



Buffalo Computer Graphics, Inc.  
4185 Bayview Road  
Blasdell, NY 14219  
716-822-8668  
www.BuffaloComputerGraphics.com

# Buffalo Computer Graphics Website Privacy Policy

*Updated: August 23, 2021*

Buffalo Computer Graphics, Inc. (BCG) is strongly committed to protecting your privacy. The policies below are applicable to our [buffalocomputergraphics.com](http://buffalocomputergraphics.com) and [disasterlan.com](http://disasterlan.com) websites, as well as to our DLAN Mobile Responder App. We have established this privacy policy ("Privacy Policy") to let you know the kinds of personal information we may gather during your use of our website, why we gather your information, what we use your personal information for, when we might disclose your personal information, and how you can manage your personal information. It also describes your choices regarding use, access, and correction of your personal information.

**By using our website, you are accepting the practices described in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use our website.**

If you have any questions about this Privacy Policy or don't see your concerns addressed here, you should contact us by email at [info@bcgeng.com](mailto:info@bcgeng.com).

## What Information About Me Is Collected and Stored?

BCG adheres to the applicable standards of ethical practices in all of our operations and is dedicated to protecting your privacy. **Our Privacy Policy is simple: Except as disclosed below, we don't sell, barter, give away, or rent your personal information to any third party outside of Company.**

## Personal Information

Your personal information is collected when you fill out a form on our website. You are in full control of what personally identifiable information you disclose, such as name, number, or email address.

## Passive Collection

As is true of most websites, we gather certain information automatically and store it in log files. This information includes Internet protocol (IP) addresses, browser type, referring/exit pages, operating system, etc. We may combine this automatically collected log information with other information we collect about you. We do this to improve services we offer you, analytics, and site functionality.

## Tracking Technologies

Technologies such as: cookies or similar technologies are used by our website. These technologies are used in analyzing trends, administering the site, tracking users' movements around the site and to gather demographic information about our user base as a whole. Users can control the use of cookies at the individual browser level.

BCG utilizes Google advertising cookies. Users can opt out here: <https://tools.google.com/dlpage/gaoptout/>

## **How We Use Your Information?**

We use the information we learn from you to help us personalize and continually improve your experience on our website. We also use this information to prevent or detect fraud or abuses of our site and, as described below, enable third parties to carry out technical, logistical or other functions on our behalf. Except as disclosed in this Privacy Policy, we do not use or disclose your information collected online to any companies not affiliated with us.

## **Use of Passive Information**

We use Passive Information to help us determine how people use our website so we can improve your experience. We may also use or share information, other than Personal Information, in any other manner that we deem appropriate or necessary.

## **Third-Party Agents**

We occasionally have third party agents, subsidiaries, affiliates and partners that perform functions on our behalf, such as analytics, fraud protection, etc. These entities have access to the Personal Information needed to perform their functions and are contractually obligated to maintain the confidentiality and security of that Personal Information. They are restricted from using, selling, distributing or altering this data in any way other than to provide the requested services to BCG.

## **Emergency Situations**

In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also use or disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on us or the application; (b) protect and defend our rights or property, the application or our users, and act under emergency circumstances to protect the personal safety of us, our affiliates, agents, or the users of the application or the public, or respond to a government request. We do not sell your Personal Information to third parties.

## **What Steps Are Taken To Keep Personal Information Secure?**

We are concerned with the security of the Personal Information associated with you. We have implemented commercially reasonable measures to prevent unauthorized access to your Personal Information. These measures include policies, procedures, employee training, physical access and technical measures relating to data access controls.

While we try our best to safeguard your Personal Information once we receive it, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure. If you have any questions about security on our application, you can contact us at [info@bcgeng.com](mailto:info@bcgeng.com).

## **Data Retention**

We comply with the following data retention policies with respect to your Personal Information: (1) we may retain your chat, forum and weblog contributions; and (2) we may retain your form submissions, though we reserve the right to destroy such information after a period of six months. Upon request, BCG will provide you with information about whether we hold any of your personal information.

## **What Happens When I Link To or From Another Web Site?**

Our website may contain links to other websites. Please be advised that the practices described in this Privacy Policy for Company do not apply to information gathered through these other websites. These other sites may also send their own cookies to you, collect your data, or solicit your Personal Information. Always be aware of all websites you visit. We are not responsible for the actions and privacy policies of third parties and other websites. We encourage you to be aware of when you leave this Website and read the privacy policies of each and every website that you visit.

## **Testimonials**

We display personal testimonials of satisfied customers on our site in addition to other endorsements. With your consent we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us at [info@bcgeng.com](mailto:info@bcgeng.com).

## **Social Media Features and Widgets**

Our application may include social media features, such as the Facebook 'Like' button, and widgets, such as the 'Share' button, or interactive mini-programs that run on our application (collectively, "Features"). These Features may collect your IP address, which page you are visiting on our Website, and may set a cookie to enable the Feature to function properly. Features are either hosted by a third party or hosted directly on our Website. Your interactions with these Features are governed by the Privacy Policy of the company providing it.

## **Governing Law/Assignment**

Our Website is published in the United States of America (the "U.S."). We make every effort to protect your Personal Information. We attempt to comply with local data protection and consumer rights laws to the extent they may apply to our services. If you are uncertain whether this Privacy Policy conflicts with the applicable local privacy laws where you are located, you should not submit your Personal Information to us.

## **Changes to This Policy**

We may update this Privacy Policy to reflect changes to our information practices. We encourage you to periodically review this page for the latest information on our privacy practices.

## **Your California Privacy Rights**

California Civil Code Section 1798.83 permits customers of Company who are California residents to request certain information regarding its disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [info@bcgeng.com](mailto:info@bcgeng.com)

## **Contact Us**

Buffalo Computer Graphics  
4185 Bayview Road  
Blasdell, NY 14219  
(716) 822-8668  
[dlansupport@bcgeng.com](mailto:dlansupport@bcgeng.com)