



**DEXTER.**  
**LAUNDRY**

## PRIVACY POLICY

This privacy policy describes information Dexter Laundry, Inc., its subsidiaries and affiliated companies (the "Company") collect about visitors to the web sites to which this privacy policy is applicable (collectively, the "Web Sites"), how the Company uses this information, and other related matters. This policy applies exclusively to the information the Company collects via the Web Sites and does not apply to any information the Company may collect in any other manner.

The Company has a number of subsidiaries and affiliates that operate individual web sites. This privacy policy applies to the web sites that link to it, including, but not limited to the following:

- [Dexter Laundry, Inc.](#)
- [Dexter Financial Services, Inc.](#)
- [Century Laundry Distribution, Inc.](#)
- [DexterLive.com](#)
- [Go.Dexter.com](#)

## YOUR CONSENT

By using the Web Sites, you agree to the collection and consent to the use of information by the Company in accordance with this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Web Sites. The data collected on the Web Sites belong exclusively to the Company, and the Company is solely responsible for creating and maintaining this policy. If you have any questions or comments, you can reach us at [info@dexter.com](mailto:info@dexter.com) or at Dexter Laundry, Inc., 2211 W. Grimes, Fairfield, Iowa 52556.

The Web Sites are controlled by the Company from offices within the United States. The Company makes no representation that content or materials in the Web Sites are appropriate or available for use in other jurisdictions. The information you submit to the Company through the Web Sites will be stored and processed in the United States. If you are not located in the United States, by submitting personal information to the Company, you consent to the transfer of information outside of your country. If you choose to access the Web Sites from other jurisdictions, you do so on your own initiative and are responsible for compliance with applicable local laws. Any claims relating to the Web Sites or the content and materials shall be governed by the laws of the State of Iowa in the United States, without giving effect to any principles of conflicts of laws.

## INFORMATION WE COLLECT

**"Personally identifiable information"** refers to information that directly identifies you, such as your name, postal address, telephone number and e-mail address. The Company collects personally identifiable information when provided by you in online forms or registration forms, in order to respond to inquiries for information about the Company.

**"Machine Data"** refers to data generated by, collected by, or stored in your equipment or any other device interfacing with your equipment. Machine data includes, but is not limited to, the location of your equipment, the number of operating hours for your equipment, data regarding equipment operation and equipment diagnostic data.

**"Non-personally identifiable information"** refers to information that does not identify you but which can be used to track certain Internet conduct. For instance, your computer's IP address, your web browser's identity, and what pages of the Site you visit may all be used to collect information about how the Site is used without identifying your name or other personally identifiable information. The Company may collect non-personally identifiable information from you by "passive" means, often through the use of cookies.

Non-personally identifiable information is collected through a variety of methods including the use of cookies. A cookie is a small amount of data, which often includes an anonymous unique identifier, that is sent to your browser from a web site's computers and stored on your computer's hard drive. Many consider the use of cookies to be an industry standard. You can alter the configuration of your browser to refuse to accept cookies, but if you do so, it is possible that some areas of web sites that use cookies will not function properly when you view them.

It is possible to link non-personally identifiable information to individual names, but the Company does not do so except as may be necessary to investigate illegal conduct or any unreasonable conduct in connection with the use of the Web Sites, violations of the Terms and Conditions governing this Site, to comply with legal process (e.g., subpoenas), and to assist law enforcement agencies, or as otherwise required by law.

When a user performs a search within the Web Sites, the Company may record information identifying the user or linking the user to the search performed. The Company may also record limited information associated with search requests made by a user and use that information to, among other things, solve technical problems with the Web Sites and to calculate overall usage statistics.

## HOW WE USE THIS INFORMATION

### PERSONALLY IDENTIFIABLE INFORMATION

The Company may collect your personally identifiable information and use it to send you information about the Company, for customer service, product news, to manage business needs and schedules, to send you advertising and sales materials about the Company and to contact you when necessary. The Company may share your information within its divisions, subsidiaries, and affiliates, at its discretion. The Company may also share your personal information with any other party, including third parties, for any reason, including but not limited to advertising and marketing purposes. The Company may share this information with third parties that help the Company with fulfillment of site administration. In addition, the Company reserves the right to use both your personally identifiable information, your machine data and non-personally identifiable information in order to investigate illegal conduct or any unreasonable conduct in connection with the use of the Web Sites, to comply with legal process (e.g., subpoenas), and to assist law enforcement agencies, or as otherwise required by law.

### NON-PERSONALLY IDENTIFIABLE INFORMATION

The Company may track non-personally identifiable information for internal purposes and to help the Company interact with visitors to the Site. The Company may also share non-personally identifiable information in aggregate form with third parties to illustrate trends and patterns. If you place an order through the Web Sites, we may hire other companies to provide administrative, fulfillment, and/or other services on our behalf, including packaging, mailing and/or delivery. We may provide the information you submit to those companies to provide the services we requested.

## PRIVACY RIGHTS FOR CALIFORNIA RESIDENTS

For California residents, you may have the right to request and receive certain information about the disclosure of your personally identifiable information to third parties for their direct marketing purposes and your choices with respect to such disclosures. We do not share your personally identifiable information with third parties without first giving you the opportunity to opt-out from such sharing, so we believe we are exempt from having to meet this requirement. However, if you wish to learn more about our compliance with this requirement, please contact us at [info@dexter.com](mailto:info@dexter.com).

- If we are bought or acquired by another company (either fully or partially), merged with another company or experience a reorganization, bankruptcy or other similar event, your information may be shared with our successor or assign (the new company or the company that takes over), subject to the notification procedures set forth below.
- If we are required to share your information because such action is reasonably necessary to comply with legal-related processes, enforce contract terms, respond to or resolve any claims (including valid consumer complaints), or otherwise protect or enforce the safety or rights (including intellectual property rights) of the Company, our business customers and partners, our consumers or the general public.
- If we wish to generally assess (with the help of a third party company) how our Online Services are performing in the Internet marketplace, their popularity or use amongst certain consumer demographics or profiles and other similar performance metrics. The information disclosed for these purposes will be in aggregate form and limited to demographic or other anonymous data; no personal information will be shared.

## CHANGES TO THE PRIVACY POLICY

The Company reserves the right to change the terms of this Privacy Policy, and you should check this page at regular intervals to see whether the terms of this Privacy Policy have changed. Your continued use of the Web Sites following any changes to the Privacy Policy will constitute your acceptance of such changes.

## LINKS / SECURITY / UNDER 18

The Web Sites may contain links to other sites run by third parties unaffiliated with the Company. The Company is not responsible for the information collection practices or the content of the sites to which the Company links. We take reasonable steps to protect the integrity of the information you send to us. Unfortunately, no transmission over the Internet can be guaranteed to be 100% secure. As a result, we cannot ensure or warrant the security of any information you transmit to us. We do not knowingly or intentionally collect any personal information from, or market to individuals, under the age of 18. If a child you know of has provided us with personally identifiable information, please contact us immediately so that we may identify the information that needs to be removed.

## PROBLEMS OR COMPLAINTS

If you believe that there has been a violation of the terms of this policy, please contact us at [info@dexter.com](mailto:info@dexter.com). We will investigate, take appropriate action, and report back to you within a reasonable period of time.