Protecting your private information is our priority. This Statement of Privacy applies to Midwestsign.com and Midwest Sign & Screen Printing Supply Co. and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Midwest Sign & Screen Printing Supply Co. include Midwestsign.com and Midwest. The Midwest website is a news, information, and ecommerce site. All references to computer in this policy also include any other device that might be used to access Midwest's website, such as a phone or a tablet.

By using the Midwest website, you consent to the data practices described in this statement.

Collection of your Personal Information
Midwest Sign may collect personally identifiable information, such as your:
- Name
- Company Name
- Address
- E-mail Address
- Phone Number

If you purchase Midwest's products and services, we collect billing and credit card information. This information is used to complete purchase transactions. Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Midwest's public message boards, this information may be collected and used by others.

Midwest encourages you to review the privacy statements of websites you choose to link to from Midwest so that you can understand how those websites collect, use, and share your information. Midwest is not responsible for the privacy statements or other content on websites outside of the Midwest website.

Registration
In order to fully utilize use this website, a user must first complete the registration process. During registration a user is required to give certain information (such as name and email address). This information may be used to contact you about the products/services on our site in which you have demonstrated interest.

Use of your Personal Information
Midwest collects and uses your personal information to operate its website(s) and deliver the services you have requested.

Midwest may also use your personally identifiable information to inform you of other products or services available from Midwest and its affiliates. Midwest may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Midwest does not sell, rent, or lease its customer lists to third parties. Midwest may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. Midwest may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Midwest, and they are required to maintain the confidentiality of your information.

Midwest may keep track of the websites and pages our users visit within Midwest, in order to determine what Midwest services are the most popular. This data is used to deliver customized content and advertising within Midwest to customers whose behavior indicates that they are interested in a particular subject area.

Midwest will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to:
   a. conform to the edicts of the law or comply with legal process served on Midwest or the site;
   b. protect and defend the rights or property of Midwest;
   c. act under exigent circumstances to protect the personal safety of users of Midwest’s website or services, or the public.

Security
We take precautions to protect your information. When you submit sensitive information via Midwest’s website, your information is protected both online and offline.

Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the web page.
While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 1-651-489-9999 or via email at midwest@midwestsign.com.

**Automatically Collected Information**
Information about your computer hardware and software may be automatically collected by Midwest. This information can include: your IP address, browser type, domain names, access times, and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Midwest website.

**Use of Cookies**
The Midwest website may use browser "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your computer by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize Midwest pages, or register with Midwest site or services, a cookie helps Midwest to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Midwest website, the information you previously provided can be retrieved, so you can easily use the Midwest features that you customized.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Midwest website or other websites you visit.

**Google Ads**
This website uses Google Ads’ conversion tracking features on certain pages. If you contact us online, the destination page will have code on it that will help us understand the path you took to arrive on that page.

**Links**
This website may contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

**Surveys & Contests**
From time-to-time, our site may request information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

**Use of Online Advertising**
We may use third party remarketing cookies, including Google AdWords, to advertise Midwest across the Internet. AdWords remarketing will display relevant ads tailored to you based on what parts of Midwest’s website you have viewed by placing a cookie on your machine. The cookie is used to say "This person visited this page, so show them ads relating to that page." Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you. If you do not wish to participate in our Google AdWords Remarketing, you can opt out by visiting [Google's Ads Preferences Manager](https://www.google.com/settings/ads).

**Children Younger Than Thirteen**
Midwest does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

**Email Newsletter**
Midwest publishes an email newsletter. In addition to emails you may receive regarding specific transactions, you may opt-in to the Midwest newsletter at any time by visiting the link in the footer of the Midwest website. You may opt out of the Midwest newsletter at any time by following the link in a newsletter, or by contacting us as shown in the Opt-Out & Unsubscribe section below.
Opt-Out & Unsubscribe
We respect your privacy and give you an opportunity to opt out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from Midwest by contacting us here:
Email: midwest@midwestsign.com
Phone: 1-651-489-9999

G.D.P.R.
Midwest does not conduct business within countries governed by the European Union and is not governed by the General Data Protection Regulation.

Changes to this Statement
Midwest will occasionally update this Statement of Privacy to reflect company and customer feedback. Midwest encourages you to periodically review this statement to be informed of how Midwest is protecting your information.

Contact Information
Midwest welcomes your questions or comments regarding this Statement of Privacy. If you believe that Midwest has not adhered to this statement, please contact Midwest at:
Midwest Sign & Screen Printing Supply Co.
45 Maryland Ave. E. St. Paul, MN 55117
Email Address: midwest@midwestsign.com
Telephone number: 1-651-489-9999