



SBIR Privacy Statement

Revision 1 Updated 07-08-2020

Privacy Statement

This privacy statement explains how Santa Barbara Infrared, Inc and its subsidiaries IRCameras, LLC and Sensor Technology Engineering LLC (also referred to as “we,” “us,” and “our”) uses any personal information we collect from or about you, through our interactions with you, and through our products and services, including this website.

Our Privacy Notice applies to all of the services offered Santa Barbara Infrared, Inc., its subsidiaries, and affiliates, products and services offered on other sites, but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

What information do we collect about you?

We collect information about you to effectively operate our website and provide information to you about our products and services. We may also collect personal information when you voluntarily submit it to us, like through a website “contact us” form or email. We collect payment information that you provide us in order to pay for and use our products and services. We collect certain information by automated means when you visit our website, such as the number of visitors and pages accessed. By collecting this information, we learn how to best tailor the websites to our visitors. We collect this information through various means such as “cookies,” “web beacons” and IP addresses. Please see our Cookie Statement for further information.

How will we use the information about you?

We may use your personal information to manage our relationship with you. We collect information about you to process and manage orders. We may use your information for marketing purposes, and we may retain your information in order to protect our legal rights. We may use your information collected from the website to personalize your repeat visits to our website.

Marketing

We may use your personal information to communicate with you and to personalize our communications with you. We may email you information we think may be of interest to you. We do not rent or sell personal information or emails lists to third parties, but we may work with a third-party to help market our products and services. You have a right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please contact: sales@sbir.com

Social media plug-ins

Our website features four plug-ins for easy sharing and following our social media pages: LinkedIn, Facebook, and Google+. Being on our website does not automatically result in sharing data on these social media networks. These plug-ins remain inactive (idle) until clicked upon. Once clicked upon, you will be taken to the social media site, with their own privacy statements (which you are recommended to read).

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Information security

We care about and are committed to the security of your personal data. When we collect information about you, we also make sure that your information is protected from unauthorized access, loss, manipulation, falsification, destruction or unauthorized disclosure. This is done through appropriate technical measures. We delete all information deemed no longer necessary.

Access to your information

You have the right to request a copy of the information that we hold about you. If you would to review, correct or remove some or all of your personal data from our systems, please email sales@sbir.com or write to us at the address below. We will provide you with a copy of the data. In order to comply with your request, we may ask you to verify your identity. We will fulfil your request by sending your copy electronically, unless the request expressly specifies a different method. We reserve the right to charge an administrative fee for additional requests.

The California Consumer Privacy Act

Under the CCPA, California residents have certain rights regarding the personal information that businesses have about them. This includes the rights to request access or deletion of your personal information, as well as the right to direct a business to stop selling your personal information.

Personal Information We Collect

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device. In particular, we may have collected the following categories of personal information from consumers within the last twelve (12) months:

Category	Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES
B. Personal information categories listed in the California	A name, signature, Social Security number, physical characteristics or description, address, telephone number,	YES

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Category	Examples	Collected
Customer Records statute (Cal. Civ. Code § 1798.80(e)).	passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	YES
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and	NO

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Category	Examples	Collected
	voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	NO
G. Geolocation data.	Physical location or movements.	NO
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	YES
I. Professional or employment-related information.	Current or past job history or performance evaluations.	YES
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	NO

Use of Personal Information



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We may use or disclose the personal information we collect for one or more of the following business purposes:

- To fulfill or meet the reason for which the information is provided.
- To provide you with information, products or services that you request from us.
- To provide you with email alerts, event registrations and other notices concerning our products or services, or events or news, that may be of interest to you.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collections.
- To improve our website.
- For testing, research, analysis and product development.
- As necessary or appropriate to protect the rights, property or safety of us, our clients or others.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.

With Whom We Share Your Personal Information

In limited circumstances, we may disclose your personal information to a third party for a business purpose.

In the preceding twelve (12) months, we have disclosed the following categories of personal information for a business purpose:

Category A: Identifiers.

Category B: California Customer Records personal information categories.

Category C: Protected classification characteristics under California or federal law.

Category D: Commercial information

Category H: Sensory Data.

Category I: Professional or employment-related information.

We disclose your personal information for a business purpose to the following categories of third parties:

- Our affiliates.
- Service providers.
- Third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you.



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In the preceding twelve (12) months, we have not sold any personal information.

The Right to Opt-out of Sale

You have the right to direct us to not sell your personal information; however, we may retain information as needed in order to comply with legal obligations, enforce agreements, and resolve disputes.

With respect to cookies, you can always customize your settings at any time.

Right to Request Disclosure

You have the right to request disclosure about what categories of personal information we have disclosed for a business purpose and the categories of third parties to whom the personal information was sold or disclosed. Additionally, you have the right to request disclosure of specific pieces of information. Below is a full list of the information that you can include in your request.

- The categories of personal information that we have collected about you
- The categories of sources from which we have collected the personal information
- The business or commercial purpose for collecting or selling the personal information
- The categories of third parties with whom we share personal information
- The specific pieces of personal information we have collected about you
- The categories of personal information that we disclosed about you for a business purpose
- The categories of personal information that we have sold about you, as well as the categories of third parties to whom we sold the information

Right to Request Deletion

You have the right to request that we delete any personal information about you that we have collected from you. Please note that we may retain information as needed in order to comply with legal obligations, enforce agreements, and resolve disputes.

The Right to Non-Discrimination

We will not discriminate against you (e.g., through denying goods or services, or providing a different level or quality of goods or services) for exercising any of the rights afforded to you.

Cookies & similar technologies

We use cookies (small text files placed on your computer or device to collect standard internet log information and visitor behavior information). This information is used to track visitor use of the website and to compile statistical reports on website activity. The resource used is Google Analytics. You can set your browser not to accept cookies. Your browser may also have the ability to block tracking.



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Retention of personal data

We retain personal information for as long as necessary to provide the products and services you have requested, or for other essential purposes such as complying with our legal obligations, resolving disputes, and enforcing agreements.

Other websites

Our website contains links to other websites. This privacy statement only applies to this website.

Disclosure of information to third parties

We may provide your information to third parties who handle information on our behalf. This may help us respond to your inquiry, manage our relationship with you, and to comply with legal, regulatory, or national security obligations. We do not rent or sell personal information to third parties. By providing personal information through our website, you are consenting to these disclosures.

Children's privacy

We do not intentionally collect information on anyone under the age of 13.

Changes to our privacy statement

We keep our privacy statement under regular review and we will place any updates on this web page.

How to contact us

Please contact us if you have any questions about our privacy statement or information we hold about you.

By mail: SBIR, 30 S. Calle Cesar Chavez, Suite D, Santa Barbara, CA 93103, USA

By email: sales@sbir.com