

PRIVACY POLICY

Leo Schachter is committed to respecting the privacy rights of our Web Site visitors. The following Privacy Policy describes how we collect, protect, and use information we receive from visitors to our Web Site.

Types of Information Collected

At Leo Schachter, the confidentiality of your information is very important to us. We employ a number of measures to keep the data you voluntarily supply safe. By default you visit our Web Site anonymously. When visiting our Web Site, we do collect technical information about your visit such as the type of browser (e.g., Internet Explorer, Firefox), the length of visit, as well as the pages viewed and a host of other similar information.

There are functions on our site or social media sites where personally identifiable information such as your e-mail or postal address is requested with your explicit consent (e.g., when you request a brochure or enter a sweepstakes). While this information is retained by us, it is not sold to third parties and only used by Leo Schachter and its related companies. We use e-mail addresses to communicate with you regarding transactions between us or your customer relationship with us. We may also use your e-mail to share information about Leo Schachter products and services that may be of interest to you. You may opt-out of receiving such promotional messages from us at any time. Please refer to the “How can you opt-out, remove, or modify information you have provided to us?” section below. We do employ third parties who act on our behalf to help us manage and analyze this data but they are required to keep this data confidential. They also can only use the information for the specific services we ask them to perform and they must inform us of any theft of it.

We also receive and store click-stream data and other information about visits to our Web Sites which may be combined with personal information you have provided. This information is used to analyze and improve the website experience. For more information, see the “Do we use ‘cookies?’” section below.

Like many websites, we use “cookies” to enhance your experience and gather information about visitors and visits made to our websites. Please refer to the “Do we use ‘cookies?’” section below for more information about “cookies” and how we use them.

How do we use your information?

We may use the information we collect from you when you register, enter a contest or promotion, respond to a survey or marketing communication, provide information on a social media site, surf the website, or use certain other site features in the following ways:

To personalize your site experience and to allow us to deliver the type of content and product offerings in which you are most interested.

To allow us to better service you in responding to your customer service requests.

To administer a contest, promotion, survey, or other site feature.

If you have opted-in to receive e-mail from Leo Schachter, we may send you periodic e-mails. If you would no longer like to receive e-mail from Leo Schachter, please refer to the “How can you opt-out, remove, or modify information you have provided to us?” section below.

If you have opted-in to receive direct mail, we may send you periodic direct mail, such as catalogues. If you would no longer like to receive direct mail, please refer to the “How can you opt-out, remove, or modify information you have provided to us?” section below.

How do we protect visitor information?

We implement a variety of security measures to maintain the safety of your personal information. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential.

Do we use “cookies”?

Yes. “Cookies” are small files that a site or its service provider transfers to your computer’s hard drive through your web browser (if you allow) that enables the site’s or service provider’s systems to recognize your browser and capture and remember certain information. For instance, we use “cookies” to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use “cookies” to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We may contract with third-party service providers to assist us in better understanding our site visitor. These service providers are not permitted to sell the information collected on our behalf except to help Leo Schachter conduct and improve its business. The companies use “cookies” to gather anonymous data about our visitors on behalf of Leo Schachter. They do not collect personally identifiable information like e-mail, credit card number, phone number, or name.

You can choose to have your computer warn you each time a “cookie” is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer or Mozilla) settings. Each browser is a little different, so look at your browser’s Help Menu to learn the correct way to modify your “cookie” settings. If you turn off “cookies,” you won’t have access to many features that make your site experience more efficient and some of our services will not function properly.

Do we disclose the information we collect to outside parties?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information, except as described in the Privacy Policy. The term “outside parties” does not include Leo Schachter affiliated companies. It also does not include Web Site hosting partners or other parties who assist us in operating our Web Site, conducting Leo Schachter business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our Web Site policies, or protect ours or others’ rights, property, or safety. However, non-personally identifiable visitor information may be provided to outside parties for marketing, advertising, or other uses.

How can you opt-out, remove, or modify information you have provided to us?

You can opt out of receiving e-mails by clicking on the “safe unsubscribe” link at the bottom of our e-mails. Alternatively, to modify or delete entirely the information you have provided during registration, including your e-mail subscriptions, please contact us at customer@SchachterDiamonds.com. Be sure to include your first and last name and e-mail address in the message box.

Please note, if you have opted-out to receive e-mail, due to production schedules you may receive communications already in progress. Also, if you request your registration information be deleted or you opt-out of other communications, we may maintain information about an individual service inquiry for future service and record keeping purposes.

Google Tag Manager

Our Web Site uses Google Tag Manager. Google Tag Manager is a tag management system and solution developed by Google LLC, a subsidiary of Alphabet Inc. (“Google”) that allows marketed website tags to be managed using an interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not register personal data. The tool causes other tags to be activated which may, for their part, register data under certain circumstances. Google Tag Manager does not access this information. If recording has been deactivated on domain or cookie level, this setting will remain in place for all tracking tags implemented with Google Tag Manager. To learn more about Google Tag Manager, please review the Google Tag Manager Terms of Service and Use Policy, available at <https://www.google.com/analytics/tag-manager/use-policy/>, as well as the links referred to therein.

Children’s Online Privacy

Leo Schachter does not want to collect information on any person under 13 years. We ask that children under the age of 13 years do not submit information to us without the consent of a parent or guardian.

Online Policy Only

This online Privacy Policy applies only to information collected through our Web Site and not to information collected offline.

Governing Law; Jurisdiction

This Privacy Policy is governed by statutes and laws of New York State, without regard to conflict of laws. The competent courts of the State of New York and of the United States of America for the Southern District of New York shall have exclusive jurisdiction with respect to any dispute arising with respect to this Privacy Policy