

## Privacy Statement

Reliance NY Group takes the privacy of our site visitors and customers very seriously. On this page, we address what information we collect from you and how we use that information. If you have additional questions that are not answered here, please feel free to contact us.

To better serve site visitors and customers, Reliance NY Group collects two basic types of information from our customers:

- **Personally identifiable information:** This is the information that personally identifies one individual from another. Reliance NY Group collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. This information is voluntarily provided to us by our customers and is used by us for the purpose of fulfilling requests. Reliance NY Group also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites. Reliance NY Group does not rent or sell any of this information to anyone.
- **Aggregate user and tracking information:** This information gives us insights on how our customers and site visitors use our site and our other products. This data is anonymous in nature and does not contain any personally identifiable information. We use this information to ensure that our website, e-mails and marketing efforts continue to appeal to our customers.