

# Privacy Policy

**Effective Date: August 5, 2026**

## Introduction

In this Privacy Policy, “Labelmakers.com,” “us,” “we,” or “our” refers to Avery Products, Inc., doing business as (d/b/a) Labelmakers.com. This Privacy Policy sets out how Avery Products, Inc. collects, uses, stores, and discloses personal information through its Labelmakers.com website and services. We are committed to respecting your privacy and comply with applicable United States federal and state privacy laws, including the California Consumer Privacy Act (CCPA) and other state privacy regulations where applicable.

By providing personal information to us, you consent to our collection, use, and disclosure of your personal information in accordance with this Privacy Policy and any other arrangements that apply between us. We may change our Privacy Policy from time to time by publishing changes to it on our website at [www.labelmakers.com](http://www.labelmakers.com). We encourage you to check our website periodically to ensure that you are aware of our current Privacy Policy.

## 1. What Personal Information Do We Collect?

Personal information includes information that identifies, relates to, describes, or could reasonably be linked with you or your household. For example, this may include your name, age, gender, postal code, and contact details.

### General Collection

We may collect the following types of personal information:

- **Contact details**, including name, organization for whom you work, mailing or street address, email address, telephone number, and other contact details
- **Identification details**, such as your date of birth
- **Financial details**, if you transact with us directly, including your credit card or PayPal account details
- **Profile information**, if you are a consumer purchasing our products from third-party retailers, regarding your product and equipment preferences, choices or usage, and stores or distributors used to purchase Labelmakers.com products
- **Any other personal information** that may be required to facilitate your dealings with us

We may collect this information either directly from you or from third parties.

We may collect this information when you:

- Communicate with us in person, through correspondence, chats, email, or when you share information with us from other services
- Telephone our customer service center
- Create an account for our design tools, WePrint, or other services, or when you download software from our website

- Visit our websites, sign up to receive newsletters, respond to marketing campaigns, answer survey questionnaires, enter competitions, or register to receive further material or product updates
- Require services from us or provide goods or services to us or otherwise interact with our business

## Collection for Employment and Background Check Requirements

In addition, when a person applies for a job or otherwise applies to work with us, we may collect the following additional information:

- Information about your education and work history, including current and past position titles and qualifications, resume details, and training history
- Information in connection with pre-employment psychometric and skills testing
- Information in connection with background checks, including criminal history checks where permitted by law
- Sensitive information, including information about your health as part of pre-employment medical screening (only where legally permissible and job-related)

We may collect this information either directly from you or from publicly available records, recruitment consultants, your references, your previous employers, organizations that provide labor hire services, organizations that undertake pre-employment assessments, and others who may be able to provide information to assist in our decision on whether or not to make you an offer of employment or engage you under a contract.

If you are listed as a reference for a person who has applied to work with us or access our business, we may collect your personal information from the person who has provided that reference or from publicly available records.

## 2. Unsolicited Information

When we receive unsolicited information about you, we will assess whether that information is reasonably necessary for, or directly related to, one of our functions or activities. If it is, we will handle this information in accordance with our Privacy Policy. If it is not, we will destroy or de-identify the information in accordance with applicable law.

## 3. Why Do We Collect, Use, and Disclose Personal Information?

We may collect, hold, use, and disclose your personal information for the following purposes:

- To contact and communicate with you
- To allow us to provide goods and services to you, including administering our customer relationship with you
- To send you service, support, and administrative messages, reminders, technical notices, updates, security alerts, and information requested by you
- To send you marketing materials, administer promotions, offers, campaigns, and competitions for reasonably related purposes (with your consent where required by law)
- To provide technical support in using our website, products, or software
- To verify your identity and conduct assessments to evaluate your suitability to work with us or to consider the suitability of a person for whom you have provided a character reference
- To allow you to provide goods and services to us

- To make payments to you for goods and services you provide to us, including paying you remuneration and other benefits and entitlements
- For internal purposes (such as risk management, staff training, and customer service reviews)
- To better understand how you use our websites so we can improve our websites and services and to better understand Labelmakers.com product consumer preferences and evaluate consumer reactions to content, products, and services offered online
- To comply with our legal obligations, resolve any disputes that we may have with any of our users, and enforce our agreements with third parties

#### 4. To Whom Do We Disclose Your Personal Information?

We may disclose personal information for the purposes described in this Privacy Policy to:

- Our employees and our related companies and their representatives
- Third-party suppliers and service providers (including providers necessary for the operation of our business, such as technical data analysis and development, processing and/or storage, or in connection with providing our products and services to you)
- Third parties with which we do business, such as firms that conduct market research for Labelmakers.com or companies that do joint promotional activities with us
- Our professional advisers, dealers, agents, and business partners
- Payment systems operators for the purposes of receiving payments from you or making payments to you or to third parties on your behalf
- Anyone to whom our assets or businesses (or any part of them) are transferred
- Specific third parties authorized by you to receive information held by us
- Other persons, including government agencies, regulatory bodies, and law enforcement agencies, or as required, authorized, or permitted by law

#### Disclosure of Personal Information Overseas

We may disclose your personal information overseas to assist in the provision of goods or services to you and to otherwise support us in our operations. In particular, our related companies and manufacturing partners in other countries may manufacture certain custom-printed products and arrange delivery to you, which will require the disclosure of your personal information.

We will take reasonable steps to ensure that any overseas recipient will deal with such personal information in a way that is consistent with applicable law.

#### 5. Using Our Websites and Cookies

We may collect personal information about you when you use and access our websites. We may record certain information about your use of our websites, such as that you have logged in, which pages you visit, what content or documents you access and download and when, the time and date of your visit, and the internet protocol (IP) address assigned to your computer.

We may also use "cookies" or other similar tracking technologies on our websites that help us track your website usage and remember your preferences. Cookies are small files that store information on your computer, TV, mobile phone, or other device. They enable the entity that put the cookie on your device to recognize you across different websites, services, devices, and/or browsing sessions. You can disable cookies through your internet browser, but our websites may not work as intended for you if you do so.

We may also use cookies to enable us to collect data that may include personal information. For example, where a cookie is linked to your account, it will be considered personal information. We will handle any personal information collected by cookies in the same way that we handle all other personal information as described in this Privacy Policy.

### Your Cookie Choices

You have the right to opt out of the sale of personal information as defined under the CCPA. We do not sell personal information in the traditional sense, but we may share information with third parties for advertising purposes. You can manage your cookie preferences through your browser settings or by using our cookie consent management tool.

## 6. Security

We may hold your personal information in either electronic or hard copy form. We take reasonable steps to protect your personal information from misuse, interference, and loss, as well as unauthorized access, modification, or disclosure. We use a number of physical, administrative, personnel, and technical measures to protect your personal information.

For example, we:

- Provide training to our employees in relation to our privacy and security policies and procedures
- Maintain secure premises and protect them from unauthorized access by using fences, alarms, and CCTV
- Maintain a framework of information technology security policies, processes, systems, and architecture to protect our internal networks, systems, and data from unauthorized access
- Regularly review and evaluate our information security management practices, processes, systems, and controls

Although we take these reasonable steps, we cannot guarantee the security of your personal information. In particular, as you will often be required to provide personal information through our website, and the internet is inherently insecure, we cannot provide any warranty or assurance regarding the security of the information you transmit to us via our websites, and you do so at your own risk. Labelmakers.com will not be liable in any way in relation to any breach of security or unintended loss or disclosure of information due to our websites being linked to the internet.

## 7. Links to Other Websites

Our websites may contain links to websites operated by third parties. Those links are provided for convenience and may not remain current or be maintained. Unless expressly stated otherwise, we are not responsible for the privacy practices of, or any content on, those linked websites, and have no control over or rights in those linked websites. The privacy policies that apply to those other websites may differ substantially from our Privacy Policy, so we encourage individuals to read them before using those websites.

## 8. Direct Marketing

We will only send marketing and promotional correspondence to consumers who have given us permission to do so, in compliance with the CAN-SPAM Act and other applicable marketing laws.

When we send such communications by email, we will provide you with a mechanism through which you can request us to remove your email address from our direct marketing mailing list. You can also decline to receive other promotional or marketing communications or materials, such as printed mailings or telephone calls, by contacting us using the contact information in the "Contact Us" section below.

### California Residents - CCPA Rights

If you are a California resident, you have the right to opt out of the "sale" of personal information as defined under the CCPA. We do not sell personal information in the traditional sense, but we may share information with third parties for advertising purposes. You can exercise this right by contacting us using the information below.

## 9. Accessing or Correcting Your Personal Information

You can access the personal information that we hold about you by logging into your account or contacting us using the contact information in the "Contact Us" section below. In some cases, we may not be able to provide access to certain personal information, and when this is the case, we will tell you the reasons for not being able to provide this information. We may also need to verify your identity when you request your personal information.

### Your Privacy Rights

Depending on your location, you may have additional rights under applicable privacy laws:

- **Right to Know:** You have the right to request information about the personal information we collect, use, disclose, and sell
- **Right to Delete:** You have the right to request deletion of your personal information, subject to certain exceptions
- **Right to Correct:** You have the right to request correction of inaccurate personal information
- **Right to Opt-Out** You have the right to opt out of the sale or sharing of personal information for targeted advertising
- **Right to Non-Discrimination:** You have the right not to receive discriminatory treatment for exercising your privacy rights

If you consider that any personal information we hold about you is inaccurate, please contact us, and we will take reasonable steps to ensure that it is corrected. Where we consider no correction is necessary, you may request that we attach to the information a statement that a correction was sought but not made. Such attachment will be in a manner that reasonably ensures that both statements are read together.

## 10. Making a Complaint

If you think that we have breached applicable privacy laws, or you wish to make a complaint about the way we have handled your personal information, you can contact us using the details set out below. Please include your name, email address and/or telephone number and clearly describe your complaint. We will acknowledge your complaint and respond to you regarding your complaint within 5 business days of receiving your complaint. If you think that we have failed to resolve the complaint satisfactorily, you may have additional rights under applicable state or federal law.

## California Residents

If you are a California resident and believe we have not adequately addressed your privacy concerns, you may file a complaint with the California Attorney General or the California Privacy Protection Agency.

## 11. Contact Us

For further information about our Privacy Policy, or to access or correct your personal information, to opt out of any direct marketing, or make a complaint, please contact us using the details below:

[Avery Products , Inc. d/b/a Labelmakers.com](#)

12 Technology Dr.  
N. Chelmsford, MA 01863  
United States

**Telephone:** Call Labelmakers.com, Monday to Friday between the hours of 8:00 AM - 5:00 PM EST at: 866-295-4822

**Email Address:** [info@labelmakers.com](mailto:info@labelmakers.com)

**Website:** [www.labelmakers.com](http://www.labelmakers.com)

## 12. Additional State-Specific Disclosures

### California Residents (CCPA/CPRA)

California residents have specific rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA):

- **Categories of Personal Information Collected:** We collect identifiers (name, address, email), commercial information (purchase history), internet activity (browsing history), and other information you provide directly
- **Sources of Collection:** Directly from you, from your use of our website, and from third parties
- **Business Purposes:** Service provision, website improvement, marketing (with consent), legal compliance
- **Categories Shared:** We may share information with service providers, advertising partners, and as required by law
- **No Sale of Sensitive Information:** We do not sell sensitive personal information

### Virginia, Colorado, Connecticut, Utah, and Other State Residents

Residents of states with comprehensive privacy laws may have similar rights to California residents, including rights to access, delete, correct, and opt out of targeted advertising. Contact us to exercise these rights.

## 13. Children's Privacy

We do not knowingly collect personal information from children under 13 years of age. If we become aware that we have collected personal information from a child under 13, we will delete that information as soon as possible.

#### 14. [Changes to This Privacy Policy](#)

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of any material changes by posting the updated Privacy Policy on our website and updating the "Effective Date" at the top of this policy. We encourage you to review this Privacy Policy periodically.

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**Effective Date:** August 5, 2026

**Last Updated:** August 5, 2026