

Privacy Policy

How Prime USA Scales collects, uses, discloses, and protects information related to website visits, quotes, orders, shipping, service, and communications.

EFFECTIVE DATE

LAST UPDATED

September 2, 2026

September 2, 2026

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Scope

This Privacy Policy explains how **USA Measurements, Inc., doing business as Prime USA Scales** (“Prime USA Scales,” “we,” “us,” or “our”) collects, uses, discloses, and protects personal information when you:

- Visit primeusascales.com or use any website feature, form, or account;
- Request a quote, place an order, or make a purchase;
- Contact us by phone, email, text, chat, or mail;
- Receive delivery, installation, calibration, repair, or onsite service; or
- Interact with our marketing, advertising, or customer-support activities.

This Policy applies to personal information collected through our website and related sales, customer-service, shipping, warranty, calibration, repair, and onsite-service operations. It does not apply to information subject to a separate notice that expressly governs it.

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Personal Information We Collect

We collect the categories of personal information below. Not every category applies to every individual — what we collect depends on how you interact with us.

Identifiers & Contact

- Name, job title, and company
- Business and personal email addresses
- Telephone numbers
- Billing, shipping, and service addresses
- Account usernames and identifiers
- IP address and online identifiers

Professional & Company

- Company name, industry, and department
- Purchasing role and authorization level
- Government or tax-exempt classification
- Resale certificate or exemption documentation

Transaction & Commercial

- Products quoted, ordered, returned, or serviced
- Order, invoice, and payment history
- Purchase orders and signed agreements
- Product interests and application details
- Model, serial number, and warranty records

Payment & Financial

- Billing name and address
- Payment method, status, and card type
- Last four digits received from processors
- ACH or check information where used

Internet & Device Activity

- IP address and approximate location
- Browser, device, and operating system
- Cookie and advertising identifiers
- Pages viewed, searches, and clicks
- Referring URL and campaign source
- Chat and form interaction metadata

Communications & Support

- Email and SMS content
- Chat transcripts and attachments
- Call recordings, transcripts, and summaries
- Voicemail recordings and transcriptions
- Support cases and issue histories
- Photos, videos, and submitted documents

Service & Calibration

- Delivery and service site addresses
- Access instructions and site conditions
- Equipment details and application info
- Calibration certificates and test reports
- Technician records and site photographs

Marketing & Preferences

- Product interests and lead-source attribution
- Email opens, link clicks, and SMS interactions
- Customer segment and communication preferences
- Opt-in and opt-out consent records

Payment Processing

Payments are processed through third-party payment processors. Prime USA Scales may receive limited transaction information, such as payment status, card type, and the last four digits of a payment card. If an

employee assists with a payment, complete card information should be entered directly into the authorized payment processor and must not be retained in ordinary email, chat, CRM notes, or unsecured documents.

03 Sources of Personal Information

We receive personal information from the following sources:

- **Directly from you** — through website forms, checkout, account registration, quote requests, phone calls, email, chat, SMS, and other communications.
 - **Automatically from your devices** — through cookies, pixels, tags, and similar technologies when you use our website.
 - **Your employer or organization** — when a colleague, purchasing agent, or authorized representative provides your contact information in connection with a quote, order, or service request.
 - **Manufacturers, suppliers, and business partners** — who refer customers, co-register orders, or participate in warranty or service delivery.
 - **Freight carriers and service providers** — who share delivery status, recipient information, or service records.
 - **Advertising and analytics providers** — who may share campaign data or attribution information.
 - **Trade shows and industry events** — where contact information is exchanged.
 - **Publicly available sources** — including business directories, government records, company websites, and professional networks, where permitted.
-

04 How We Use Personal Information

Quotes, Orders, and Fulfillment

- Responding to product and service inquiries and preparing quotes
- Processing, confirming, and fulfilling orders
- Taking and reconciling payments
- Arranging shipping, delivery, and freight-damage resolution
- Scheduling and performing installation, calibration, and field service
- Administering warranties, returns, and refunds

Customer Relationship and Communications

- Managing customer accounts and CRM records in Salesforce
- Communicating about quotes, orders, appointments, service, and account matters
- Sending quote follow-up and relationship-based sales communications where permitted
- Sending promotional email and SMS where appropriate consent is obtained
- Requesting reviews and customer feedback

Website and Marketing Operations

- Operating, securing, and improving the website and online store
- Measuring website, email, and campaign performance
- Personalizing content, product recommendations, and advertising
- Remarketing to prior website visitors where permitted
- Detecting fraud, abuse, and security incidents

Automated and AI-Enabled Processing

We may use automated and AI-enabled tools to assist with transcription, communication summaries, customer support, document processing, fraud prevention, product recommendations, workflow automation, and internal analysis. These tools support our personnel and business operations. We do not rely solely on automated processing to make a decision that produces a legal or similarly significant effect about an individual unless we provide any notice and rights required by applicable law.

Business Operations and Compliance

- Maintaining accounting, tax, audit, and legal records in QuickBooks Online and Rootstock ERP
- Training staff, reviewing quality, and improving operations
- Enforcing agreements and protecting rights, safety, and property
- Supporting a merger, acquisition, financing, or asset transfer
- Complying with applicable law, legal process, and regulatory requirements

05 Cookies and Online Tracking

Our website uses cookies and similar technologies — including pixels, tags, and local storage — to operate the site, remember preferences, measure performance, and support advertising.

CATEGORY	PURPOSE	EXAMPLES	CONTROL
Strictly Necessary	Required for the website and store to function — shopping cart, checkout, login, security	WooCommerce session, WordPress, security cookies	Cannot be disabled without breaking site functionality
Functional	Remember preferences and display settings	Language, currency, display preferences	Optional
Analytics	Count visits, measure page performance, and understand navigation	Google Analytics 4, CallRail	Optional
Advertising	Deliver relevant ads, support remarketing, and measure conversions	Google Ads, Google Tag Manager	Optional
Chat / Support	Enable live chat and retain conversation context	LiveChat	Optional

Controlling cookies via browser settings

You may control or delete cookies through your browser settings. Blocking certain cookies may affect website functionality. You may also submit an applicable targeted-advertising or privacy request using the methods described in Section 14.

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Analytics and Advertising

Analytics

We use Google Analytics 4 to collect information about website traffic, page views, session duration, referring sources, and user interactions. Google Analytics may receive your IP address (which may be truncated), device and browser information, cookie identifiers, and behavioral data about your visit. This information helps us understand how customers find and use our site.

You may opt out of Google Analytics using the [Google Analytics Opt-out Browser Add-on](#).

Advertising and Remarketing

We use Google Ads and Google Tag Manager to measure conversions and to show relevant ads to people who have previously visited our website or who match the profile of our customers.

To opt out of interest-based advertising from Google, visit [Google Ads Settings](#) or the Network Advertising Initiative opt-out tool at networkadvertising.org/choices.

Call Tracking

We use call-tracking technology, including CallRail, to measure which marketing sources generate phone inquiries. Call-tracking numbers displayed on our website may be dynamically assigned. We use call attribution data to evaluate our advertising and improve follow-up.

07 Email, Telephone, Chat and SMS

Email

Emails we send may use technologies that help us understand delivery, opens, link interactions, and related engagement. We use this information to operate communications, measure effectiveness, improve follow-up, and maintain records. The information available may depend on your email provider and privacy settings.

We send two categories of email:

- **Transactional and operational email** — order confirmations, shipping notices, invoices, service appointments, warranty information, and account messages. These are sent as part of our business relationship and are not subject to a promotional marketing opt-out.
- **Promotional email** — product announcements, sales, and marketing. You may opt out of promotional email at any time using the unsubscribe link in any marketing message or by [contacting us](#). Opting out of promotional email does not stop necessary transactional and service communications.

Telephone Calls

Calls with Prime USA Scales may be monitored and recorded for customer service, training, quality assurance, safety, documentation, and business operations. Where required by applicable law, we provide notice to callers and obtain consent before recording.

Live Chat

We use LiveChat to offer real-time support on our website. When you use chat, LiveChat may collect your name and contact information you provide, chat message content and attachments, conversation history, and IP address and device information. Please do not submit payment card numbers, passwords, or government identification documents through chat.

Smith.ai Virtual Receptionist

We use Smith.ai for after-hours call answering and lead intake. When Smith.ai answers a call, the call may be recorded and a summary forwarded to our team.

SMS / Text Messaging

We send two categories of text messages:

- **Transactional SMS** — shipping notifications, appointment reminders, order status, warranty follow-ups, and responses to customer-initiated inquiries.
- **Promotional SMS** — marketing messages sent only to individuals who have provided separate, express written consent. Consent to receive promotional SMS is not required to purchase products or services.

To stop receiving text messages, reply **STOP** to any message. For help, reply **HELP**. Message and data rates may apply. Message frequency varies. See our [SMS Terms](#) for complete program details.

Mobile phone numbers and SMS opt-in consent are not sold or shared with third parties for their own marketing or promotional purposes.

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How We Disclose Personal Information

We disclose personal information to the categories of recipients below for the purposes identified. We do not sell personal information for money.

Vendors and Service Providers

We share information with companies that provide services on our behalf, including: website hosting and CDN, ecommerce platform (WooCommerce), payment processing (Stripe), accounting (QuickBooks Online), CRM and sales (Salesforce), ERP and order management (Rootstock), email and SMS delivery, customer support (LiveChat, Smith.ai), call management (RingCentral), document processing (DocuSign), cloud storage, analytics, advertising, security, and fraud prevention. These providers may access personal information only as needed to perform their services and are subject to confidentiality obligations.

Manufacturers, Suppliers, and Business Partners

To quote, configure, procure, fulfill, support, repair, or warrant products, we may share order details, application information, and shipping addresses with scale manufacturers and suppliers — including Locosc, Holiscale, Optima Scale, Fairbanks, Salter Brecknell, and others — as well as dealers, distributors, and authorized service partners.

Freight and Logistics Providers

We share necessary information with freight carriers, LTL and parcel services, liftgate providers, and logistics partners to arrange delivery, manage freight-damage claims, and coordinate terminal pickups.

Installation, Calibration, and Field Service Providers

When we schedule onsite service, we may share your contact information, site address, access instructions, and equipment details with our nationwide field-service network, calibration technicians, and installation contractors.

Analytics and Advertising Providers

We share website activity data and, in some cases, customer-derived identifiers with analytics providers (Google Analytics 4) and advertising platforms (Google Ads) to measure site performance, evaluate campaigns, and deliver relevant advertising. See Section 9 regarding sale and sharing determinations.

Legal and Safety Disclosures

We may disclose personal information when required by law, legal process, or government request; to prevent or investigate fraud, abuse, or illegal activity; to protect the safety, rights, or property of Prime USA Scales, our customers, or the public; or in connection with litigation.

Corporate Transactions

In connection with a merger, acquisition, financing, restructuring, bankruptcy, or asset sale, personal information may be transferred as a business asset, subject to appropriate safeguards and applicable law.

At the Customer's Direction

We may disclose information when you request or authorize it, or when disclosure is reasonably necessary to complete a transaction or service you have requested.

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Sale, Sharing, and Targeted Advertising

Prime USA Scales does not sell personal information in exchange for money. We may disclose identifiers, internet or device activity, advertising identifiers, and related interaction information to analytics and advertising providers to measure campaigns, understand website use, and deliver or assess interest-based advertising. Depending on applicable law, some of these disclosures may be considered a “sale,” “sharing,” or processing for targeted advertising even though Prime USA Scales does not receive money for the information.

Where applicable law provides the right, you may submit an opt-out request through our [Privacy Request form](#).

We do not knowingly sell or share the personal information of children under 16.

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Data Retention

We retain personal information for as long as reasonably necessary for the purposes described in this Policy, including:

- Maintaining customer relationships and responding to inquiries
- Fulfilling orders and providing warranties and service
- Meeting accounting, tax, and audit obligations
- Resolving disputes and preventing fraud
- Enforcing agreements
- Complying with applicable law, including limitation periods

Retention depends on the type of information, the nature of the relationship, warranty and product life cycles, legal requirements, and operational necessity. When information is no longer required, we take reasonable steps to delete, de-identify, or securely dispose of it.

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Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, use, alteration, or disclosure.

No method of electronic transmission or storage is completely secure. We cannot guarantee that information will never be accessed, disclosed, altered, or destroyed in a security incident. We maintain an incident-response procedure and will notify affected individuals and authorities as required by applicable law.

Promotional Email

You can unsubscribe from promotional email at any time using the unsubscribe link in any marketing message or by emailing privacy@primeusascales.com. Unsubscribing from marketing does not stop necessary transactional, order, warranty, service, or safety communications.

Promotional SMS

Reply **STOP** to any promotional text message to opt out. You may also contact us at [\(800\) 917-7205](tel:(800)917-7205) or privacy@primeusascales.com to request removal from our SMS list.

Cookies and Online Tracking

You may adjust your browser settings to block or delete cookies. Blocking necessary cookies may affect website functionality. You may submit an applicable opt-out request through our [Privacy Request form](#).

Targeted Advertising and Your Privacy Choices

You may opt out of Google's interest-based advertising at adssettings.google.com. Where applicable law provides the right, you may also submit an opt-out request through our [Privacy Request form](#).

Account Information

You may update your account contact information by logging into your account at primeusascales.com or by [contacting us directly](#).

13 State-Specific Privacy Rights

Depending on your place of residence and subject to applicable definitions, exceptions, and legal thresholds, you may have rights to:

- **Access** — request a copy of the personal information we hold about you;
- **Correction** — request correction of inaccurate personal information;
- **Deletion** — request deletion of personal information, subject to legal and operational exceptions;
- **Portability** — receive a copy of your personal information in a portable format;
- **Opt out of sale, sharing, or targeted advertising** — opt out of certain disclosures where required by law;
- **Limit certain uses of sensitive personal information** — where required by applicable law;

- **Obtain information about processing** — understand what categories of information are collected and how they are used;
- **Appeal** — appeal our decision regarding a denied privacy request where applicable law provides that right; and
- **Non-discrimination** — receive equal service and pricing without unlawful discrimination for exercising an applicable privacy right.

To submit a request to exercise an applicable right, see Section 14.

Nevada Residents

Nevada law (NRS Chapter 603A) provides Nevada consumers the right to opt out of the sale of certain covered personal information as defined under Nevada law. To submit a Nevada opt-out request, contact us using the methods described in Section 14. We will respond to verified opt-out requests as required by applicable law.

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How to Submit a Privacy Request

To exercise an applicable privacy right, submit a request using one of the following methods:

METHOD	HOW TO REACH US
Online form	primeusascales.com/privacy-request/
Email	privacy@primeusascales.com
Telephone	(800) 917-7205

What to Include

To help us locate your records, include your full name, email address, telephone number, state or country of residence, your relationship to Prime USA Scales, and the type of request you are submitting. We may ask for additional information to verify your identity without collecting more than is necessary. Please do not submit a Social Security number, complete payment card number, password, or unnecessary government identification through the initial form.

Response Timing

We will respond to verifiable requests within the time period required by applicable law. We will send a confirmation upon receipt. We may deny requests that cannot be verified, are not supported by applicable law, or are subject to a legal exception, and will explain our reasoning.

Appeals and Authorized Agents

If we deny your request, you may appeal where applicable law provides that right by contacting us with “Privacy Request Appeal” in the subject line. You may designate an authorized agent to submit a request on your behalf; we may require written proof of authorization and may verify your identity directly.

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Children’s Privacy

Our website and services are intended for business and adult users and are not directed to children under 13. We do not knowingly collect personal information online from children under 13. If we learn that a child under 13 submitted personal information, we will review the matter and take appropriate action, including deletion where required. A parent or guardian may contact us at privacy@primeusascales.com.

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External Links and Embedded Services

Our website may contain links to third-party websites, manufacturer product pages, distributor portals, and embedded content such as product videos, maps, or financing tools. These third parties have their own privacy practices and we are not responsible for them. We encourage you to review the privacy policy of any site you visit before providing personal information.

Some pages may embed content or tools provided by manufacturers, financing companies, or other third parties. That content may be subject to those parties’ own cookies and tracking practices.

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International Processing

Prime USA Scales is headquartered in Las Vegas, Nevada, United States. We primarily conduct operations in the United States but may sell products or provide services to customers in other countries, including Canada.

Personal information may be processed and stored in the United States and other countries where our service providers operate. Those jurisdictions may have data-protection laws different from the laws where you reside.

Where required, we use appropriate safeguards for international transfers and provide rights required by applicable law.

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Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or business operations. We will post the revised Policy on this page with a new “Last Updated” date. When changes are material, we will provide additional notice as required by law or as appropriate given the nature of the change.

We may apply an updated Privacy Policy to personal information as permitted by applicable law. If required, we will provide additional notice or obtain consent before applying material changes.

Prior versions of this Privacy Policy may be requested by contacting privacy@primeusascales.com.

Privacy Questions?

For questions about this Privacy Policy, how we handle your information, or to exercise a privacy right, reach us using any method below.

LEGAL ENTITY

USA Measurements, Inc.

DOING BUSINESS AS

Prime USA Scales

MAILING ADDRESS

3915 W. Hacienda Avenue, Suite A117

Las Vegas, NV 89118

PRIVACY EMAIL

privacy@primeusascals.com

PHONE

(800) 917-7205

PRIVACY REQUEST FORM

primeusascals.com/privacy-request/

SMS TERMS

primeusascals.com/sms-terms/

CONTACT FORM

[Send us a message →](#)