

SUPERIOR-LIDGERWOOD-MUNDY CORP. (SLM)  
Also Dba, DUTCHESS BAKERS MACHINERY CO  
Phone: 1-715-394-2430 FAX: 1-715-394-2408  
302 Grand Avenue  
Superior, Wisconsin 54880-0039  
Attention: Art Woodman, Privacy Officer  
E-mail: [awoodman@lidgerwood.com](mailto:awoodman@lidgerwood.com)

### **SLM / Dutchess Bakers' Machinery Co.**

Your privacy is very important to us. This privacy policy discloses how SUPERIOR-LIDGERWOOD-MUNDY CORP. (SLM) collects, protects, uses and shares Personal Information gathered about you, in conformance with the applicable law. All Personal Information is collected in a fair and non-intrusive manner, with your voluntary consent. Personal Information is not accessible to anyone outside the specific function for which it is collected. SLM respects the privacy of our customers, employees, job applicants and other visitors to our websites who may choose to provide personal information. We recognize the needs for appropriate protections and management of personal information that you provide to us. This Privacy Policy will assist you to understand what types of information we may collect, how that information may be used, and with whom the information may be shared.

This Privacy Policy explains practices regarding the information collected online from users of SLM / Dutchess Bakers' Machinery Co. website located at [www.lidgerwood.com](http://www.lidgerwood.com) and [www.dutchessbakers.com](http://www.dutchessbakers.com) In an effort to comply with the law, and our commitment to protect your Personal Information, we provide the following information, which discloses our policies with respect to Personal Information.

### **What type of information do we collect?**

Personal Information is defined as any information concerning the personal or material circumstances of an identified or identifiable individual. An identifiable person is one who can be identified, directly or indirectly, by reference to a Social Security Number and/or Identification Number (hereinafter "SSN/I.N") or to one or more factors specific to his physical, physiological, mental, economic, cultural or social identity.

Personal Information shall include but is not limited to: name, home address, home telephone number, email address, SSN/I.N., financial information and employment related information such as may be found on resumes, applications, background verification information, or in employment references.

SLM / Dutchess Bakers' Machinery Co. takes measures to maintain the confidentiality of your SSN/I.N. to protect your SSN/I.N from unlawful disclosure, and to limit access to your SSN/I.N. SLM / Dutchess Bakers' Machinery Co. will not make your SSN/I.N available to the general public, print your SSN/I.N on any card, require you to provide your SSN/I.N to access any products or services, transmit your SSN/I.N over the Internet unless the connection is secure or your SSN/I.N has been encrypted, or requires the transmittal of your SSN/I.N to access our Website without requiring additional authentication.

Non-personal information is information that is already a matter of public record or knowledge. Business contact information is considered non-personal information and not subjected to special protection and it can be routinely shared with anyone inside or outside of the business. Business contact information shall include but is not limited to: business name, business address, business telephone number.

We will never collect sensitive Personal Information except to comply with Affirmative Action data requirements. Sensitive Personal Information can include but is not limited to: information pertaining to gender, disabilities, and veteran status.

### **Children and Data Collection**

SLM / Dutchess Bakers' Machinery Co. adheres to the federal privacy protection standards as stated in the Children's Online Privacy Protection Act ("COPPA"). We care about the safety of children. We will not knowingly allow anyone under 13 to provide us any personally identifying information. Children under 13 years of age are required to obtain the express permission of a parent or guardian before submitting any Personal Information about themselves (such as their names, e-mail address, and phone number) over the Internet. If a child has provided us with personally-identifiable information without the consent of a parent or guardian, the parent or guardian of that child should contact the Privacy Officer immediately at [awoodman@lidgerwood.com](mailto:awoodman@lidgerwood.com). We will use reasonable efforts to promptly delete the child's information from our servers.

### **Our Use of Your Information**

We use your Personal Information to facilitate the services you request. We have tailored our Privacy Policy to adequately respond to the use of your Personal Information.

### **Collection and Use of Employee Personal Information**

SLM / Dutchess Bakers' Machinery Co. also collects personal information of its employees and applicants (human resource data) in connection with administration of its Human Resources programs and functions. These programs and functions include, but are not limited to, job applications and hiring programs, compensation and benefit programs, performance appraisals, training, access to SLM / Dutchess Bakers' Machinery Co. facilities and computer networks, employee profiles, internal intranet employee directories, Human Resource recordkeeping, and other employment related purposes.

It is the policy of SLM / Dutchess Bakers' Machinery Co. to keep all past and present employee information private from disclosure to third parties. There are certain business related exceptions and they are:

1. County, state or federal agencies;
2. Inquiries from third parties with a signed authorization from the employee to release the information, except in situations where limited verbal verifications are acceptable (see below);
3. Third parties of which SLM / Dutchess Bakers' Machinery Co. has contractual agreements to assist in administration of company sponsored benefits.

### **Verifications of Employment**

Prospective employers, financial institutions, and residential property managers routinely contact SLM / Dutchess Bakers' Machinery Co. requesting information on a former or current employee's work history and salary. All such requests of this type shall be referred to and completed on a confidential basis by the Human Resources Department.

For written verification of employment requests, information will be provided on the form only when it is accompanied by an employee's signed authorization to release information. The form will be returned directly to the requesting party and filed in the employee's personnel record.

## **Medical Information**

SLM / Dutchess Bakers' Machinery Co. is compliant with federal HIPAA regulations and only utilizes information related to the company sponsored healthcare plan on a "need to know" basis for administration of the healthcare plan.

## **Sharing of Personal Information**

Except as described in this Privacy Policy, SLM / Dutchess Bakers' Machinery Co. will not share your Personal Information with a third party, unless you request or otherwise consent to such disclosure, or disclosure is required or authorized by law. SLM / Dutchess Bakers' Machinery Co. reserves the right to disclose Personal Information to a third party if a law, regulation, search warrant, subpoena, or court order legally requires or authorizes us to do so. SLM / Dutchess Bakers' Machinery Co. also reserves the right to disclose and/or transfer Personal Information to a third party in the event of a proposed or actual purchase, sale, lease, merger, amalgamation or any other type of acquisition, disposal, or financing of all or any portion of SLM / Dutchess Bakers' Machinery Co. or of any of the business or assets or shares of SLM / Dutchess Bakers' Machinery Co..

## **Security**

We endeavor to protect your Personal Information using physical, electronic or procedural security measures appropriate to the sensitivity of the information in our control. These measures include safeguards to protect Personal Information against loss or theft, as well as unauthorized access, disclosure, copying, use and modification. We safeguard your Personal Information on the Internet by using industry-standard practices. Although "guaranteed security" does not exist either on or off the Internet, we make commercially reasonable efforts to make the collection and security of such information consistent with our Privacy Policy and all applicable laws and regulations. We maintain physical, electronic and procedural safeguards as appropriate to safeguard your Personal Information.

## **Information Security**

"Currently, our payment process is compliant with the standards set forth in the Payment Card Industry Data Security Standard (PCI DSS), utilizing a variety of security measures designed to protect Personal Information by users both inside and outside SLM/Dutchess Bakers' Machinery Co., including the use of SSLs, password protection and other security measures to help prevent unauthorized access to personally identifiable information. This helps maintain the confidentiality, privacy, and integrity of your transactions, and helps to protect your confidential information - such as credit card numbers, online forms and financial data, from loss, misuse, interception and hacking."

## **Disclosure of Personal Information**

Except as described in this Privacy Policy, SLM / Dutchess Bakers' Machinery Co. will not disclose your Personal Information to a third party, unless you request such disclosure or otherwise consent to such disclosure, or disclosure is required by law. Your Personal Information may be provided to a courier or freight forwarder in order to fulfill an order you may have requested from us.

## **Storage, Retention and Accuracy of Personal Information**

SLM / Dutchess Bakers' Machinery Co. insures that Personal Information is safeguarded against

loss, access, use, modification, disclosure, or other misuse. All reasonable steps are taken to prevent unauthorized use or disclosure of your Personal Information.

SLM / Dutchess Bakers' Machinery Co. will retain your Personal Information only for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws, and your consent to such purpose(s) remains valid after termination of our relationship with you.

We take all reasonable steps to insure that your Personal Information is accurate, up-to-date, complete, relevant and not misleading.

SLM / Dutchess Bakers' Machinery Co. may store your Personal Information in its databases located in the United States.

### **Contact Information**

You may contact the Privacy Officer to access, correct or delete your Personal Information. If necessary, the Privacy Officer will contact another employee to assist in completing your requested task.

If you have any questions or complaints, please contact the Privacy Officer. The Privacy Officer can be reached by telephone at: 1-715-394-2430; by Facsimile at: 1-715-394-2408; by email at: [awoodman@lidgerwood.com](mailto:awoodman@lidgerwood.com); or by mail at SLM Corp. PO Box 39, Superior, WI 54880, USA. We will address your concern and attempt to resolve any problem.

### **Links to Non- SLM / Dutchess Bakers' Machinery Co. Web Sites and Third Parties**

Please note that SLM / Dutchess Bakers' Machinery Co. web sites may contain links to other web sites for your convenience and information. SLM / Dutchess Bakers' Machinery Co. does not control those sites or their privacy practices, which may differ from lidgerwood.com or dutchessbakers.com. We do not endorse or make any representations about third party web sites. The personal data you choose to give to unrelated third parties is not covered by the SLM / Dutchess Bakers' Machinery Co. privacy policy. We encourage you to review the privacy policy of any company before submitting your personal information. Some third party companies may choose to share their personal data with SLM / Dutchess Bakers' Machinery Co.; that sharing is governed by that third party company's privacy policy.

### **Members of the European Union**

If you are a resident of a Member State of the European Union and have any concerns or complaints, please first address these issues to the Privacy Officer. SLM / Dutchess Bakers' Machinery Co. is located in the United States, as are the servers that make this site available. All matters relating to privacy issues and this website are governed by the laws of the United States and the State of Wisconsin. If the Privacy Officer does not satisfactorily address a complaint within thirty (30) days, any dispute, controversy or claim shall be settled by an arbitration administered by an arbitration agency, such as the American Arbitration Association ("AAA"). All arbitrations will be conducted in English. Judgment rendered by the arbitrator may be entered in any court having jurisdiction. The costs of the arbitration will be borne equally by the parties. Wisconsin, U.S.A. shall be the site of all hearings, and such hearings shall be before a single arbitrator. You may also submit complaints to the Federal Trade Commission at <http://www.ftc.gov/ftc/complaint.htm> or via phone at (202) 382-4357.

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

SLM / Dutchess Bakers' Machinery Co. will update this Privacy Policy occasionally. When SLM / Dutchess Bakers' Machinery Co. posts changes to this Privacy Policy, we will also revise the

"Last Updated" date below on SLM / Dutchess Bakers' Machinery Co. Privacy Policy. If there are material changes to this Privacy Policy, SLM / Dutchess Bakers' Machinery Co. will notify you by email, or by means of a notice on our home page. SLM / Dutchess Bakers' Machinery Co. encourages you to review this Privacy Policy periodically to be informed of how SLM / Dutchess Bakers' Machinery Co. is protecting your information and to be aware of any changes to the Privacy Policy. Your continued use of the site after the posting of any amended Privacy Policy shall constitute your agreement to be bound by any such changes. This Privacy Policy is incorporated into any Terms and Conditions governing the various websites and any programs or services operated or managed on or behalf of SLM / Dutchess Bakers' Machinery Co.. Any changes to this Privacy Policy are effective immediately after being posted by SLM / Dutchess Bakers' Machinery Co..

LAST UPDATED: SLM / Dutchess Bakers' Machinery Co. 10/19/10