

Liberty Merchant Service, Inc. with its principal place of business located at 2417 Southern Hills Ct., Keller, TX 76248, greatly value your privacy and are committed to protecting it through our compliance with this Privacy Policy. This Privacy Policy governs the use of our website and credit card processing services, or when you communicate with us.

The Privacy Policy describes the types of information we collect, how we use collected information, the kind of information we may share, and our practices regarding security and changes to the policy. The Privacy Policy also describes how we treat Personal Information when you interact with us.

Types of Information We Collect

We collect information when you use our Services and when you otherwise interact with us. This information may be collected when you actively submit such information or when you interact with us.

- **User-Provided Information.** User-provided information includes personally identifiable information. For example, such information may include: postal address, physical location, e-mail address, telephone number, date of birth, social security number, federal tax identification number or any other information you give us (“Personal Information”);
- **Service Information.** We may collect information about the Services we provide you and how you use them. We may collect equipment-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). We may also automatically collect and store certain information, including times and dates of visits to our website, details about your internet connection, IP addresses and information collected through cookies, web beacons and other tracking technologies.
- **Third-Party Software Information.** You and we may use third-party software in connection with our Services, and we may allow those third parties to collect information from your use of our Services. These third parties may use cookies, web beacons, and other tracking technologies to collect information from or about you. By using third-party software, our Services, or otherwise interacting with us, you may provide Liberty Merchant Service or third-party software providers with information by which you may be personally identified, such as , merchant profiles and other unique identifiers associated with your business, merchant account, or an account that a third-party software provider maintains.
- **Transaction Data.** Liberty Merchant Service and third-party software providers may collect information about transactions performed by your customers through your interaction with us, use of our Services, or use of third-party software (“Transaction Data”). Transaction Data may include but is not limited to: date, time, location, and amount of a transaction, customer lists, customer profiles, information related to merchant performance and sales, merchants’ description of the goods or services sold (literal and/or visual), the customer’s name and email address, the payment method used, any description of the reason for the transaction, offer(s) associated with the transaction, and any other information related to a transaction processed while interacting with us or a third-party software provider .

We may use third-party service providers to process and store your Personal Information or Transaction Data.

Technologies We Use to Collect Information

- **Cookies.** A cookie is a small text or data file placed and stored on your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. If you select this setting you may be unable to access certain parts of our website. Unless you have adjusted your browser setting to refuse cookies, our system will issue cookies when you direct your browser to our website. The information stored in the cookie is only used for general statistical tracking and does not give us access to your computer or any personal information about you. To take full advantage of our Services, we recommend that you set your browser to allow cookies or to entrust this website.
- **Web Beacons.** Pages of our website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an e-mail and for other website statistics and maintenance (i.e., recording the popularity of certain website content and verifying system and server integrity).

How We Use Collected Information

We may use information that we collect from you:

- To present our website and its contents to you.
- To provide you with information regarding products or services your request.
- To fulfill the purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Services or website.
- To allow you to participate in interactive features of our Services.
- To perform analysis, improve and develop our Services.
- In any other way we may describe when you provide the information.
- To provide and support the integration of third-party software into our Services.

- To assist third-party companies in the provision of products or services in connection with data collection or advertising efforts.
- To provide to third parties as outlined below.
- To advertise or market our or third parties' products and services to you.
- For any other purpose, with your consent.

Third-Party Use

We may allow third parties with whom we have agreements to utilize data (including Transaction Data) in connection with our Services, to provide analysis and track data, send advertisements and content targeted to you and your customers' interests, determine the popularity of certain content, better understand your usage, and for other marketing purposes.

Information We Share

We may share your Personal Information:

With contractors, service providers, or financial institutions and other third-party companies we use to support our Services and which will assist us with establishing, maintaining and managing our relationship with you.

- With a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of Liberty Merchant Service assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Liberty Merchant Service about our website users is among the assets transferred.
- With third parties that run advertising campaigns, contests, offers, or other events or activities in connection with our Services.
- For any other purpose disclosed by us when you provide the information.

We may also share aggregate, non-personally identifiable information, including Transaction Data, for any purpose with our affiliates, marketing partners or other related third parties without restriction.

Except as described above, we will share Personal Information with companies, organizations, or individuals outside of Liberty Merchant Service only when (i) we have your consent to do so, (ii) we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably required

under and according to law; or (iii) we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Liberty Merchant Service, our customers or others.

Information Security

We implemented industry standard measures designed to prevent accidental loss, unauthorized access, use, alteration and disclosure of information.

We will use reasonable efforts to protect your Personal Information but cannot guarantee the security of your Personal Information transmitted to our website or to us in connection with our Services. We are not responsible for circumvention of our settings or security measures contained on our website or used in connection with our Services.

Scope

Our Privacy Policy applies to all of the services offered by Liberty Merchant Service, Inc.

Our Privacy Policy does not apply to services offered by other companies. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies, web beacons and other technologies to serve and offer relevant ads.

Accessing and Correcting Your Information

You may change, update or remove your Personal Information at any time by contacting us at 888-881-1936. But archived or residual information, including Personal Information, will remain in our databases, logs, backup media and other records and will not be permanently removed even upon the end of your relationship with Liberty Merchant Service. If you suspect your Personal Information has been used in violation of this policy, without your authorization, or have any other concern, please contact Liberty Merchant Service, Inc. at (888)-881-1936 or 2417 Southern Hills Ct., Keller, TX 76248.

Changes to Our Privacy Policy

We may change our Privacy Policy from time to time. Your continued use of this website or our Services after we make changes is your acceptance of those changes, so please check the policy periodically for updates.

It is our policy to post any changes we make to our Privacy Policy on this page. The date the Privacy Policy was last revised appears at top of this page.

Contact Information

To ask questions or comment about this Privacy Policy and our privacy practices, contact us by:

E-mail at hollysewell@libertymerchantservice.com or Toll Free at (888)-881-1936