

Our Privacy Policy

Scope of This Policy – Effective 12/1/2014

This Privacy Policy covers ASP America's Swimming Pool Co. (hereafter "ASP") treatment of personally identifiable information collected from merchants (hereafter "merchant" or "you") who use the merchant services, as well as consumer information that we acquire in the course of our business. This Policy also covers the treatment of personally identifiable information that ASP business partners may share with it.

This Policy does not apply to the practices of companies that ASP does not own or control, or to people that ASP does not employ or manage. This Policy is specific to ASP.

Information Collection and Use

ASP collects personally identifiable information when you register for an ASP account, and when you use certain ASP products and services. ASP may also receive personally identifiable information from its resellers and other business partners.

When you register with ASP, we ask for your contact information (such as your name, street address and email address), as well as certain information pertaining to you, along with billing information such as a bank account and/or credit card number.

In the course of processing a payment transaction, we typically receive information related to the transaction from the merchant or a financial institution. This normally includes information about the payment that a consumer has furnished to the merchant or financial institution in the course of placing the order. We do not acquire any information directly from the consumer through our website. We do not sell your personal information to third parties.

The personally identifiable information we acquire in processing payment transactions varies according to the nature of the transaction and the way in which merchants or financial institutions are using our payment services. It may include, for example, the amount of the transaction, the consumer's name, credit card number and expiration date or checking account number, billing address, and shipping address.

ASP uses the information collected to fulfill your requests for products and/or services, to process payment transactions, to facilitate billing, and otherwise deliver the payment gateway services. Personally identifiable consumer information is only used to process payment transactions and is never used for any other purpose.

The Children's Online Privacy Protection Act (COPPA) stipulates that Web site operators cannot knowingly collect personal information from children under age 13 without verifiable parental permission. ASP does not offer services or sell products to children. ASP does not request or knowingly collect personally identifiable contact information from anyone under the age of 13.

Information Sharing and Disclosure

Protecting personally identifiable information about merchants and consumers is an important part of our business. We share and disclose such information only as described below.

ASP will only send personally identifiable information about you to other companies or people when: 1) we have your consent to share the information; 2) we need to share your information to provide the product or service you have requested; or 3) we need to send the information to companies who work on behalf of ASP to provide a product or service to you (unless we tell you differently these companies do not have any right to use the personally identifiable information we provide them beyond what is necessary to assist us).

Personally identifiable consumer information is shared with third parties (such as banks and credit card processors) to the extent necessary for ASP to deliver payment processing services.

We also may release personally identifiable information when we believe release is appropriate to comply with law, such as a subpoena, or similar legal process; enforce or apply our Merchant Agreement and other agreements; or protect the rights, property, or safety of ASP, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and risk reduction.

In the unlikely event that ASP is acquired, merchant account information may be one of the transferred assets.

Information Security

Information security is critical to our business. We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts the information you input. We store information gathered on secure computers located in a locked data center. The number of employees involved in the management of the data center that have physical access to these computers is limited. We use firewalls and other security technology to prevent our computers from being accessed by unauthorized persons.

We also require that all personally identifiable consumer information sent to us by you be encrypted

using SSL encryption.

It is important for you to protect against unauthorized access to your Login ID/password and to your computer. Be sure to sign off when finished using a shared computer and otherwise protect the password used to access ASP services.

Cookies

We use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site, track usage behavior, and facilitate your access to and use of our site. We may use cookies, for example, to keep track of your preferences and profile information. Cookies are also used to collect general usage and volume statistical information that does not include personal information.

We use another company to place cookies on your computer to collect non-personally identifiable information to compile aggregated statistics for us about visitors to our site.

Web Beacons

Our Web pages may contain 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 site is used and may be used in some of our emails to let us know which emails and links have been opened by recipients. This allows us to gauge the effectiveness of our customer communications and marketing campaigns.

Changes to this Policy

ASP reserves the right to modify or amend this Privacy Policy at any time and for any reason. If there are material changes to this statement or in how ASP will use personally identifiable information, ASP will post notice as a link at www.asppoolco.com prior to implementing the change. If you have additional questions about this Policy, please contact your local ASP franchise.