

Culwell & Sons Auctioneers

Privacy Policy

Effective Date: November 3, 2023

This Privacy Policy describes how Culwell & Sons Auctioneers ("Website", "we", "us" and "our") collects, uses, and shares information about you when you access or use our website www.culwellauction.com (the "Site"). This Privacy Policy applies to information we collect via the Site.

Information We Collect

We collect information about you in two ways: directly from your input and automatically through the Site's technologies.

Information You Provide To Us When you use certain features of the Site, you may provide information directly to us. The types of information we may collect directly from you include:

- Contact details, such as your name, email address, and phone number when you sign up for our newsletter or contact us with questions.
- Profile information that you provide for your user account, such as a display name, profile photo, and biography.
- User-generated content that you post to the Site, such as comments and messages in community discussions.
- Payment information, such as credit card details, that you provide when making purchases through the Site.
- Communications between you and Culwell & Sons Auctioneers or other users of the Site.
- Demographic information, such as your age, gender and hometown.
- Other information that you intentionally provide to us.

Automatic Information Collection We also automatically collect certain types of usage information when you access and use the Site, even if you do not create an account or actively provide us with information. The types of automatically collected information include:

- IP address, browser type, and operating system.
- The web pages, content, and ads you click on or interact with on the Site.
- Dates and times of access to the Site.
- Referring and exit page analytics.

- Device identifiers.

We collect this information using technologies such as cookies, web beacons, tags, SDKs, pixels and locally stored objects. You can control cookies through your browser settings and other tracking technologies through their respective settings options.

How We Use Information

We use the information we collect for the following purposes:

- Provide, maintain, and improve the Site
- Research and develop new products and features
- Provide and deliver the information, products and services you request
- Communicate with you about products, services, offers, and events
- Personalize and customize your experience according to your interactions with our Site
- Send you technical notices, security alerts, invoices and other administrative messages
- Respond to your comments and questions
- Provide customer service and support
- Prevent and address fraud, breach of policies or terms, and threats or harm
- Carry out any other purpose described to you at the time the information was collected

Sharing Information

We will not share your personal information with third parties without your consent, except in the following circumstances:

- With third party service providers working on our behalf who help us operate, provide, improve, customize, support and market our Site. These service providers are authorized to use your personal information only as necessary to provide these services to us.
- As required by law, such as to comply with a subpoena, bankruptcy proceedings, or similar legal process
- When we believe in good faith that disclosure is necessary to protect our rights or property, protect your safety or the safety of others, investigate fraud, or respond to a legal request
- If Culwell & Sons Auctioneers is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via a notice on our website of any change in ownership

or uses of your personal information, as well as any choices you may have regarding your personal information

- To enforce or apply our Terms of Use or other agreements, including for billing and collection purposes
- With your consent or at your direction

We may also share aggregated or anonymized information that cannot identify you.

Third Party Sites

The Site may contain links to third party websites. Any access to and use of such linked websites is not governed by this Privacy Policy but instead is governed by the privacy policies of those third party websites. We are not responsible for the information practices of such third party websites.

Security of Your Information

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, no website or Internet transmission is completely secure. We urge you to take steps to keep your personal information safe, such as choosing a strong password and keeping it private. We also recommend logging out of your user account and closing your web browser when you are finished using the Site on a shared or unsecured device.

Data Retention

We only retain your personal information for as long as necessary to fulfill the purposes for which we collected it, including to satisfy any legal, accounting or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymize your personal information so that it can no longer be associated with you. We reserve the right to retain and use such anonymous data for any legitimate business purpose without further notice to you.

Children's Privacy

Our Site is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13 without obtaining parental consent. If you are under 13, please do not provide us with personal information of any kind whatsoever. If we become aware that we have

unknowingly collected personal information from a child under the age of 13, we will make commercially reasonable efforts to delete such information from our database.

Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Site. If required by law we will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via email or another manner through the Site.

Any modifications to this Privacy Policy will be effective upon our posting the new terms and/or upon implementation of the changes to the Site (or as otherwise indicated at the time of posting). In all cases, your continued use of the Site after the posting of any modified Privacy Policy indicates your acceptance of the terms of the modified Privacy Policy.

Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at:

Culwell & Sons Auctioneers customerservice@culwellauction.com