

Privacy Policy

COLUMBUS MCKINNON STATEMENT

Thank you for visiting the web site (the “Site”) of Columbus McKinnon Corporation (the “Company” or “we” or “us” or “our”). We are committed to protecting your privacy and providing a safe online experience for all of our users. In order to allow you to evaluate our privacy procedures and make decisions regarding your use of the Site, we provide this Privacy Policy (the “Privacy Policy”) explaining our online information practices. The Privacy Policy applies to information collected online through the Site. Please read the entire Privacy Policy and contact us at webmaster@cmworks.com or 205 Crosspoint Parkway, Getzville, New York 14068, Attention Information Services Department should you have any questions or concerns about our practices or this Privacy Policy.

COLLECTION AND TRACKING OF PERSONAL INFORMATION

For each visitor to the Site, our web server automatically recognizes only the user’s domain name, but not the e-mail address (where possible). In order to provide you with the most efficient and enhanced service, we may request or receive certain additional information about you. This may include aggregate information on what pages consumers access or visit, user-specific information on what pages consumers access or visit, and information volunteered by the you (e.g., in response to a survey). In addition, we may request your name, address, telephone number, and payment information (e.g., credit card number and billing address) in connection with your registration as a user of the Site.

WHAT WE DO WITH COLLECTED INFORMATION

The information we collect is used: (i) to improve the content of the Site; (ii) to notify consumers about updates to the Site; (iii) to contact customers for marketing purposes; and (iv) to respond to your requests and inquiries (which may include sharing such information with our select distributors to help them contact you for sales and marketing purposes or to respond to your requests and inquiries). We further reserve the right to use or disclose any such information without notice or consent as needed: (A) to satisfy any applicable law or regulation; (B) to conduct investigations of consumer complaints or possible breaches of applicable law; (C) to protect the integrity of the Site and our property; (D) to protect the safety of visitors to the Site; or (E) to ensure the Site is used in conformance with our policies governing use of the Site. In addition, in developing our business, we might sell certain assets of the Company, or parts of the Company may be sold, merged or otherwise transferred. Users’ information, whether personally identifiable or otherwise, may be one of the transferred assets transferred in connection with a corporate merger, consolidation, sale of assets or other corporate change.

UPDATING YOUR PERSONAL INFORMATION

We provide registered Site visitors with access to personally identifiable information we maintain including (i) contact information (e.g., name, address and phone number); (ii) unique identifier information (e.g., customer number or password); and (iii) transaction information (e.g., dates on which users send quotation requests, amounts and types of purchases). You can access this information by logging into your account.

USE OF COOKIES

We use cookies to record session information, such as items that consumers add to their shopping cart. Your web browser may provide you with the ability to accept or decline our use of cookies in the Site by modifying your web browser setting. To use the members-only areas or personalized features, however, your browser must be set to accept cookies.

Based on contract with third parties to whom the Company outsources advertisement delivery, such as Facebook, Instagram, Twitter, LinkedIn and Google, the Company may disclose all or part of the information collected by cookies (excluding the information which enables to identify individuals) to the third parties. In this case, the third parties may use your browsing history page information etc. and display the Company's advertisements tailored to your preference not only on the Site but also on the website registered to the advertisement network. If you wish to stop such collection and use of information for advertisement delivery, you can opt-out by clicking on one of the following links <http://optout.aboutads.info> and <http://www.youronlinechoices.eu/>

GOOGLE ANALYTICS AND ADVERTISING

We use Google Analytics and Google Universal Analytics to recognize you and link the devices you use when you visit our Site. Google Analytics allows us to better understand how our users interact with our Site and to tailor our advertisements and content to you. For information on how Google Analytics collects and processes data go to <https://www.google.com/analytics>.

We may also utilize certain forms of display advertising and other advanced features through Google Universal Analytics, such as Remarketing with Google Analytics, Google Display Network Impression Reporting, the DoubleClick Campaign Manager Integration, and Google Analytics Demographics and Interest Reporting. These features enable us to use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the Doubleclick advertising cookie) or other third party cookies together to inform, optimize, and display ads based on your past visits to the Service. You can learn about Google Analytics' currently available opt-outs, including the Google Analytics Browser Ad-On here <https://tools.google.com/dlpage/gaoptout?hl=de> [external site].

INFORMATION WE TRANSFER

We may transfer the personal information we collect on this Site to other countries where we do business, but we will do so only for the purposes described above. When we transfer your information to other countries, we will protect that information as described here unless otherwise required by applicable laws.

If you choose to provide information to us and are located outside the United States of America, please be advised that the Company will transfer your personal information to the United States of America and process it there. By submitting your personal information, you consent to this Privacy Policy and consent to such transfer. By using this Site or otherwise providing the Company with your personal information, you warrant that you have the right to transfer such information outside your country and into the United States of America.

COMMUNICATIONS FROM US

We may use your email address to contact you for purposes set forth in this Privacy Policy. If you do not want to receive e-mail from us in the future, please let us know by logging into your account and deselecting the options you do not want to receive.

LINKS TO NON-COMPANY SITES

The Site may contain links to other web sites whose information practices may be different than ours. Users should consult such sites' privacy notices as we have no control over information that is submitted to, or collected by, these parties.

SECURITY OF YOUR INFORMATION

We have appropriate security measures in place in our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you at our Site. We also make our employees aware of this Privacy Policy through periodic communications and limit access to private and confidential information to those employees with a need to retrieve such information.

CHANGES TO OUR PRIVACY POLICY

In the future, we may use information gathered from the Site for new, unanticipated uses not previously disclosed in this Privacy Policy. If our information practices change at some time in the future we will post the policy changes on the Site. We recommend that you check the Privacy Policy periodically to be sure you are aware of and understand the current Privacy Policy.