



At Lancer Worldwide (“Lancer”), we care about privacy. We are committed to being transparent about our privacy practices, including how we use your personal information, and to protecting your privacy and the confidentiality and security of personal information you provide to us. This policy outlines our privacy practices for lancerworldwide.com (hereinafter, “Website”), including how we manage the information collected from you when you visit the Website, how that information is used, and if that information is disclosed.

Your access and use of our Website is conditional on your acceptance of this Privacy Policy. Your continued use of the Website indicates your consent to the collection and use by Lancer of any personal information you provide, or we obtain through your use of the Website in the manner set out below.

We reserve the right to modify this Policy at any time. If this Policy is changed, the changes will be posted on the Website. We will not send a separate notification of changes.

WHAT IS PERSONAL INFORMATION

For purposes of this Policy, “personal information” refers to any information relating to an individual who can be identified, directly or indirectly, by reference to identifiers such as names, addresses, telephone numbers, identification numbers, email addresses, and online identifiers (e.g., online usernames).

INFORMATION WE COLLECT AND HOW WE COLLECT IT

PERSONAL INFORMATION

We collect personal information only when we have a lawful basis to do so. For example, we may collect information, with your consent, to satisfy our contractual obligations, to perform legitimate business activities, and to satisfy our legal, regulatory, or professional responsibilities. We collect this information via telephone, through our website, and other digital communication channels. We use staff and contracted agents and service providers to collect this information and will not collect personal information without your consent.

In order to access certain services or products from our Website, you may need to provide (and we will collect) the following personal information directly from you at the time the services or products are requested: name (first and last), email, company with whom you are employed, address, and telephone number. This information is collected through “Contact Us” forms on our Website, emails directly sent to us by you, and when using our Website in any other manner.

SITE VISIT INFORMATION

We may also collect information that we receive through automatic data collection technologies. When you access or contact our Website, we may collect details about your interaction, including but not limited to: traffic data, location data, date and time you accessed the site, the pages you accessed, the documents you downloaded, and information about your computer and internet connection, including your IP address, the operating system that you use, and the browser you used.

Please see our Cookie Policy below for more information.

We do not collect information about your online activities over time and across third-party websites or other online services (also known as behavioral tracking).

DEDICATION IN ACTION™

6655 Lancer Blvd. | San Antonio, TX 78219 | lancerworldwide.com | 210.310.7000

A HOSHIZAKI Company

WHY WE COLLECT INFORMATION

We use the information we collect (personal and site visit) for legitimate business uses, including but not limited to the following:

CONTACT

You may submit an inquiry on our Website or comment on a Lancer social page that includes your contact information; we may retain and use this data to reply to your inquiry and/or for other business-related purposes.

EMAIL OR MARKETING INFORMATION

If you provide us your email address and consent to receive marketing information, we may provide you with such information, including email alerts, newsletters, technical bulletins, or other email content related to our products and services.

WEBSITE IMPROVEMENT

We may use your personal information to identify you when you visit our Website to personalize and improve our Website's usability and provide you with notices about your Lancer account. When you access our Website, we may automatically collect data that is used to enhance the user experience of our Website, and to assist us in estimating our audience size and usage patterns. Please see our Cookie Policy below for more information.

OTHER PURPOSES

In connection with a Lancer product or service, you may provide us with personal information in other ways. In these circumstances, the scope of personal information will be limited to the information provided to us (directly or indirectly) and we will handle such personal information in accordance with this Privacy Policy.

OUR COOKIE POLICY

Some websites use cookies to track a user's access of the site. Cookies are small files of software that save and retrieve information about your visit to a website or application. They reside in your internet browser to help you remember your preferences and previous activity. You can find more information about cookies at www.allaboutcookies.org. Our website uses cookies. When you visit our Website, the following categories of cookies will be set in your browser: 1) strictly necessary cookies that are essential in order for you to navigate the website and use its features; 2) third-party cookies that are commonly used for analytics, and; 3) session cookies that expire once the user's session on the Website expires. For example, our e-commerce plugin utilizes some cookies for cart login and other checkout settings. Hence, it stores information such as IP addresses when they place an order. No other personal information is being stored in it.

Most internet browsers are preset to accept cookies. However, users can control and refuse the use of cookies by adjusting the settings in your browser to refuse cookies or to notify you when cookies are being used.

GOOGLE ANALYTICS

Our Website uses Google Analytics, a web analysis service provided by Google, Inc., www.google.com ("Google Analytics" or "Google"). Google Analytics uses cookies that are stored on your computer to facilitate an analysis of your use of the Website. The information generated by these cookies, such as time, place, and frequency of your visits, and IP address, is transmitted to Google's location in the United States and stored there. Google uses your personal and anonymized information to analyze your use of our Website, to compile reports for Lancer on internet activity, and to provide other services relating to our Website. Google may also transfer this information to third parties where required to do so by law or where such third parties process this data on behalf of Google. Google states that it will never associate your IP address with other data held by Google. Google Analytics also uses electronic images known as web beacons (sometimes called single-pixel gifs) and are used along with cookies to compile aggregated statistics to analyze how our Website is used. For the cases in which personal data is transferred to the United States, Google has self-certified pursuant to the EU-US Privacy Shield. To receive the most recent information concerning how Google uses your personal information and other data, please visit www.google.com/policies/privacy/partners.

DISCLOSING PERSONAL INFORMATION

We share your personal information only to perform routine business and administrative functions. We do not sell your personal information to any third party for their own advertising or marketing purposes. For example, we may share personal information that we collect with third-party service providers and nonaffiliated companies to support our legitimate business interests, assist in our ability to satisfy our contractual obligations, and perform other support or marketing services on our behalf, such as data processing, market research, and mailings.

We may share personal information in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Lancer's practice or assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Lancer or our Website users is among the assets transferred.

We may share personal information to comply with any court order, law, or legal process, including to respond to any government or regulatory request; to enforce or apply this Privacy Policy, our Website terms of use, and other agreements; and if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Lancer, our customers, or others.

We may share personal information for any other purpose for which we have your consent or to fulfill any other purpose for which you provide the information to us.

PROTECTING PERSONAL INFORMATION

Keeping your personal information confidential and secure is important to us. We take every reasonable effort and follow any applicable standard industry practices to protect the confidentiality, security, and integrity of your personal information. Although we do our best to protect your information, we cannot guarantee the security of your personal information transmitted through our Website. The open nature of the internet is such that information exchanged via the internet may be accessed and used by individuals other than those for whom the data was intended. Therefore, any electronic transmission of personal information is at your own risk. Lancer is not responsible for circumvention of any privacy settings or security measures contained on the Website.

YOUR RIGHTS AND OPTIONS

MARKETING

You may, at any time, request that we stop sending you marketing-related materials by following the "opt-out" instructions included within the materials or by contacting us directly (see below).

CALIFORNIA PRIVACY RIGHTS

Under California law, California residents who provide personal information (as defined in California law) to obtain products or services for personal, family, or household use are entitled to request and obtain from us, once a calendar year, information about the personal information we shared, if any, with other businesses for marketing uses. Lancer does not, at any time, share your personal information with a third party whom we know or have reason to believe uses the personal information to undertake independent direct marketing. California residents may have additional rights, including but not limited to, data access and deletion. If you wish to exercise any of these rights, please contact us via one of the methods provided in the "**How to Contact Us**" section below.

COOKIES

While our Website uses cookies on a limited basis, we may still use them more than you would prefer. Most internet browsers allow users to change their settings to refuse the use of cookies or to notify you when cookies are being used. You should consult your browser provider's instructions on privacy settings to determine the settings that are most appropriate for your preferences. If you disable or refuse cookies, please note that some parts of our Website may then be inaccessible or not function properly. Unless you have adjusted your browser setting so that it will refuse cookies, our system may issue cookies when you direct your browser to our Website.

EUROPEAN UNION (EU), GENERAL DATA PROTECTION REGULATION

If you are located in the EU, you may have certain rights concerning the personal information we have about you. To the extent permitted by applicable data protection laws, you may access the personal information we hold about you; request that inaccurate, outdated, or no longer necessary information be corrected, erased or restricted; and request that we provide your personal information in a format that allows you to transfer it to another service provider. You also may withdraw your consent at any time where we are relying on your consent for the processing of your personal information. You may object to our processing of your personal information where that processing is based on our legitimate interest. You have the right to file a complaint with your competent data protection authority. If you wish to exercise any of these rights, please contact us via one of the methods provided in the “**How to Contact Us**” section below. We may need to collect and process information about you solely to respond and satisfy any data right request you may have.

CHILDREN'S PRIVACY

Our Website is not directed to children under the age of sixteen. If we learn we have collected or received personal information from a child under sixteen without parental consent or on a lawful basis, we will delete that information upon notice. If you believe we may have erroneously collected information from or about a child under sixteen, please contact us via one of the methods provided in the “**How to Contact Us**” section below.

INFORMATION STORED IN THE UNITED STATES

The information (including personal information) that Lancer collects and processes is stored in the United States. If you are located outside of the United States, please be aware that the information you submit will be transferred to the United States, and that the United States may not provide the same level of protection as the laws in your country. By continuing to provide us such information you hereby consent to this transfer.

RETENTION AND PROTECTING FORMER CLIENT INFORMATION

We access, retain, store, and use the information for the least amount of time necessary pursuant to our relationship with you, and under applicable law. We do not collect more personal information than is necessary to fulfill our obligations to you or for purposes stated in this policy. Should you become an inactive client or should our relationship end, we will continue to protect the confidentiality and security of your personal information following this Privacy Policy.

HOW TO CONTACT US

If you have any questions or concerns with regards to our Privacy Policy, please contact us at:

Lancer Corporation

ATTN: Privacy Officer

6655 Lancer Boulevard

San Antonio, TX 78219

Email: privacy@lancerworldwide.com

Effective Date: June 23, 2021