

# PRIVACY POLICY

Aila is committed to respecting your privacy. This Privacy Policy describes how your personal information is collected, used, and shared when you visit and interact with ailatech.com (the “Site”). By using the Site, you agree to the Privacy Policy.

If you have any questions about this Privacy Policy, how your data is used or collected, or how to update or remove your contact information from our database, please [email us](#).

To make this page easier to navigate, we’ve broken down the Privacy Policy into three sections:

## 1. PRIVACY FOR VISITORS

### A. WHAT INFORMATION WE GATHER

When you visit the Site, we automatically collect certain information about your device, including:

- information about your web browser
- IP address
- time zone
- browser cookies

Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site.

### B. WHY WE GATHER THIS INFORMATION

The information we collect from your device helps us create a personalized browsing experience and relevant, targeted advertisements that are based on your previous visits to the Site.

It is Aila policy that users who visit the website have expressed legitimate interest in our company and products. We reserve the right to foster this interest through digital marketing. If you would like to be forgotten by Aila, please [contact us](#) directly.

Additionally, information automatically collected from your browser is used to:

- Provide, operate, optimize, and maintain our Site
- Manage our Site security
- Improve the user experience of our Site
- Identify any server problems or other IT or network issues
- Compile aggregated statistics about site usage and to better understand the preferences of our visitors
- Carry out research and development to improve our products and services
- Customize content and layout of the Site
- Carry out other legitimate business purposes, as well as other lawful purposes

#### C. WHO WE SHARE DATA WITH

Information gathered that pertains to your device (web browser, IP address, time zone, and browser cookies) are shared only with digital analytics providers, including Google Analytics, HubSpot, and Visual Visitor.

We use analytics tools to help understand how visitors and contacts are using the Site. You can read more about how Google uses your personal information [here](#).

#### D. CONTACT FORMS

In addition to device information, we also employ contact forms to collect personal information. When a visitor fills out a contact form, they become a contact. See privacy information specific to contacts in the section below.

## 2. PRIVACY FOR CONTACTS

#### A. WHAT CONTACT INFORMATION WE GATHER

We employ contact forms on the Site to collect visitor information. Our contact forms may include some or all of the following information:

- Name
- Company name
- Business email
- Industry

It is Aila policy that users who complete a contact form have expressed legitimate interest in our company and products. We reserve the right to foster this interest through email communications and digital marketing. However, you can easily opt out at any time by clicking the “Unsubscribe” link in our emails, or by contacting us via **email**.

#### B. WHY WE COLLECT CONTACT INFORMATION

We use the information you provide in contact forms for legitimate business purposes only. Purposes include:

- To send you information on our products and services
- To share relevant industry news and insights
- To provide order assistance and updates

Additionally, information automatically collected from your browser is used to:

- Provide, operate, optimize, and maintain our Site
- Manage our Site security
- Improve the user experience of our Site
- Identify any server problems or other IT or network issues
- Compile aggregated statistics about site usage and to better understand the preferences of our visitors
- Carry out research and development to improve our products and services
- Customize content and layout of the Site
- Carry out other legitimate business purposes, as well as other lawful purposes

#### C. WHO WE SHARE CONTACT INFORMATION WITH

Information gathered from contact forms is shared only with our business partners only as needed to fulfill obligations to our customers. This may include:

- Shipping and contact information
- Order line items

## 3. GENERAL INFORMATION

#### A. ABOUT BROWSER COOKIES

This Site uses browser cookies to store information on your browser or device. This helps us improve the Site and better understand the preferences of visitors. By using the Site, you consent to the placement of cookies on your device.

We use various tracking cookies to aid in our Site analytics, including Google and HubSpot cookies. You can find a list of the HubSpot tracking cookies that our Site uses [here](#).

You can change your cookie preferences at any time within your browser settings.

#### B. LINKS TO THIRD-PARTY WEBSITES

We occasionally link to other websites when they provide useful or relevant information. These third-party websites have privacy policies that differ from this one. Information collected from those sites is governed by those privacy policies.

#### C. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

#### D. CONTACT US

If you have questions about this Privacy Policy, or to update or remove your information from our database, please contact us by email or by mail at the following address:

11 Huron Drive, Suite 202, Natick, MA, 01760, United States