

PRIVACY POLICY

This privacy policy sets out how SEM Products (hereafter “SEM” or “we”) uses and protects any information that you give SEM when you use this website. Any personal data that you provide will be treated as set forth below. This privacy policy applies to the collection and use of information by SEM on this website, but does not apply to information which you may send to us by other means.

At SEM we are committed to protecting the privacy of the users of our website. All data collected is protected against unauthorized access. The information provided through this website will only be used for the purposes mentioned below and in accordance with this privacy statement. In the event that SEM changes its privacy policy, the changes will be posted on this page. The privacy policy was last updated on January 22, 2019.

What information do we collect?

We collect information that you submit to us for example by completing forms on the website, by providing us with your feedback. We may collect the following information: name and job title, contact information including email address, demographic information such as postcode and areas of interests, other information relevant to customer surveys, feedback.

What do we do with the information we collect?

We require this information to understand your needs and provide you with a better service. We may use the information to improve our products and services; subject to local laws, we may periodically send promotional emails about new products, new offers and other information which we think you may find interesting using the email address you have provided. We may also use your information to contact you for market research purposes. We may use the information to customize the website to your interests.

Personal information collected in any form will only be retained by SEM for so long as it is required: (a) for the purpose for which it was collected; (b) to be retained by law; (c) to address any issues that may arise at a later date.

As a wholly owned subsidiary of PPG Industries, Inc. (hereafter “PPG”), an international company, data we collect may be transferred throughout PPG’s worldwide organization. We will not sell, barter, exchange, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

How we protect the information

SEM protects your information using a range of physical, operational and technological safeguards that prevent unauthorized access to and disclosure of it. When your personal information is no longer required for these identified purposes, information is destroyed, anonymized or disposed of using secure methods.

Consent

Your provision of personal information to SEM means that you agree and consent that we may collect, use and disclose your information under this privacy policy. If you do not agree with these terms, you are requested not to provide any personal information. Certain services can only be offered if you provide your personal information. If you choose not to provide us with any required information, SEM may not be able to offer you those services.

Cookies

This site may use "cookies," which are small pieces of information that a website stores on a visitor's web browser to remind the site about the visitor the next time they visit the site. SEM does not store confidential or sensitive information in cookies. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you other than the data that you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies. This may prevent you from taking full advantage of our website. For further information visit www.aboutcookies.org or www.allaboutcookies.org.

Access to your information and correction

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please contact us at custcare@semproducts.com or +1 (866) 327-7829. We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate at custcare@semproducts.com or +1 (866) 327-7829. You have the right to revoke your consent to the collection, use and disclosure of your information at any time.

Storage

SEM may allow certain authorized third party providers to track and store certain information about visitors to SEM websites and such information may be stored in any outside countries if the third party provider is located outside of North America. Personal information is always subject to local laws of the jurisdictions within which it is collected, used, disclosed and/or stored, and may be accessed by governmental authorities in those jurisdictions. Further, we do not respond to "Do Not Track" or "DNT" signals or requests.

Other websites

SEM expressly disclaims responsibility for the privacy policies and customer information practices of third party internet sites linked to our website. This privacy policy only applies to this website so when you link to other websites you should read the privacy policies provided on those sites.

Unsolicited Information: Should any user of the SEM website on this server provide SEM with information, including but not limited to, feedback data, answers, questions, comments, suggestions, plans, ideas or the like, such information shall be deemed to be non-confidential, and SEM assumes no obligation to protect such information from disclosure. The submission of such information to SEM shall in no way prevent the purchase, manufacture or use of similar products, services, plans and/or ideas by SEM for any purpose whatsoever, and SEM shall be free to reproduce, use, disclose or distribute the information to others without restriction.

SEM does not want to receive confidential or proprietary information from you through this website. Please note that any information or material sent to SEM through any link provided on this website will be deemed NOT to be confidential. By sending SEM any such information or material, you irrevocably grant SEM an unrestricted, worldwide license to use, distribute, display, reproduce, perform, modify, and transmit those materials or information, and you also agree that SEM is free to use any ideas, concepts, know-how or techniques that you send us for any purpose.

LINKS: Although this website provides links to third party sites, SEM is not responsible for the

content of any such sites. Links are provided as a convenience to viewers, and they shall not be interpreted as an endorsement, sponsorship, or association of any kind.

LINKING RIGHTS POLICY: Use of Hyperlinks. You may display on your website the hyperlink to this SEM website for purposes of enabling users of your site to link to the website ("Hyperlink"). Although a Hyperlink may be used, it may not be used in place of an appropriate trademark and/or copyright notice for any materials or trademarks properly used under the terms and conditions of this website. The Hyperlink shall at all times be displayed in its entirety and not in association with any text, graphics, logos, trademarks, or trade names (whether of SEM or another party) or any information which is misleading or otherwise misrepresents the nature of the website with which the Hyperlink will connect or which is in any way derogatory, of negative connotation, or otherwise negatively impacts on the good will of SEM in the Hyperlink or the website. Use of the Hyperlink shall require the user to link directly to the home page of the website via either the same browser window in which your website operates, or via a separate browser window. Under no circumstances shall the website, in whole or in part, be framed, modified in any manner or for any purpose, or otherwise interfered with in its normal operation and appearance. The Hyperlink shall only be displayed as set forth in this paragraph, and shall not be modified in any way, including but not limited to, enabling the Hyperlink to grant access to other than the home page of the website. The only rights granted to the Hyperlink are as set forth in this paragraph. In the event SEM provides you with written notice directing you to remove the Hyperlink from your website, you agree to do so immediately upon your receipt of such notice.