

## EWI Privacy Policy

**Last Updated: June 18, 2025**

This Privacy Policy describes how EWI ("we," "us," or "our") collects, uses, and discloses information when you use our website, products, or services (collectively, the "Service"). We are committed to protecting your privacy and handling your information in a transparent and responsible manner, in accordance with applicable Michigan laws and general privacy principles.

### 1. Information We Collect

We collect various types of information in connection with the Service:

- **Personal Information:** This is information that can be used to identify you directly or indirectly. The types of Personal Information we may collect include:
  - Contact Information (e.g., name, email address, postal address, phone number)
  - Account Information (e.g., username, password, unique identifiers)
  - Payment Information (if applicable, e.g., credit card details for purchases)
  - Demographic Information (e.g., age, gender, if provided)
  - Any other information you voluntarily provide to us (e.g., through forms, surveys, communications).
- **Non-Personal Information:** This is information that does not directly identify you. We may collect:
  - Usage Data (e.g., pages visited, time spent on pages, links clicked)
  - Device Information (e.g., IP address, browser type, operating system)
  - Referral data (e.g., the website you came from)
  - Information collected through cookies and similar technologies (as described below).

### 2. How We Collect Information

We collect information in the following ways:

- **Directly from You:** When you provide it to us through forms, registrations, purchases, inquiries, or other interactions.
- **Automatically:** Through the use of cookies, web beacons, and other tracking technologies as you navigate and interact with our Service.
- **From Third Parties:** We may receive information from third-party services if you link them to our Service or if they provide data to us in accordance with their own privacy policies.

### 3. How We Use Your Information

We use the information we collect for various purposes, including:

- **Providing and Maintaining the Service:** To operate, deliver, and improve our Service, fulfill your requests, and process transactions.
- **Communication:** To send you updates, newsletters, marketing materials (with your consent where required), and respond to your inquiries.
- **Personalization:** To customize your experience on our Service.
- **Analytics and Improvement:** To understand how users interact with our Service, analyze trends, and improve our offerings.
- **Security and Fraud Prevention:** To protect our Service, users, and prevent fraudulent activity.
- **Legal Compliance:** To comply with applicable laws, regulations, and legal processes, including responding to valid requests from law enforcement or other government agencies.
- **Enforcement of Terms:** To enforce our terms of service and other policies.

### 4. Sharing Your Information

We may share your information with third parties in the following circumstances:

- **Service Providers:** We may share your information with third-party vendors, consultants, and other service providers who perform services on our behalf (e.g., payment processing, hosting, analytics, marketing, customer support). These service providers are obligated to protect your information and only use it for the purposes for which we disclose it to them.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court order, subpoena, or government investigation), or to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or other third parties.
- **Business Transfers:** In the event of a merger, acquisition, sale of assets, or other similar transaction, your information may be transferred to the acquiring entity.
- **With Your Consent:** We may share your information with your consent or at your direction.
- **Aggregated or Anonymized Data:** We may share aggregated or anonymized non-personal information that cannot reasonably be used to identify you.

### 5. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information. Cookies are small data files placed on your device. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

## **6. Data Security**

We implement reasonable administrative, technical, and physical safeguards designed to protect the information we collect from unauthorized access, use, disclosure, alteration, or destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## **7. Data Retention**

We retain your Personal Information for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

## **8. Your Rights (Applicable to Michigan Law)**

While Michigan does not currently have a comprehensive consumer privacy law, you have certain rights under existing laws:

- **Identity Theft Protection Act (ITPA):** If we experience a data breach that compromises your "personal information" (as defined by ITPA – generally, your first name or initial and last name combined with a Social Security number, driver's license/state ID number, or financial account/payment card number with access codes), we are required to notify you without unreasonable delay.
- **Internet Privacy Protection Act (IPPA):** This act prohibits employers and educational institutions from requesting access to your "personal internet accounts" (e.g., social media).

## **9. Children's Privacy**

Our Service is not intended for individuals under the age of 13. We do not knowingly collect personally identifiable information from children under 13. If you are a parent or guardian and you believe that your child has provided us with Personal Information, please contact us, and we will take steps to delete such information from our records.

## **10. Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes.

## **11. Contact Us**

If you have any questions about this Privacy Policy or our privacy practices, please contact us:  
By email: [notice@ewiworldwide.com](mailto:notice@ewiworldwide.com) By mail: 2401 S. Gulley Rd Dearborn MI 48124 By phone: 734-525-9010