



Privacy Policy

Atlanta Scales, Inc.

Effective Date: August 11, 2026

Atlanta Scales, Inc. (“Atlanta Scales,” “Company,” “we,” “us,” or “our”) is committed to protecting the privacy and confidentiality of information entrusted to us. This Privacy Policy describes how Atlanta Scales collects, uses, discloses, retains, and protects information obtained through our website, online advertising and lead-generation forms, including Google Lead Forms, and other business interactions.

This Privacy Policy is intended to address personal and business contact information collected through our website and marketing activities. Nothing in this Privacy Policy is intended to reduce, supersede, or otherwise modify the confidentiality requirements applicable to Atlanta Scales' accredited laboratory activities.

1. Information We Collect

Atlanta Scales may collect personal and business information that you voluntarily provide when you contact us, request information, submit an online form, request a quotation, inquire about our products or services, or otherwise communicate with the Company.

Such information may include:

- Name;
- Company or organization name;
- Job title or professional role;
- Work email address;
- Work telephone or mobile telephone number;
- Business or mailing address;
- Information concerning products or services in which you have expressed an interest; and
- Other information, comments, or correspondence that you voluntarily provide.

When you access or use our website, certain technical information may also be collected automatically. Depending upon the technologies used by our website and service providers, this information may include Internet Protocol (“IP”) address, browser type, device information, operating system, referring pages, pages visited, and other information concerning use of our website.

2. How We Use Information

Atlanta Scales may collect and use information for legitimate business purposes, including:

- Responding to inquiries, requests, and communications;
- Contacting prospective and existing customers regarding Atlanta Scales products and services;
- Preparing quotations, proposals, and other requested information;
- Scheduling, providing, and following up on requested services;
- Providing customer service and technical support;
- Establishing and maintaining customer and prospective-customer records;
- Administering and improving our website, advertising activities, products, and services;
- Evaluating the effectiveness of our marketing and business-development activities;
- Maintaining the security and integrity of our systems and business operations;
- Detecting or preventing fraudulent, unauthorized, or unlawful activity;
- Maintaining records required for legitimate business, contractual, accounting, regulatory, or legal purposes; and
- Complying with applicable laws, regulations, legal processes, and governmental requirements.

If you submit information through a Google Lead Form or another online advertising or lead-generation platform, Atlanta Scales may use the information submitted to contact you regarding the products, services, quotation, consultation, or other business matter associated with your request.

3. Disclosure of Information

Atlanta Scales does not sell personal information for monetary consideration.

Atlanta Scales may disclose personal or business contact information to service providers when reasonably necessary to support our business operations. Such providers may include website hosting providers, information technology and cybersecurity providers, email and communications providers, customer relationship management systems, advertising platforms, and other vendors providing services on our behalf.

Such disclosure does not authorize the disclosure of confidential information obtained or created in connection with Atlanta Scales' accredited laboratory activities except as permitted by applicable contractual, legal, and accreditation requirements.

Atlanta Scales may also disclose information when reasonably necessary to:

- Comply with applicable law, regulation, court order, subpoena, or other legal process;
- Respond to a lawful governmental or regulatory request;
- Protect or enforce the rights, property, or interests of Atlanta Scales;

- Protect the safety or security of our customers, employees, systems, or others; or
- Investigate or prevent suspected fraud, security incidents, or unlawful conduct.

4. Confidentiality of Laboratory and Customer Information

Atlanta Scales recognizes the confidential and proprietary nature of information obtained or created in connection with its laboratory and calibration activities.

Information obtained or created during laboratory activities is treated as confidential and proprietary unless the information has been made publicly available by the customer, disclosure has been authorized or agreed to by the customer, or disclosure is otherwise required by law or authorized by applicable contractual requirements.

Atlanta Scales maintains appropriate controls governing access to confidential laboratory and customer information. Access is limited to personnel and authorized parties having a legitimate need for such information and who are subject to applicable confidentiality obligations.

Where Atlanta Scales is required by law or authorized by contractual arrangement to disclose confidential information, the affected customer or individual will be notified of the information disclosed unless such notification is prohibited by law.

Information concerning a customer that is obtained from a source other than the customer will also be treated as confidential in accordance with applicable legal, contractual, and accreditation requirements.

Personnel, contractors, external service providers, and other individuals acting on behalf of Atlanta Scales who are provided access to confidential information are expected to maintain the confidentiality of such information in accordance with applicable obligations and requirements.

Nothing in this Privacy Policy shall be interpreted as authorizing the disclosure, publication, or use of confidential laboratory or customer information in a manner inconsistent with Atlanta Scales' ISO/IEC 17025:2017 accredited management system or other applicable confidentiality obligations.

5. Google and Other Third-Party Services

Atlanta Scales may utilize Google and other third-party platforms and service providers in connection with advertising, lead generation, website functionality, analytics, communications, and other legitimate business activities.

Information voluntarily submitted through a third-party service, including a Google Lead Form, may also be collected and processed by the applicable third party in accordance with its own privacy policies, terms of service, and data practices.

Once information is received by Atlanta Scales, our collection, use, retention, and disclosure of that information are governed by this Privacy Policy and applicable requirements.

Use of third-party advertising or lead-generation services does not authorize the disclosure of confidential laboratory information to such services.

6. Cookies and Website Technologies

The Atlanta Scales website may utilize cookies and similar technologies to facilitate website functionality, maintain security, understand website usage, evaluate website performance, and support advertising or analytics activities.

Certain cookies or similar technologies may be provided by third-party service providers.

Most web browsers permit users to manage or disable cookies through browser settings. Disabling certain cookies may affect the availability or functionality of portions of our website.

7. Data Security

Atlanta Scales maintains reasonable administrative, technical, and physical safeguards designed to protect information within our possession or control against unauthorized access, acquisition, disclosure, alteration, loss, destruction, or misuse.

Access to information is limited as appropriate based upon business need, job responsibilities, contractual obligations, legal requirements, and applicable requirements of Atlanta Scales' management system.

While Atlanta Scales takes reasonable measures to protect information, no method of electronic transmission, Internet communication, or electronic storage can be guaranteed to be completely secure.

8. Data Retention

Atlanta Scales retains information for the period reasonably necessary to fulfill the purposes for which it was collected, maintain appropriate business and customer records, provide requested products and services, satisfy contractual obligations, resolve disputes, enforce agreements, and comply with applicable legal, accounting, regulatory, accreditation, or record-retention requirements.

Retention and disposition of records associated with accredited laboratory activities are additionally governed by applicable Atlanta Scales management-system procedures and record-control requirements.

9. Privacy Choices and Requests

Individuals may contact Atlanta Scales to request correction or updating of personal or business contact information previously provided to the Company.

You may also request that Atlanta Scales discontinue the use of your contact information for marketing communications. Such a request will not prevent Atlanta Scales from communicating with you when reasonably necessary in connection with an existing customer relationship, transaction, quotation, service request, contractual obligation, calibration activity, or other non-marketing business matter.

Additional rights concerning personal information may be available under applicable law and may be subject to applicable exceptions and verification requirements.

10. Third-Party Websites

The Atlanta Scales website or our communications may contain links to websites or services operated by third parties.

Atlanta Scales does not control and is not responsible for the privacy, security, or data-handling practices of independently operated third-party websites or services. Individuals are encouraged to review the applicable privacy policies and terms of those third parties before providing personal information.

11. Children's Privacy

Atlanta Scales provides commercial products and services and does not direct its website, advertising, or lead-generation activities toward children.

Atlanta Scales does not knowingly solicit or collect personal information from children under the age of 13 through its website or online lead-generation forms. If we become aware that such information has been collected inadvertently, we will take reasonable steps to address the information appropriately.

12. Changes to This Privacy Policy

Atlanta Scales may amend or update this Privacy Policy periodically to reflect changes in our business practices, technology, legal requirements, or other circumstances.

Any revised Privacy Policy will be made available through our website, and the effective date will be updated accordingly.

Changes to this public Privacy Policy do not supersede applicable confidentiality, document-control, record-control, or other requirements established under Atlanta Scales' accredited management system.

13. Contact Information

Questions, concerns, or requests concerning this Privacy Policy or Atlanta Scales' handling of personal information may be directed to:

Atlanta Scales, Inc.

1933 Highway 155
McDonough, Georgia 30253

Telephone: 770-477-7052

Email: info@atlantascales.com