Privacy Policy — TLA Group

Effective Date: September 2026

This Privacy Policy ("Policy") explains how TLA Group ("TLA Group," "us," "we," or "our") collects, uses, discloses, and protects information when you visit www.tlagroup.com (the "Site") or otherwise interact with our products and services ("Services"). We reserve the right to update this Policy at any time. Material changes will be reflected by updating the "Last Updated" date above, and we encourage you to review this page periodically.

1. Information We Collect

When you visit or interact with the Site, we may collect the following categories of information:

- **Identifiers:** name, business email address, phone number, company/job title, IP address, and device identifiers.
- **Commercial information:** products or services viewed, quote requests, purchase history, and order details.
- **Internet or network activity:** browsing behavior on our Site, pages visited, time spent, referring/exit pages, and interaction with emails and ads.
- **Geolocation data:** general location inferred from IP address (city/region level).
- **Professional information:** company name, industry, and role, when submitted through contact or quote request forms.
- **Preferences and inferences:** interests and preferences derived from your interactions with our Site and communications, used to personalize content.

We do not knowingly collect sensitive personal information (e.g., government ID numbers, precise geolocation, or biometric data) unless voluntarily provided by you for a specific business purpose (e.g., vendor onboarding, credit application).

2. How We Use Your Information

We collect and use this information to:

- Respond to inquiries, quote requests, and provide customer support.
- Process and fulfill orders and business transactions.
- Improve our Site, products, and Services based on usage patterns.
- Send you product updates, promotional content, and marketing communications you have opted into.
- Conduct market research and customer surveys.
- Personalize your experience on the Site based on your behavior and preferences.
- Detect, prevent, and address fraud, security incidents, and technical issues.
- Comply with applicable legal, regulatory, and contractual obligations.

3. Cookies and Tracking Technologies

Our Site uses cookies and similar tracking technologies (pixels, tags, and analytics scripts) to:

- Analyze web traffic and understand which pages and content are most useful.
- Remember your preferences and improve site functionality.
- Measure the performance of our marketing communications and advertising.

We honor **Global Privacy Control (GPC)** and other recognized opt-out signals where legally required. Cookies used for analytics or advertising purposes are subject to your consent where required by law, and our consent banner allows you to accept or decline non-essential cookies with equal ease. You may also disable cookies at any time through your browser settings; note that disabling cookies may affect certain Site functionality.

Cookie data used for statistical/analytical purposes is retained only as long as necessary for that purpose and in accordance with our data retention practices described in Section 8.

4. Your Privacy Rights

California Residents (CCPA/CPRA)

If you are a California resident, and to the extent TLA Group is a "business" as defined under the California Consumer Privacy Act, as amended by the California Privacy Rights Act (CCPA/CPRA), you have the right to:

- **Know** what personal information we have collected, used, and disclosed about you in the preceding 12 months.
- **Delete** personal information we have collected from you, subject to certain exceptions.
- **Correct** inaccurate personal information.
- **Opt out** of the "sale" or "sharing" of your personal information. TLA Group does not sell personal information for monetary consideration; to the extent any data sharing with service providers or advertising partners qualifies as a "share" under CPRA, you may opt out via [Do Not Sell or Share My Personal Information link] or by honoring your browser's GPC signal.
- **Limit the use of sensitive personal information**, where applicable.
- **Non-discrimination** for exercising any of these rights.

You may submit a rights request by emailing customservice@tlagroup.com or through [web form link]. We will verify your request before responding, consistent with applicable law.

Other U.S. State Residents

If you reside in a U.S. state that has enacted a comprehensive consumer data privacy law, you may have similar rights to access, delete, correct, and opt out of certain processing (including targeted advertising and profiling) of your personal information, subject to that state's specific thresholds and exemptions. Requests

from residents of these states may be submitted using the same contact methods above, and we will respond in accordance with the timelines and requirements of the applicable state law.

Marketing Communications (CAN-SPAM)

All promotional emails from TLA Group include a clear and conspicuous unsubscribe mechanism, honor opt-out requests promptly, and identify the message as an advertisement where applicable, in compliance with the CAN-SPAM Act.

5. Restricting Collection of Your Data

You can limit how we collect and use your personal data by:

- Leaving optional fields unchecked or blank on Site forms.
- Declining non-essential cookies via our cookie consent banner.
- Opting out of marketing emails using the unsubscribe link in any communication.
- Contacting us directly at customservice@tlagroup.com to update or withdraw previously given consent.

6. Disclosure of Information to Third Parties

TLA Group does not sell, lease, or trade your personal information to third parties for monetary consideration. We may share information with:

- **Service providers** who perform functions on our behalf (e.g., email marketing platforms, hosting, analytics, CRM), under contractual confidentiality and data protection obligations.
- **Business partners**, only with your consent, to fulfill a specific transaction or request.
- **Legal and regulatory authorities**, when required by law, subpoena, or to protect our rights, property, or safety.
- **Successors**, in connection with a merger, acquisition, or sale of company assets, subject to standard confidentiality protections.

7. Data Security

TLA Group implements administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration, or destruction. While we take reasonable measures to secure your data, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

8. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Policy, comply with legal obligations, resolve disputes, and enforce our agreements. Retention periods vary by data category and are based on business necessity, contractual requirements, and applicable statutes of limitation.

9. Links to Other Websites

Our Site may contain links to third-party websites. TLA Group is not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policy of any third-party site you visit.

10. Children's Privacy

Our Site and Services are intended for business audiences and are not directed to individuals under the age of 16. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected such information, we will take steps to delete it promptly.

11. Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technology, legal requirements, or other factors. We will post the revised Policy on this page with an updated "Last Updated" date. Continued use of the Site after changes are posted constitutes acceptance of the revised Policy.

12. Contact Us

If you have questions about this Privacy Policy, wish to exercise your privacy rights, or want to update your data preferences, please contact us + 57 3103097114

This Policy is provided as a business template and does not constitute legal advice. TLA Group recommends legal review to confirm applicability of CCPA/CPRA thresholds and any additional state, federal, or industry-specific requirements (e.g., export/import regulations relevant to industrial products) based on TLA Group's actual data practices, revenue, and customer base.