

Privacy Policy

This Policy describes how Asset Marketing Services, LLC d/b/a GovMint.com[®], ModernCoinMart[®], MCM[®], Scarce & Unique[®], as well as Company legacy brands, such as Preferred Customer Club[®], New York Mint[®], and First Federal Coin Corp[®] ("AMS", "Company", "We" or "Us") collects, uses, and shares personal information we collect as described in more detail herein. Note that we are not responsible for content or privacy policies on any web site that is not operated by us to which our sites link to or that links to our sites.

Our Privacy Policy is incorporated by reference and is part of AMS's [Terms and Conditions](http://www.amsi-corp.com/terms-conditions) www.amsi-corp.com/terms-conditions ("Terms"). Our Terms contain the terms on which you engage with us or purchase products from us. Please take a few minutes to review our Terms. This Privacy Policy governs your experience on all our websites, in our catalogs, social media, or in other communications you may have with us, including interactions with our sales representatives or customer service representatives via phone, email or text unless otherwise indicated.

WHAT DATA WE COLLECT

Personal Information

In this policy, "personal information" means any information by which you can be identified or contacted, such as your name (first and last), address (city, state, zip code), e-mail address, telephone number, etc.

Sensitive Information

Unless we specifically request it, we ask that you not send us or disclose, any sensitive personal information (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background, or trade union membership) on or through our services or otherwise to us.

We collect the following pieces of personal information from you.

- Contact Information to include your name, mailing and shipping addresses, email address and telephone numbers.
- Credit/debit card numbers
- Website Interactions to include your browsing and search history and pages and products you viewed
- Purchases and return information
- Wish list information

- Geo-location
- IP Address
- Telephone, email, and text records
- Advertising information relating to digital advertisements

HOW WE COLLECT YOUR DATA

Directly from you.

We collect information that you give us when you purchase products from us, create an account through one of our websites, sign up to receive catalog, emails, or texts from us, when you interact with our Customer Service or Sales Representatives, contact us with a comment, question, or complaint, leave a review and when you participate in a sweepstakes, contest, promotion, or survey.

Cookies and other tracking technologies

When you visit our websites, open or click on emails we send you, or interact with our advertisements, we or third parties, such as advertising and analytics providers we work with automatically collect certain information using technologies such as cookies, web beacons, clear GIF, pixels, internet tags, web server logs, and other data collection tools.

These technologies allow us to maintain security of our websites, save your preferences and assist with basic site functions. We also allow third parties to use tracking technologies on our websites to help manage and display advertisements, provide advertisements that are tailored to your interests that may appear on other websites.

From our Third-Party Vendors and Service Providers

To serve you better, we may combine data you provide to us from different sources into a single customer record. We may also supplement the data you provide to us with information we obtain from information that is publicly available (such as information based on your zip code) and from information we receive from or cross-reference with our partners.

We and our service providers use anonymous identifiers such as cookies and other technologies to collect and store certain types of online behavioral information (e.g., click stream information, browser type, time and date, subject of advertisements clicked or scrolled over, hardware/software information, cookie and Session ID) whenever you interact with us or third parties that use our services. Note that if you have created an

account with us or have made a purchase with us, we may be able to link the information provided by your browser to information that identifies you personally. If this happens, we use the combined data in accordance with this Policy.

We also allow third party analytics providers like Google and Bing Analytics to better understand how customers use our websites to improve and optimize our customers' experience. If you wish to opt-out of allowing Google to collect analytics information, please visit Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout>. Our Privacy Policy does not cover these third-party companies. Please visit www.Google.com or www.Bing.com directly for more information about their privacy policy and your choices regarding the tags and information collected by the tags.

We partner with Microsoft Clarity to capture how you use and interact with our websites to improve your experience. Website usage data is captured using first and third-party cookies and other tracking technologies to determine issues and improvements. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).

From offline technologies

When you speak with customer service or our account representatives on the telephone, we obtain information about you to complete your transaction or assist you with your specific needs.

From additional outside sources

We obtain information about you from other sources, such as data analytics providers, marketing or advertising service providers, fraud prevention service providers and vendors that provide services on our behalf.

HOW WE USE YOUR INFORMATION

In addition to the purposes and uses described above in What We Collect, we use information in the following ways:

- For security, credit, or fraud prevention purposes
- To provide you with the best possible customer service experience
- To contact you with special offers and other information we believe will be of interest to you
- To invite you to participate in surveys and provide feedback to us
- To improve our products and services

- To improve our marketing and promotional efforts
- To assist in law enforcement and respond to subpoenas
- To conduct research, reporting, and analytics
- To personalize your experience, tailor recommendations, advertising and offers presented to you.
- To administer sweepstakes and contests
- To operate the Site(s), identify you when you visit a Site, to customize and improve the Site(s) and your experience on the Site(s)
- To perform other business activities as needed, or as described elsewhere in this policy or in any other agreement between you and us.

HOW WE SHARE YOUR INFORMATION

In addition to the specific situations discussed elsewhere in this Policy, we disclose information in the situations listed below.

Service Providers. We share information with persons and companies that perform services on our behalf (e.g., printers, email providers, analytics providers, web hosting providers, payment processors, fraud prevention providers, shipping services providers, third party marketing and data hygiene providers). We limit information shared with service providers to only include what is strictly necessary to fulfill the services.

Marketing Partners. If you are an active customer and assigned to a sales representative, we do not sell or share your information with unaffiliated third parties. For all other customers, from time to time, we may share your information (e.g., your mailing and/or email address but not sensitive information), with unaffiliated third parties whose products or services may be of interest to you and who have their own privacy policy in place. If you do not want us to share your information in this manner, please visit our [Your Privacy Rights](#) link on our brand specific websites.

www.govmint.com/yourprivacyrights

www.moderncoinmart.com/yourprivacyrights

Business Transfer. In connection with the sale or transfer of some or all of the company's assets; or as the result of a merger, reorganization, or liquidation, we may transfer corresponding personal information. We may also retain a copy of that personal information.

Legal Requirements. We may disclose personal information when we, in good faith, believe disclosure is appropriate to comply with the law; to enforce or apply applicable

terms or conditions and other agreements; or to protect the rights, property, or safety of our company, our customers, or others.

Social Media Interactions. We invite you to socialize and share your purchases with your friends using Social Media tools such as Facebook, Twitter, Google+, YouTube, etc. If you choose to use these tools, you may be sharing certain profile elements, including your comments. This sharing is subject to each social media program's privacy policies. We offer links on our site to "Share" or "Like" our site or products for many of the popular social sites. To remove a "Share" or "Like" or to delete your comments you will have to make those changes directly on that specific social site.

Links to Other Websites and Services. Our Site(s) may include links to other Internet sites, content, or videos (embedded or direct links) maintained by third parties ('Linked Sites'). Company provides Linked Sites to you solely as a convenience, and the inclusion of Linked Sites does not imply endorsement by Company of the Linked Sites. You access Linked Sites at your own risk and by accessing them you may leave our website. Linked Sites are not under our control, and we are not responsible for the contents of any Linked Site, including the privacy policies or tracking technologies they may use. We encourage you to check the applicable privacy policy to determine how they will handle any personally identifying information they collect from you.

Notice regarding sensitive information: We do not disclose sensitive personal information for purposes other than as allowed by applicable state or federal laws.

California Residents Privacy Rights

The California Consumer Privacy Act of 2018 as amended by the California Privacy Rights Act of 2020 ("CCPA") provides California residents with certain rights regarding the collection, use, and sharing of their personal information.

As of January 1, 2023, if you are a California Resident, you have the right to:

- request to know what personal information AMS has collected about you including the categories of personal information collected; the categories of sources from which the personal information is collected; the categories of personal information AMS sold or disclosed for a business purpose; the categories of third parties the personal information was sold or disclosed for a business purpose; the business or commercial purpose for collecting or selling personal information; and the specific pieces of information we have collected about you
- request deletion of your personal information, though some exceptions apply under the CCPA
- request correction of inaccurate personal information maintained about you by AMS

- opt out of the sale or sharing of your personal information
- limit the use and disclosure of your sensitive personal information to reasons allowed by the CCPA
- not be discriminated against for exercising these rights.

Additional disclosures to California residents pursuant to the CCPA:

- AMS does not sell your personal information for monetary consideration, however California law may characterize our sharing of Personal Information with companies that provide services to us, such as companies that help us to market or advertise our products and services to you, as “sales.” You may opt-out of this sharing through Your Data Privacy Request link on our brand specific websites.
- AMS does not use or disclose sensitive personal information for purposes other than those specified in the CCPA.
- AMS does not offer financial incentives associated with the collection, use, or disclosure of your personal information.
- AMS does not knowingly sell or share the personal information of consumers under 16 years of age.
- AMS will not discriminate against you for exercising your rights under the CCPA.

To submit a request to exercise your rights under the CCPA, please complete the [Your Privacy Rights](#) form on our brand specific websites.

www.govmint.com/yourprivacyrights

www.moderncoinmart.com/yourprivacyrights

You may also reach us directly by phone at 1-877-727-6750 or by email at privacy@amsi-corp.com.

An agent may submit a request to exercise your California privacy rights on your behalf, but you must verify for us that your agent is authorized to do so.

Processing of Opt-Out Preference Signals

You may use Global Privacy Control (GPC) to communicate your privacy preferences. If our website detects the GPC signal from your device, we will not share your data.

Verification Process

The security of your personal information is of the utmost importance to us. For all requests made through this website under the data privacy request form, we ask for your name, email address, and phone number used to do business with us. Once we receive your request, we will email you separately to verify your identity and ensure that you are the person who is the subject of the request. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

Timing of Response

We strive to fulfill requests within 45 days from the date we receive your request. If

additional time is needed to complete the request, we will notify you that additional time is needed, tell you the reason that we need additional time, and tell you when you can expect your request to be completed. A request to delete your personal information will also be forwarded to relevant vendors with whom we have shared your personal information.

Separate from the CCPA, California's Shine the Light Act (California Civil Code Section 1798.83) gives California residents the right to ask companies what personal information they share with third parties for those third parties' direct marketing purposes.

Nevada Residents Privacy Rights

To request Opt-Out of sharing or selling your personal information, please complete the [Your Privacy Rights](#) form on our brand specific websites.

www.govmint.com/yourprivacyrights

www.moderncoinmart.com/yourprivacyrights

You may also reach us directly by phone at 1-877-727-6750 or by email at privacy@amsi-corp.com. Please note, Nevada residents can only request to opt-out, not delete their personal information. Your request will be responded to within 60 days of receipt.

Virginia Residents Privacy Rights

Virginia's Consumer Data Protection Act (CDPA) provides Virginia residents with certain rights regarding the collection, use, and sharing of their personal information.

As of January 1, 2023, if you are a Virginia Resident, you have the right to:

- request to know what personal data has been collected about you and to access that information
- request deletion of your personal information, though some exceptions apply under the VCDPA
- request correction of inaccurate personal information maintained about you by AMS
- opt out of the sharing of your personal information for purposes of targeted advertising
- obtain a copy of your personal data

An agent may submit a request to exercise your rights under the CDPA on your behalf, but you must verify that your agent is authorized to do so.

To submit a request to exercise your rights under the CDPA, please complete the [Your Privacy Rights](#) form on our brand specific websites.

www.govmint.com/yourprivacyrights
www.moderncoinmart.com/yourprivacyrights

You may also reach us directly by phone at 1-877-727-6750 or by email at privacy@amsi-corp.com.

Verification Process

The security of your personal information is of the utmost importance to us. For all requests made through this website under the CDPA, we ask for your name, email address, and phone number used to do business with us. Once we receive your request, we will email you separately to verify your identity and ensure that you are the person who is the subject of the request. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

Timing of Response

We strive to fulfill requests within 45 days from the date we receive your request. If additional time is needed to complete the request, we will notify you that additional time is needed, tell you the reason that we need additional time, and tell you when you can expect your request to be completed. Requests to delete, correct, or opt out of sharing of your personal information will also be forwarded to relevant vendors with whom we have shared your personal information.

Appealing a Decision regarding your Request

If we are unable to take action regarding your request, we will inform you of the reasons that we have declined to take action. Within a reasonable time after your receipt of our decision, you may inform us that you wish to appeal the decision. Upon receipt of your request, we will process your appeal within 60 days and provide you with a written response explaining the outcome of your appeal.

Additional Disclosures Pursuant to the CDPA:

- AMS does not sell your personal information and will not do so in the future without providing you with notice and an opportunity to opt out of such sale as required by law.
- AMS does not engage in profiling in the furtherance of decisions that produce legal or similarly significant effects.
- AMS does not knowingly sell or share the personal information of consumers under 16 years of age.
- AMS will not discriminate against you for exercising your rights under the CDPA.

Colorado Residents Privacy Rights

The Colorado Privacy Act (CPA) provides Colorado residents with certain rights regarding the collection, use, and sharing of their personal information.

On and after July 1, 2023, if you are a Colorado Resident, you have the right to:

- request to know what personal data has been collected about you and to access that information
- request deletion of your personal information, though some exceptions apply under the CPA
- request correction of inaccurate personal information maintained about you by AMS
- opt out of the sharing of your personal information for purposes of targeted advertising
- obtain a copy of your personal data

An agent may submit a request to exercise your rights under the CPA on your behalf, but you must verify that your agent is authorized to do so.

To submit a request to exercise your rights under the CPA, please complete the [Your Privacy Rights](#) form on our brand specific websites.

www.govmint.com/yourprivacyrights

www.moderncoinmart.com/yourprivacyrights

You may also reach us directly by phone at 1-877-727-6750 or by email at privacy@amsi-corp.com.

Processing of Opt-Out Preference Signals

You may use Global Privacy Control (GPC) to communicate your privacy preferences. If our website detects the GPC signal from your device, we will not share your data.

Verification Process

The security of your personal information is of the utmost importance to us. For all requests made through this website under the CPA, we ask for your name, email address, and phone number used to do business with us. Once we receive your request, we will email you separately to verify your identity and ensure that you are the person who is the subject of the request. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

Timing of Response

We strive to fulfill requests within 45 days from the date we receive your request. If additional time is needed to complete the request, we will notify you that additional time is needed, tell you the reason that we need additional time, and tell you when you can expect your request to be completed. Requests to delete, correct, or opt out of sharing of your personal information will also be forwarded to relevant vendors with whom we have shared your personal information.

Appealing a Decision regarding your Request

If we are unable to take action regarding your request, we will inform you of the reasons that we have declined to take action. Within a reasonable time after your receipt of our decision, you may inform us that you wish to appeal the decision. Upon receipt of your request, we will process your appeal within 45 days and provide you with a written response explaining the outcome of your appeal.

Additional disclosures to Colorado residents pursuant to the Colorado Privacy Act:

- AMS does not sell your personal information for monetary consideration, however Colorado law may characterize our sharing of Personal Information with companies that provide services to us, such as companies that help us to market or advertise our products and services to you, as “sales.” You may opt-out of this sharing through Your Data Privacy Request link on our brand specific websites.
- AMS does not engage in profiling in the furtherance of decisions that produce legal or similarly significant effects.
- AMS does not knowingly sell or share the personal information of consumers under 16 years of age.
- AMS will not discriminate against you for exercising your rights under the CPA.

Connecticut Residents Privacy Rights

The Connecticut Data Privacy Act (CTDPA) provides Connecticut residents with certain rights regarding the collection, use, and sharing of their personal information.

On and after July 1, 2023, if you are a Connecticut Resident, you have the right to:

- request to know what personal data has been collected about you and to access that information
- request deletion of your personal information, though some exceptions apply under the CTDPA
- request correction of inaccurate personal information maintained about you by AMS
- opt out of the sharing of your personal information for purposes of targeted advertising
- obtain a copy of your personal data

An agent may submit a request to exercise your rights under the CTDPA on your behalf, but you must verify that your agent is authorized to do so.

To submit a request to exercise your rights under the CTDPA, please complete the [Your Privacy Rights](#) form on our brand specific websites.

www.govmint.com/yourprivacyrights

www.moderncoinmart.com/yourprivacyrights

You may also reach us directly by phone at 1-877-727-6750 or by email at privacy@amsi-corp.com

Verification Process

The security of your personal information is of the utmost importance to us. For all requests made through this website under the CTDPA, we ask for your name, email address, and phone number used to do business with us. Once we receive your request, we will email you separately to verify your identity and ensure that you are the person who is the subject of the request. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

Timing of Response

We strive to fulfill requests within 45 days from the date we receive your request. If additional time is needed to complete the request, we will notify you that additional time is needed, tell you the reason that we need additional time, and tell you when you can expect your request to be completed. Requests to delete, correct, or opt out of sharing of your personal information will also be forwarded to relevant vendors with whom we have shared your personal information.

Appealing a Decision regarding your Request

If we are unable to take action regarding your request, we will inform you of the reasons that we have declined to take action. Within a reasonable time after your receipt of our decision, you may inform us that you wish to appeal the decision. Upon receipt of your request, we will process your appeal within 60 days and provide you with a written response explaining the outcome of your appeal.

Additional Disclosures Pursuant to the CTDPA:

- AMS does not sell your personal information for monetary consideration, however Connecticut law may characterize our sharing of Personal Information with companies that provide services to us, such as companies that help us to market or advertise our products and services to you, as "sales." You may opt-out of this sharing through Your Data Privacy Request link on our brand specific websites.
- AMS does not engage in profiling in the furtherance of decisions that produce legal or similarly significant effects.
- AMS does not knowingly sell or share the personal information of consumers under 16 years of age.
- AMS will not discriminate against you for exercising your rights under the CTDPA.

Utah Residents Privacy Rights

The Utah Consumer Privacy Act (UCPA) provides Connecticut residents with certain rights regarding the collection, use, and sharing of their personal information.

On and after December 31, 2023, if you are a Utah Resident, you have the right to:

- request to know what personal data has been collected about you and to access that information
- request deletion of your personal information, though some exceptions apply under the UCPA
- opt out of the sharing of your personal information for purposes of targeted advertising
- obtain a copy of your personal data

To submit a request to exercise your rights under the UCPA, please complete the [Your Privacy Rights](#) form on our brand specific websites.

www.govmint.com/yourprivacyrights

www.moderncoinmart.com/yourprivacyrights

You may also reach us directly by phone at 1-877-727-6750 or by email at privacy@amsi-corp.com

Verification Process

The security of your personal information is of the utmost importance to us. For all requests made through this website under the UCPA, we ask for your name, email address, and phone number used to do business with us. Once we receive your request, we will email you separately to verify your identity and ensure that you are the person who is the subject of the request. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

Timing of Response

We strive to fulfill requests within 45 days from the date we receive your request. If additional time is needed to complete the request, we will notify you that additional time is needed, tell you the reason that we need additional time, and tell you when you can expect your request to be completed. Requests to delete, correct, or opt out of sharing of your personal information will also be forwarded to relevant vendors with whom we have shared your personal information.

Additional Disclosures Pursuant to UCPA:

- AMS does not sell your personal information and will not do so in the future without providing you with notice and an opportunity to opt out of such sale as required by law.

- AMS does not knowingly sell or share the personal information of consumers under 16 years of age.
- AMS will not discriminate against you for exercising your rights under the UCPA.
- An agent may submit a request to exercise your rights under the UCPA on your behalf, but you must verify that your agent is authorized to do so.

Children's Privacy

We will never knowingly request or collect personal information from any person under 13 years of age. If you are under 13 years old, please do not provide your information on our website. If we become aware that an individual is under the age of 13 and has submitted any information to us for any purpose, we will delete it.

Security

We are required by law to maintain the privacy and security of your information.

Data Retention

Typically, we retain your personal information for the period necessary to fulfill the purposes outlined in this privacy policy, unless a longer retention period is required or permitted by law. Please note that in many situations we must keep all, or a portion, of your personal information to comply with our legal obligations, resolve disputes, enforce our agreements, to protect against fraudulent, deceptive, or illegal activity, or for another one of our business purposes.

Policy Changes

This policy replaces all previous disclosures we may have provided you about our information practices. We reserve the right to change this policy, and to apply any changes to information previously collected, as permitted by law. If there are material changes to this policy or our information practices change in the future, we will notify you by posting the policy changes on our website.

Contact Us

For further Information, questions, or concerns concerning our Privacy Policy please:

- Email us at privacy@amsi-corp.com
- Call us toll free at 1.800.721.0320
- Write us at.

Asset Marketing Services, LLC

Company Privacy

1300 Corporate Center Curve

Eagan, MN 55121