

# The Cirtronics Corporation Website Privacy Policy

## ***Privacy Policy***

Cirtronics Corporation provides this website under the web address [www.cirtronics.com](http://www.cirtronics.com) (this “website”). The website provides information on products and services of Cirtronics Corporation in context with the website and the services provided on the website. Cirtronics is committed to protecting the privacy and security of its online visitors. Cirtronics has crafted this Privacy Policy to inform our online visitors on our policy regarding the information gathering activities of [cirtronics.com](http://cirtronics.com).

## ***Information Collected and Stored Automatically***

If you visit our Website, we automatically gather and store the following information about your visit so that we can track the use of our Website in order to make improvements. The following information is stored and used in the aggregate:

- The IP address from which you access our website
- The name of the domain from which you access the internet
- The type of browser and operating system used to access our website
- The date and time you access our site
- The pages, files, documents and links that you request from our website
- The Internet address of the website from which you linked to this website
- Search criteria used to find information on the website

## ***What are your data protection rights?***

Cirtronics would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- **The right to access** – You have the right to request Cirtronics for copies of your personal data.
- **The right to rectification** – You have the right to request that Cirtronics correct any information you believe is inaccurate. You also have the right to request Cirtronics to complete the information you believe is incomplete.
- **The right to erasure** – You have the right to request that Cirtronics erase your personal data, under certain conditions.
- **The right to restrict processing** – You have the right to request that Cirtronics restrict the processing of your personal data, under certain conditions.
- **The right to object to processing** – You have the right to object to Cirtronics’ processing of your personal data, under certain conditions.
- **The right to data portability** – You have the right to request that Cirtronics transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

## Cookies

Cookies are text files placed on your device to collect standard Internet log information and visitor behavior information. When you visit our website, we may collect information from you automatically through cookies or similar technology.

### How do we use cookies?

Cirtronics uses cookies in a range of ways to improve your experience on our website, including:

- Understanding how you use our website.
- Remembering previously selected preferences.
- Third-parties also use cookies on our website. Please see more information in the Third-Parties section of the Privacy Policy.

### What types of cookies do we use?

There are a number of different types of first-party and third-party cookies, however, our website uses:

- **Necessary** – Necessary cookies help make a website usable by enabling basic functions. The website cannot function properly without these cookies. Cirtronics uses these cookies so that we recognize you on our website and remember your previously selected preferences (i.e. cookie consent state for the current domain).
- **Preferences** – Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language.
- **Statistics** – Statistic cookies help us to understand how you interact with our website by collecting and reporting the content you viewed, the links you followed and information about your browser, device, and your IP address. This information is crucial to continuously improve our website usability and content.
- **Marketing** – Marketing cookies are used by third-party applications to track visitors across websites. We have integrated these for your ease of website use (i.e. save preferences and logins for social media platforms), but those applications may also use cookies to display ads that are relevant and engaging for individual users and thereby more valuable for those publishers and their third-party advertisers.
- See the Third-Parties section of this Privacy Policy for more information on third-parties.

### How we manage cookies

See our [Cookie Declaration](#) for more detailed information about the cookies in use and your current state of consent. Alternatively, you can set your browser not to accept cookies. The website [allaboutcookies.org](http://allaboutcookies.org) tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

### Third-Parties

Our website is integrated with some third-party applications. Below we explain why we use each application and provide more information on their respective privacy and cookie policies.

### Google Services

Our website uses Google Analytics, a web analytics service by Google, to better understand our website traffic. Additional Google services include Google AdWords conversion tracking, Google Remarketing, and Google Signals. By using these services, we are sharing information with Google when you visit our website and Google uses the information shared by our website to deliver their services, maintain and improve them, develop new services, measure the effectiveness of advertising, and protect against fraud and abuse.

Google Analytics uses cookies and similar technologies to measure and analyze our website based on usage behavior. Google AdWords conversion tracking and Google Remarketing also use cookies and similar technologies to measure the performance of paid advertisements and to show you personalized advertising on Google and on their partners' sites

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and apps. Google Signals collects multi-platform data reports on Google users that have enabled personalized advertising in their Google accounts.

By enabling personalized advertising in your Google account, you consent to allow Google to prepare data models and reports on website habits. Collected Google information may include end user location, search history, YouTube history, and data from sites that partner with Google — and is used to provide aggregated and anonymized insights into cross device behaviors.

See [Google's Privacy Policy](#) to learn more about how they process data for each of these purposes and [Google's advertising page](#) for more information about Google ads, how your information is used in the context of advertising, and how long Google stores this information.

You can opt-out of the cookies used by Google on our website for statistics and/or marketing on our [Cookie Declaration](#).

## Hotjar

We use Hotjar in order to better understand our website visitors' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our website visitors' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our website with visitor feedback. Hotjar uses cookies and other technologies to collect data on our visitors' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual visitors or to match it with further data on an individual visitor. For further details, please see Hotjar's Privacy Policy.

You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites using [Hotjar's Opt-Out](#).

## HubSpot

We use HubSpot to manage subscriptions, send marketing emails, track click-through rates, and visits to our website from HubSpot electronics mailings. If you complete a form on our website to be added to our email subscription list, your contact data (name, email, and subscription consent) will be added to our HubSpot account. Information on webpages visited through HubSpot emails are tracked with Google Analytics and HubSpot. When you receive and engage with marketing messages we send to you, web beacons track certain behavior such as whether the email sent was delivered and opened. Links within these emails are tracked to show individual recipient's clicks.

The HubSpot platform also uses cookies to help us understand how website visitors engage with the content that we produce. The HubSpot platform uses these cookies to allow us to know what parts of our website a visitor spent time interacting with or reading. If a visitor voluntarily chooses to provide their contact information (i.e. completing a form on our website), the cookie in that browser is associated with the newly created contact record in our HubSpot CRM. Cookies cannot be used by themselves to identify a person who has not chosen to provide his or her contact information. Only when website visitors voluntarily provide their contact information can subsequent visits be tied to an individual's contact record in our HubSpot's CRM, but detailed browsing information is available to us within HubSpot's CRM for the past 7 days.

For more information, read [HubSpot's Privacy Policy](#) and about HubSpot's cookies and other tracking technologies in more detail at [HubSpot's Cookie Policy](#). You can opt-out of HubSpot's tracking of browsing history information by

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removing consent for the marketing cookies on our [Cookie Declaration](#) page. You may also request a copy of your contact record data in HubSpot, as well as request the modification or deletion your data from HubSpot.

## **Site Sonar**

Our website uses a service called Site Sonar, provided by SEOptiks for B2B (business-to-business) lead generation. This service tracks and analyzes the behavior of visitors to our site to identify and provide information on the companies and, in some cases, the specific individuals who are visiting. Site Sonar combines data about your non-personal Browse activity—such as your IP address, pages you visit, and time spent on our site—with information from extensive third-party data sources. The purpose of this is to identify potential business leads, and the information we receive may include business names, contact details for decision-makers, and other relevant professional data. We use this information to inform our sales and marketing outreach to companies that have shown an interest in our services. For further details, please see [SEOptick's Privacy Policy](#).

You can opt-out to the creation of a user profile, SEOptick's storing of data about your usage of our site, and our marketing-related cookies using our [Cookie Declaration](#) page.

## ***If You Send Us Personal Information***

The website will only collect personal information which you knowingly and voluntarily provide (i.e. completing our contact forms). If you provide us with personal information, we will normally respond to your inquiry, request or order. We will never share your name or information outside Cirtronics Corporation unless you affirmatively authorize us to do so.

## ***Information From Children***

The website is a general audience site that is not designed nor intended to collect personal information from children under the age of 13. The website does not knowingly collect personal information from anyone under the age of 13, and does not use such information if it discovers that it is has been provided. To respect the privacy of children and to comply with the Children's Online Privacy Protection Act, children under the age of 13 should not provide any personal information on this Site.

## ***Security***

We monitor network traffic to ensure that our site remains available to all users and to identify unauthorized attempts to access, upload or change information or otherwise cause damage. Unauthorized access is prohibited and punishable under the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

## ***Linking***

Within the website there are links to non-Cirtronics Corporation websites. When you link to third party websites, you leave our Website and no longer will be subject to our privacy policy. Cirtronics Corporation is not responsible for the privacy practices or the content of non-Cirtronics Corporation websites. Such links on the website are not intended to be an endorsement of the given website or its content.

## ***Changes to our Privacy Policy***

Cirtronics keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on July 18, 2025.

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## ***HOW TO CONTACT US***

If you have any questions about Cirtronics' privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [info@cirtronics.com](mailto:info@cirtronics.com)

Call us: 1-603-249-9190

Or write to us at:

Cirtronics Corporation

528 Rte. 13 South

Milford, NH 03055

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