

Terms of Use

(Updated October 2018)

By using this website you agree to the terms and conditions outlined here within. These terms and conditions are subject to change to change at any time.

The following terminology applies to these Terms of Use and any or all Agreements: "Customer", "You" and "Your" refers to you, the person accessing this website and accepting the Company's terms and conditions. "The Company", "Our", "We" and "Us", and "Brite Metal", refers to Brite Metal, Inc.

Privacy

We collect customer data on our site through Google Analytics using the Global Site Tag. This data is collected from the following sources:

- The *HTTP Request*^[1] of the user's browser
- Browser/system information
- *Cookies*^[2]

As per the terms of service with Google, we do not send or transmit personally identifiable information to Google Analytics, or information that would allow Google (or other third party) to personally identify an individual.

Customers that create an account on our website are participating in a feature known as 'User ID' in Google Analytics. We assign a non-personally identifiable unique ID to each logged in user which is transmitted to Google Analytics. We use this information to better meet customer demands and identify individual users in our own internal systems *outside of Google Analytics*. Finally, we use a feature known as 'session unification' to assign customer's activities to their ID prior to logging in.

Brite Metal also engages in 'Remarketing' which uses third-party cookies:

- Third-party vendors, including Google use this information to serve ads on other sites across the internet.
- Third party vendors, including Google, use cookies to serve ads based on past visits to our website.
- Users can opt out of cookies used by google analytics by visiting Google's Ads Settings: <https://www.google.com/settings/ads>

- Alternatively users may opt out of Interest-Based Advertising by visiting: <http://www.networkadvertising.org/choices/>

Additionally, you may opt out of having your site activity tracked by Google Analytics by installing a browser plugin: <https://tools.google.com/dlpage/gaoptout>

To learn more about the types of data collected by Google and its partners please see: <https://policies.google.com/privacy/partners>

Requests sent through email or our website, such as requests for quotation are not shared with third parties. This data is password protected and is only shared with authorized representatives of the company.

Children's Privacy

Our Website is not intended for use by children/minors and Brite Metal does not knowingly market or solicit data from children/minors.

Security:

Brite Metal makes a best effort to secure all customer data provided through our website, email, phone, fax, or any other form of communication. Brite Metal cannot guarantee the security of customer's information systems.

Definitions:

[1] HTTP request:

An HTTP request for any web page contains details about the browser and computer making the request. Additionally most browsers provide detailed browser and system information such as screen resolution.

[2] Cookies:

A cookie is a text file which is used to store information about your preferences, location and other details. They may also be used to protect your data from unauthorized access. Cookies are stored on your computer. First party cookies are issued by Brite Metal.com, while Third Party Cookies are issued by other websites visited by you.