SAFE BARRIERS, LLC

Privacy Policy

Last updated: 29 June 2026

Safe Barriers, LLC (“Safe Barriers”, “we”, “us” or “our”) respects your right to privacy. We operate the website at safebarriers.com and supply road safety products in the United States and Canada. This policy explains what personal information we collect, how we use and share it, and the rights and choices available to you. It also describes how we handle personal information for individuals in the European Union and United Kingdom, Australia, New Zealand and Singapore.

By purchasing goods from Safe Barriers, contacting us by email, telephone or in writing, using the Safe Barriers website, or otherwise providing personal information to us, you agree to the collection, use and disclosure of your personal information as described in this policy.

Our company and group structure

Safe Barriers, LLC is registered at 8 The Green, Suite A, Dover, DE 19901, United States. We are part of the Safe Barriers group of companies. The intellectual property in all Safe Barriers products is owned by our sister company, Safe Barriers Pte. Ltd., 60 Paya Lebar Road #06-28, Singapore 409051. We may share personal information within the group for the purposes set out in this policy, including with Safe Barriers Pte. Ltd. as product owner and with Safe Barriers Pty Ltd in Australia.

Personal information we collect

The personal information we collect depends on your dealings with us. It may include:

- name, job title and business or postal address;
- telephone number;
- email address and any online account passwords;
- payment information, such as credit or debit card details;
- records of your communications with us;
- responses to surveys, contests or promotions we run or that are run on our behalf;
- website and device information, such as IP address, browser type, operating system, pages viewed, documents downloaded, and the website you came from.

We collect personal information directly from you, automatically when you use our website (see “Cookies and tracking”), and sometimes from third parties such as our group companies, business partners and publicly available sources.

How we use your personal information

We use personal information to:

- conduct, improve, maintain and develop our business relationship with you;
- process, service and enforce transactions and send related communications;
- verify your identity in connection with products or services we supply;
- respond to your questions and requests;
- administer contests, promotions or surveys;
- send marketing about our products, offers and promotions where permitted (you can opt out at any time);
- operate, secure and improve the Safe Barriers website; and
- comply with our legal obligations and enforce our legal rights.

Cookies and tracking

When you visit the Safe Barriers website, we may record information such as your IP address, the date and time of your visit, the pages you view, documents you download, your browser type and operating system. We also use cookies. A cookie is a small file stored on your device. Session cookies are deleted when you close your browser; persistent cookies remain until they expire. You can set your browser to refuse cookies, but some features of the website may not work properly. Where required by law, we ask for your consent before placing non-essential cookies.

How we share your personal information

We disclose personal information:

- to our group companies, including Safe Barriers Pte. Ltd. (Singapore) and Safe Barriers Pty Ltd (Australia);
- to service providers who process information on our behalf, such as IT hosting, payment processing, logistics and marketing providers, under contracts requiring them to protect it;
- for the purpose for which it was collected, or a purpose a reasonable person would consider appropriate;
- where you have consented;
- for direct marketing where you have not opted out (our contact details appear in any direct marketing); and
- where permitted or required by law, including to comply with legal process, enforce our terms, or protect the rights, property or safety of Safe Barriers or others.

If Safe Barriers is involved in a merger, acquisition or sale of assets, personal information may be transferred as part of that transaction.

We do not sell or rent your personal information, and we do not license the personal information we collect.

International transfers

Safe Barriers operates internationally. Your personal information may be transferred to, stored in, or accessed from countries other than the one in which you are located, including the United States, Singapore and Australia, where our group companies and service providers operate. Some of these countries may have data protection laws different from those in your country. Where required, we put appropriate safeguards in place, such as the European Commission's Standard Contractual Clauses, before transferring personal information internationally.

Data retention

We keep personal information only as long as necessary for the purposes described in this policy, to comply with our legal, tax and accounting obligations, and to resolve disputes and enforce our agreements. When personal information is no longer needed, we securely delete or de-identify it.

Security

We take reasonable steps to keep personal information secure. We restrict access to information held in electronic form and apply appropriate physical, technical and administrative safeguards to protect it from misuse, loss and unauthorized access. When we dispose of personal information, we do so in a way that protects its privacy. No system can be guaranteed completely secure, and we cannot warrant the security of information transmitted to us over the internet.

Your US privacy rights

Depending on where you live, you may have rights over your personal information. We do not discriminate against you for exercising any privacy right. To make a request, contact us at admin@safebarriers.com. We will verify your identity before responding and will respond within the time required by applicable law. You may use an authorized agent to submit a request on your behalf.

California residents (CCPA/CPRA)

If you are a California resident, you have the right to:

- know the categories and specific pieces of personal information we have collected, the sources, the purposes for collecting it, and the categories of third parties with whom we share it;
- request deletion of personal information we have collected from you;
- request correction of inaccurate personal information;

- opt out of the “sale” or “sharing” of personal information; and
- not receive discriminatory treatment for exercising these rights.

We do not sell or share personal information as those terms are defined under California law, and we do not knowingly sell or share the personal information of consumers under 16 years of age. California’s “Shine the Light” law lets California residents request information about disclosures of personal information to third parties for their direct marketing purposes; we do not make such disclosures.

Other US states

Residents of some other US states have similar rights to access, correct, delete or obtain a copy of their personal information, and to opt out of targeted advertising or the sale of personal information. To exercise any of these rights, contact us at admin@safebarriers.com.

Children’s privacy

The Safe Barriers website is intended for business customers and is not directed at children. We do not knowingly collect personal information from children under 16. If you believe a child has provided us with personal information, contact us and we will delete it.

Your rights by region

We deal with customers and contacts in several countries. The following rights apply in addition to those above.

European Union and United Kingdom (GDPR and UK GDPR)

If you are in the EU or UK, we process your personal information on one or more of these legal bases: your consent; performance of a contract with you; compliance with a legal obligation; or our legitimate interests in running and promoting our business, where these are not overridden by your rights. You have the right to access, correct, erase, restrict or object to the processing of your personal information, to data portability, and to withdraw consent at any time. You may lodge a complaint with your local data protection authority. International transfers of EU or UK personal information are protected by appropriate safeguards such as Standard Contractual Clauses.

Australia (Privacy Act 1988 and Australian Privacy Principles)

Personal information of Australian individuals is also handled by our Australian company, Safe Barriers Pty Ltd, in accordance with the Australian Privacy Principles. You may request access to, or correction of, your personal information, and may complain about a privacy breach. See the privacy policy at safebarriers.au for details, or contact us at admin@safebarriers.com.

New Zealand (Privacy Act 2020)

If you are in New Zealand, you have the right under the Information Privacy Principles to access and request correction of your personal information. Complaints may be made to the Office of the Privacy Commissioner.

Singapore (Personal Data Protection Act 2012)

Our products are owned by Safe Barriers Pte. Ltd. in Singapore, which handles personal information in accordance with the Personal Data Protection Act 2012 (PDPA). You may request access to or correction of your personal information, and may withdraw consent to its collection, use or disclosure. Safe Barriers Pte. Ltd. complies with the Do Not Call (DNC) Registry provisions of the PDPA.

Access, correction and withdrawing consent

If you would like to access the personal information we hold about you, correct it, or withdraw a consent you have given, send a written request by email to the Admin Officer at admin@safebarriers.com. We will respond as soon as reasonably practicable. If we decline a correction request on reasonable grounds, we will note the requested correction on the relevant record. If you withdraw consent, we will tell you the likely consequences and stop collecting, using or disclosing your personal information for the relevant purpose, unless we are permitted or required by law to continue.

Links to other websites

The Safe Barriers website may contain links to other websites. We are not responsible for the privacy practices of those websites. This policy applies only to information we collect on the Safe Barriers website. We encourage you to read the privacy policies of any websites you visit through our links.

Unsolicited information

Where we receive personal information we did not ask for and do not need, we take reasonable steps to destroy or de-identify it.

Changes to this policy

We may update this policy at any time. The current version will always be published on safebarriers.com, with the “last updated” date shown at the top.

Contact us

If you have any questions or concerns about this policy or how we handle your personal information, contact:

Safe Barriers, LLC
8 The Green, Suite A, Dover, DE 19901, United States
Email: admin@safebarriers.com