enforcement, or judicial process requirements; or if the effect of the EU

Directive or European Union Member State law is to allow exceptions or derogations, provided such exceptions or derogations are applied in comparable contexts.

For more information about the Safe Harbor Principles, please visit the U.S. Department of Commerce's Website at http://www.export.gov/safeharbor/eg_main_018236.asp.

What Type of Data is Collected

The Company gathers two types of information: (1) personally identifiable information, including but not limited to your name, your company's name, postal address, phone number, and email address ("personally identifiable" information) that you knowingly provide by filling out forms to purchase products or services or to request additional information about our products or services; and (2) other, "non-personally identifiable" information, such as your browsing history, IP address, and limited demographic information, that our servers obtain while you browse but is not directly associated with you. Generally, you can browse our Website without providing any personally identifiable information.

Use of Cookies

Many Internet websites utilizes "Cookies" to automatically track and store preferential information about you as you use and navigate the Website. Although the Company does not currently use Cookies, it may elect, at its sole discretion, at any time to do so. Cookies are alphanumeric identifiers in the form of text files that are inserted and stored on your hard drive by your web browser. Cookies track your personal preferences and activities, but in no way contain or refer to any personally identifiable information. Non-personally identifiable information collected by the Company's Cookies includes, but is not limited to: (i) the type of web browser used; (ii) IP addresses; (iii) the type of computer used; and (iv) home server domain names.

The Company's use of Cookies allows it to aggregate certain non-personally identifiable information about the users of the Website. This aggregated information helps the Company to serve you better by compiling user preferences and statistical data to improve the offerings and features of the Website. The Company may use the aggregated information to, among other things: (i) develop new products and services; (ii) improve website content; (iii) track and report click-through; and (iv) customize website layouts. The Company may also share, loan, rent, or sell this anonymous, aggregated non-personally identifiable information.

If you do not want the Company to insert Cookies onto your hard drive, you can disable your hard drive's ability to accept and receive Cookies through your web browser. However, keep in mind that disabling Cookies may prevent you from being able to fully utilize all of the features of the Website.

The Company may also allow third party advertisers on the Website to send Cookies, but these advertisers do not have access to read the Company's Cookies. Other companies' use of their Cookies is subject to their own privacy policies, not this one.

Promotions

From time to time, the Company or a partner may sponsor a promotion, sweepstake or contest on our Website. You may be asked to provide personally identifiable information including name, email address or home address or to answer questions in order to participate. We may transfer personally identifiable information to certain advertising partners from whom you have explicitly requested to receive information. It will be clear at the point of collection who is collecting the personally identifiable information and whose privacy statement will apply.

How Do We Use the Information Collected

Personally Identifiable Information:

The Company may use your personally identifiable information within the Company's internal organization or among its Agents (defined below). We may use the personally identifiable information you provide for one or more of the following purposes: (i) fulfilling/managing your orders for our products or services; (ii) to respond to your inquiries; and/or (iii) notifying you of promotions, website updates, upcoming events and new products and services. You may opt-out of receiving future mailings at any time; please review **Our Opt-out and Opt-in policy** below.

Non-Personally Identifiable Information:

Non-personally identifiable information such as demographic and profile data is also collected on our Website. We may use this data to tailor your experience at the Website, showing you content that you might be interested in, and displaying the content according to your preferences. The Company may share, loan, rent, or sell non-personally identifiable information with advertisers on an aggregate basis, but not individually.

Except as otherwise described in this Privacy Policy, we will not disclose your personally identifiable information to any third party without first obtaining your consent pursuant to the Opt-In and Opt-Out provisions below unless we believe that disclosure is necessary:

1. to conform to legal requirements or to respond to a subpoena, search warrant or other legal process received by us, whether or not a response is required by applicable law;
2. to enforce our Terms & Conditions or to protect the Company's rights; or
3. to protect the safety of the public and/or our customers.

We reserve the right to transfer personally identifiable information to a successor in interest that acquires rights to that information as a result of the sale of the Company or substantially all of its assets to that successor in interest.

Our employees, contractors, or Agents (defined below) will at times require access to your personally identifiable information. The Company permits access to such information only for business purposes, such as administration and developing our products and services.

The Company may share or disclose personally identifiable information with Agents ("Agents" are persons or companies who act on behalf of or under the instructions of the Company) in connection with administering or delivering the Company's products and services. Prior to disclosing personally identifiable information to its Agents or Third Party Partners, the Company will either: (a) ensure that the Agent subscribes to the Safe Harbor Privacy Principles, (b) assess whether the Agent is subject to the EU Directive, (c) determine that the Agent complies with another "adequacy" finding or (d) execute a written agreement with the Agent requiring the Agent to provide at least the same level of privacy protection as the Safe Harbor Privacy Principles.

Our Opt-Out And Opt-In Policy

The Company provides you with the opportunity to "opt-out" of receiving any communications from us. You have the opportunity to opt-out of having your personally identifiable information used for certain purposes, including marketing purposes, when we ask for this information. For example, if you no longer wish to receive promotional communications, you may opt-out of receiving them by following the instructions included in each communication or by modifying your personally identifiable information to indicate such preference as provided below in **Changing Personally Identifiable Information**.

The Company will always offer you the opportunity to opt-out before your personally identifiable information is: (1) disclosed to a third party; or (2) used for a purpose that is inconsistent with the purpose(s) for which it was originally collected (as we have explicitly described to you in this Privacy Policy or at the time you provided such information) or as you subsequently authorized.

Additionally, if the personally identifiable information to be disclosed or used in the above situations is “Sensitive Information” as defined under the EU Directive, the Company shall first obtain your explicit consent by requiring you to “opt-in” prior to such uses or disclosures of Sensitive Information.

Changing Personally Identifiable Information

In order to access, update or change selections for use of your personally identifiable information that you provide, please contact the Company either at the address provided in this Privacy Policy or via email at larmassist@larmgroup.com. The Company will accordingly furnish you with a copy of your personally identifiable information, or change its records to remove, update or change selections regarding your personally identifiable information. However, please note that it is not always possible to remove/modify the information stored electronically from the various sources on our servers or other electronic databases.

Ensuring the Security Of Data Collected

The Company uses its best efforts to maintain physical, electronic and procedural safeguards to ensure the security, integrity and confidentiality of information submitted or transmitted by you through the Website. We restrict and limit access to information only to those employees who need it to carry out their business functions, and we educate our employees about safeguarding customer information and preventing its unauthorized access, disclosure, or use. We ensure the security of your personally identifiable information through the use of encryption technology. When you provide information on our Website, it is transmitted to us through a secured socket layer (SSL) transmission, which is then decrypted only by the Company. Notwithstanding the above security measures, no internet data transmission can be guaranteed to be secure from access by unintended parties.

Third Party Sites

The Website contains links to other websites which may or may not be affiliated with the Company. Such links are not an endorsement by the Company of those websites and/or the companies who own or sponsor them, nor the products and/or services that may be offered there. Notwithstanding any affiliation, the Company makes no representations or warranties about such websites, and does NOT control and is NOT responsible for the information and/or content you provide to and transactions you engage in with such third party sites. By clicking on any of these links, you acknowledge that we are not responsible for the content of such links. Moreover these websites’ privacy policies may differ from this Privacy Policy. We strongly encourage you to read the privacy policy of any website you visit.

Children’s Policy

We do not intend to collect information from persons under the age of 13. We ask that anyone under these ages not to submit any personally identifiable information through our Website. We do not knowingly collect any personally identifiable information from children under these ages.

International Transfer of Information

If you are visiting the Website from a country other than the United States, the various communications will necessarily result in the transfer of information across international boundaries. By visiting the Website and communicating electronically with us, you consent to the provisions and protections set out in this Privacy Policy.

Ensuring Compliance With The Privacy Policy

The Company uses a self-assessment approach to ensure compliance with this Privacy Policy and periodically verifies that the Privacy Policy is accurate, comprehensive for the information intended to be covered, prominently displayed, completely implemented and accessible and in conformity with the Safe Harbor Privacy Principles.

Contact information/Dispute Resolution

If you have any questions, comments or disputes regarding this Privacy Policy, the use and disclosure of personally identifiable information, or your dealings with the Website, please contact us by sending an email message to larmassist@larmgroup.com or by writing to the following address:

LARM (USA), Inc.
Attention: Individual Relocations
9050 Pines Blvd. Suite 450-00
Pembroke Pines, FL 33024 - USA

We will use our best efforts to promptly investigate and attempt to resolve your concerns.

Effective Date Of This Privacy Policy

This Privacy Policy is effective as of October 1st, 2017.