

CALIFORNIA PRIVACY RIGHTS ACT

PRIVACY POLICY

Pursuant to the California Privacy Rights Act (CPRA), Bradford White Corporation (BWC), which includes Laars Heating Systems, Inc., and Niles Steel Tank, collects information from consumers during the following interactions:

- Warranty registration and upgrade
- Product replacement or maintenance
- Customer service call logs
- Requests for literature and other information
- Visits to Bradford White Corporation websites
- Contractor Finder inquiries (including those who sign up through Contract Finder and those who were migrated into the system)

For warranty registrations and upgrades, consumers are asked to provide BWC their first name, last name, phone number, email address, as well as street address, city, state, zip code, and country of residence. BWC maintains this information internally, or through a third-party data storage service provider, so that it may be used in the future in various customer service/outreach initiatives. This information is not shared with any other parties and is stored for a timeframe to be determined later by the State of California.

When a BWC product needs to be replaced or maintained, BWC may collect a consumer's first name, last name, phone number, email address, as well as street address, city, state, zip code, and country of residence. This information is collected by BWC or is shared with BWC via a third-party contractor that is providing product replacement or maintenance services. BWC maintains this information through a third-party data storage service provider for the purposes of logging customer experiences and product performance. This information is not shared with any other parties and is stored for a timeframe to be determined later by the State of California.

BWC's technical support, warranty, and product department staff maintain call logs. These call logs contain phone numbers that BWC maintains, either internally or through a third-party data storage service provider, for the purposes of logging customer experiences and product performance. This information is not shared with any other parties and is stored for a timeframe to be determined later by the State of California.


On occasion, consumers will order information from BWC on a particular product. BWC follows up on these requests by providing additional product information to the consumer in the most efficient way possible. To provide this service, BWC will collect a consumer's name, mailing address, email address, and phone number. This information is maintained by BWC for the purposes of potential future interactions with these consumers and is stored for a timeframe to be determined later by the State of California.

BWC uses cookies on our websites to collect Internet Protocol (IP) address information from consumers who visit our sites. This information is stored by a third-party data storage service provider for a limited period of time and is used by BWC to obtain a general location of the consumer so that they can be referred to nearby product and service providers that may be able to assist them. This information is not shared with any other third parties and is stored for a timeframe to be determined later by the State of California.

BWC receives information from users of its Contractor Finder service from the third-party service provider, Service Whale, Inc., which stores such information for a period. This information is used by BWC, the third-party service provider and third-party contractors for support, assessment and marketing related purposes. In addition, such information may be used by users of the Contract Finder platform to contact each other. Other than as stated above, BWC does not share this information with any other third parties and stores it for a timeframe to be determined later by the State of California.

THE INFORMATION COLLECTED DIRECTLY BY BWC HAS NEVER BEEN, AND WILL NOT, BE SOLD OR SHARED TO ANY THIRD PARTIES FOR ANY PURPOSE.

Accessibility

Information in this Privacy Policy may be relayed to those with disabilities by clicking on  on the bottom of BWC's Privacy Policy webpage which can be found at www.bradfordwhite.com/california-consumer-privacy-act-privacy-policy.

Right to Know

Pursuant to CPRA, all consumers have the right to know of any of their own personal information that is collected, disclosed, or sold by any businesses with substantial activity in the State of California in the previous 12 months, beginning January 1, 2022. To exercise this right and make a request that BWC disclose this information consumers may, [Email](#) or call [800-523-2931](tel:800-523-2931). BWC is required, under CPRA, to confirm receipt of this request within 10 business days.

CPRA requires BWC to verify the identification of any consumer who makes such a request. As such, consumers will be asked to provide no less than two pieces of information that BWC can use to verify they are in fact the consumer that is subject to the request. CPRA also allows BWC 45-calendar days, from receipt of a Right to Know request, to respond to that request with an option to extend this time period by an additional 45-calendar days if necessary and upon notification of the person making the request. If a consumer cannot verify their identity to BWC within 45-calendar days of being asked, CPRA permits BWC to deny the consumer's request.

Right to Correct

CPRA also provides consumers with the right to request that BWC correct any inaccurate information that BWC currently stores about them. Any consumer may make such a request through the same channels described above.

Right to Delete

Pursuant to CPRA, all consumers have the right to request that their personal information that is

collected, disclosed, or sold by any business with substantial activity in the State of California be deleted with few exceptions. To exercise this right, consumers may [Email](#) or call [800-523-2931](tel:800-523-2931). BWC is required, under CPRA, to confirm receipt of this request within 10 business days.

CPRA requires BWC to verify the identification of any consumer who makes such a request. As such, consumers will be asked to provide no less than two pieces of information that BWC can use to verify that the requestor is in fact the consumer that is subject to the request. If a consumer cannot verify their identity to BWC within 45-calendar days of being asked, CPRA permits BWC to deny the consumer's request. CPRA also allows BWC 45-calendar days, from receipt of a Right to Delete request, to respond to that request with an option to extend this time period by an additional 45-calendar days, if necessary, and upon notification of the person making the request. BWC is required by CPRA to notify the requesting consumer when their information has been deleted.

Right to Non-Discrimination for the Exercise of a Consumer's Privacy Rights

Under CPRA, consumers have a right to not receive discriminatory treatment by BWC for exercising their rights under CPRA.

Right to Designate an Authorized Agent

Under CPRA, consumers may use an authorized agent to submit a request to know or a request to delete, as described above in this policy. In such cases, BWC may require consumers to directly verify their identity and/or ask the authorized agent to provide proof of the consumers' written permissions allowing them to act as an authorized agent on their behalf.

For more information pertaining to this policy, and your rights under CPRA when interacting with BWC, please contact, Sr. Vice President of Corporate Administration, Paul Balon via [email](#) or by phone at [800-523-2931](tel:800-523-2931).

This policy was last updated on 11-24-2020.