

# Privacy Statement

This Privacy Statement explains how NCD Financial, LLC ("NCD Financial" or "we") collects, uses, and shares information about individuals who do business with NCD Financial. For individuals who hold a layaway account ("Account") with us, we will use and share any information that we collect from or about you in accordance with this Privacy Statement.

**What personal information do we collect?** We obtain information about you ("personal information") when you provide it to us, such as by completing fields or submitting Account application information and/or submitting your request to activate your Account. The types of information we collect may include, without limitation, your name, address, social security number, date of birth, income information, and financial bank account information. We may supplement the information you provide to us with information about you that we collect from other sources, such as credit reporting agencies and providers of marketing information, which may furnish us with additional information about your identity, credit or payment history, purchasing preferences, and other matters.

**How do we use personal information?** We may use personal information for the following purposes:

- To deliver products and services to you.
- To respond to your inquiries and fulfill your requests;
- To send you important information, changes to our terms, conditions and policies and/or other such information;
- To send you marketing communications that we believe may be of interest to you from us or third parties (See How We Use Data for Marketing Purposes and Third Parties)
- To allow you to apply for one of our products, services, or programs;
- To verify your identity and/or location in order to access, service, and maintain your Account;
- To protect our business against risk of loss and fraud;
- To report to a credit bureau;
- For our other business purposes, such as product development, service improvements, data analysis, identification of usage trends, and determining the effectiveness of our promotional campaign; and
- To comply with laws and regulations and other legal process and law enforcement requirements.

**With whom do we share personal information?** We do not share your personal information with third parties except as indicated below:

- **Authorized Service Providers.** NCD Financial may share your personal information with our authorized service providers that perform certain services on our behalf in connection with your Account. These service providers may include, without limitation, financial service providers and fulfillment agencies. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purpose.
- **Trusted Third Parties.** We may also share Account information with other financial companies with whom we jointly offer products and services. Any such company with whom we share your information is required to adhere to similar privacy laws as us.
- **Other Situations.** We also may disclose your information: (i) in response to a subpoena or similar investigative demand, a court order or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend our legal rights; to defend against legal claims; or as otherwise required by law; (ii) when we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees or others; to comply with applicable law or cooperate with law enforcement; or to enforce our agreements or policies; and (iii) in connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, asset sale or in the unlikely event of a bankruptcy.
- **Aggregated Information.** NCD Financial does share, rent or license aggregated information about you and other customers collectively and other non-personal information NCD Financial collects, at our own discretion.

**How do we safeguard your personal information?** We have implemented reasonable physical, electronic, and procedural safeguards to protect the personal information we have collected about you from unauthorized use,

misuse, disclosure, loss and alteration. You must understand, however, that we cannot guarantee the absolute security of your information, as no networked system or Internet transmission is totally secure. We assume no responsibility or liability if any information relating to you is intercepted and/or used by an unintended recipient.

**How We Use Data for Marketing and with Third Parties?** In accordance with state and Federal law, and subject to its allowable use, we collect your personally identifiable information when you register or sign up to receive products and/or services from us, even if you do not complete your registration, which at our website may include not clicking next/submit or your activation link. The types of personally identifiable information that we collect, during registration or application and when you make a purchase include, without limitation, your name, street address, e-mail address, telephone number(s) and billing account and shipping information. In addition, we may also request information about your use of, or interest in, the types of products and services offered by third-party advertisers with whom we have partnered. Any personal information that you submit to us remains your property. However, by submitting that information to us, you grant us the right to use your personal information for any legal purpose including, but not limited to: a) effectuating a purchase from NCD Financial, LLC that you make at our Website(s); b) transferring your personal information to a third party to effectuate a purchase from a third party advertiser at their Website(s); c) marketing purposes such as sharing your information with third party advertisers, partners, and associates; d) providing promotional offers to you by means of e-mail advertising, telemarketing, text messaging, direct mail marketing, pop-ups, pop-unders and/or online banner advertising. If you would like to be removed from these programs, please follow the opt-out instructions in these programs. Your email address will only be shared with our mailing partner. By filling out or submitting a registration form or partial registration form you are consenting to receive offers from us and third marketers via email, telemarketing postal mail and or SMS text message wireless or other mobile offering to your cell phone. You understand that your wireless carrier's standard charges and rates apply to these messages. For SMS text messages, you may remove our information by replying 'stop', 'end', or 'quit' to the SMS text message you have received and we will remove your personal information within 10 days of receiving such request; e) tracking compliance with our Terms and Conditions; and f) for validation, suppression, content improvement and feedback purposes. You specifically authorize, and provide your express consent to receive, telemarketing calls from us and our third-party marketing partners, including auto-dialed calls, on your landline telephone and/or your cell phone (if such number was provided). You understand that wireless carrier standard rates may apply to any calls to your cell phone. You agree that NCD Financial, LLC may contact you at any time with updates and/or any other information that we may deem appropriate for you to receive in connection with your continued use of your Account with us or our Website (s). By agreeing to this Privacy Policy, you hereby consent to disclosure of any record or communication to any third party when we, in our sole discretion, determine the disclosure to be appropriate, including, without limitation, sharing your e-mail address with other third parties for suppression purposes in compliance with the requirements of the CAN-SPAM Act of 2003, as amended from time to time. In addition, you agree that by submitting your personal information to us, such act constitutes a purchase, an inquiry and/or an application for purposes of the Amended Telemarketing Sales Rule, 16 CFR §310 et seq. (the "ATSR"). Notwithstanding that your telephone number may be listed on the Federal Trade Commission's Do-Not-Call List, we retain the right to contact you via telemarketing in accordance with the ATSR. Moreover, by registering with, making a purchase from, or requesting information from, a third party advertiser at or through our Website(s), such action shall constitute a purchase, an inquiry and/or an application with the respective third party advertiser for purposes of the ATSR and you may be contacted via e-mail direct mail and/or telemarketing by such third party advertiser in accordance with the ATSR. We may share with third party advertisers certain Website usage information of individuals that have received targeted promotional campaigns for the purpose of formatting future campaigns and upgrading visitor information used in reporting statistics. For this purpose, we may track some of the pages that you visit on our Website through the use of pixel tags (also called clear gifs). By submitting information at and/or registering at this Website, you agree to allow us to share such Website usage information with third parties. You may request that we not share your information with third parties by either logging into your online Portal account or visiting: <https://www.ncdfinancial.com/unsubscribe> and completing the unsubscribe form. It is important you understand that changing your preferences

regarding your receipt of marketing communications from us will not prevent other companies with which we already have shared your information, including third party advertisers, from continuing to provide you with offers. Notify these companies directly when contacted by them of your choices regarding their use and sharing of your information. In addition, please note that if you subsequently sign up for another one of our product or service offerings, you will need to reconfirm any information sharing preferences that you have previously changed. We may collect certain non-personally identifiable information about you when you visit many of the pages of this Website. This non-personally identifiable information includes, without limitation, the type of browser that you use (e.g., Safari, Firefox, Chrome, Internet Explorer, etc.), your IP address, the type of operating system that you use (e.g., Mac OS, Windows, Linux, etc.) and the domain name of your Internet service provider (e.g., Comcast, Time Warner, Verizon, etc.). We use the non-personally identifiable information that we collect to improve the design and content of our Website and to enable us to personalize your Internet experience. We also may use this information in the aggregate to analyze Website usage, as well as to offer you products and services. We also reserve the right to use aggregate or group data about our visitors for lawful purposes. Aggregate or group data is data that describes the demographics, usage and/or characteristics of our visitors as a group. By visiting and/or supplying your personal information at this Website, you agree to allow us to provide such aggregate data to third parties. We also may use "cookies" to enhance your experience in using our Website. Cookies are text files that we place in your computer's browser to store your preferences. We use cookies to understand Website usage, to personalize your experience, and to improve the content and offerings on our Website. We do not knowingly collect information from minors under the age of 18. No information should be submitted to, or posted at, this Website by individuals under 18 years of age. We encourage parents and guardians to spend time online with their children and to participate and monitor the interactive activities of their children.

**How can you correct or update personal information we have collected about you?** To access the personal information collected about you, to correct factual errors in such information, or to update our records with respect to your personal information, please contact us by the contact information provided below

**How do I tell you about my privacy choices?** You may contact us by the contact information provided below

**What about joint accounts?** Each person may separately make privacy choices, and joint account holders may make privacy choices for each other. If only one joint account holder makes a privacy choice, information about the other joint account holder may be shared.

**Special Notice for Vermont Residents.** In order to comply with Vermont law, we will not share information we collect about Vermont residents with companies outside our corporate family unless the law allows. For example, if we disclose information about you to other financial institutions with which we have joint marketing agreements, we will only disclose your name, contact information and information about your transactions.

**Special Notice for California Residents.** In order to comply with California law, the following applies if your account has a California mailing address. Even if you do not execute your privacy option as listed above, we will not share information that we have about you with non-financial companies outside our family of companies, unless otherwise permitted by law. We will not share information about you within, or with financial companies outside, our family of companies unless we first provide you with further privacy choices or unless permitted by law.

**What choices do you have about information sharing?** You may tell us not to share information about you with other companies outside of those companies involved with servicing your Account. Even if you do tell us not to share, we may do so as required or permitted by law, and if you have authorized us to share information in connection with that product or service.

## YOUR CHOICES

**Restrict Information Sharing With Companies We Own or Control (Affiliates):** Unless you say "No," we may share personal and financial information about you with our affiliated companies.

NO, please do not share personal and financial information with your affiliated companies.

**Restrict Information Sharing With Other Companies We Do Business With To Provide Financial Products And Services:** Unless you say "No," we may share personal and financial information about you with outside companies we contract with to provide financial products and services.

NO, please do not share personal and financial information with outside companies you contract with to provide financial products and services.

## TIME SENSITIVE REPLY

You may make your privacy choice(s) at any time. Your choice(s) will remain unless you state otherwise. However, if we do not hear from you we may share some of your information with affiliated companies and other companies with whom we have contracts to provide products and services.

To exercise your choices please contact us using any one of the options listed below.

## Contact Information:

**Mail:** NCD Financial, LLC, 3911 N. Schreiber Way, Coeur d' Alene, ID 83815

**Email:** info@ncdfinancial.com

**Phone:** 800-654-6310