

FOR PRO

CONTRACTOR APP

BRADFORD WHITE FOR THE PRO® CONTRACTOR APP PRIVACY STATEMENT

Bradford White Corporation (“Company” or “We”) respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the personal information we may collect from you or that you may provide when you utilize the For the Pro® contractor application and related services, content and documentation services offered by the Company (collectively “Application”). This Privacy Statement supplements our general Privacy Policy located at <https://www.bradfordwhite.com/bradford-white-corporation-privacy-policy>.

Please read this Privacy Statement carefully to understand our policies and practices regarding your personal information and how we will treat it. If you do not agree with our policies and practices, your choice is to not access or use our Application or provide any information in connection with it. By accessing or using our Application or providing any information in connection with it, you agree to this Privacy Statement. You also expressly consent to the processing of your personal information according to this Privacy Statement.

California Privacy Notice of Collection

<https://www.bradfordwhite.com/california-consumer-privacy-act-privacy-policy>

Information Collected by the Company

The Company may collect information about you, including but not limited to:

- customer, consumer and contractor/installer information (e.g., name, company name, Application and registration passwords, address, city, state and ZIP code, email address and telephone number).
- your device data and how you interact with the Company’s Application (e.g., IP address, browser type, and unique device identifier).
- details of any payment transactions you carry out through the Application.

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, from forms you complete, and your utilization of the Application.
- Indirectly from you. For example, from observing your actions when utilizing the Application.
- From other sources. For example, third party marketing companies that we use to provide you with our Application, product offerings and other information.

Data we receive from other sources may be combined with the information you provide us, and may be used, or shared for the following purposes stated below.

Use of Personal Information

We may use, sell or disclose the personal information we collect for one or more of the following purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to ask a question about our Application or services or in connection with utilizing the Application, we will use that personal information in accordance with those purposes;
- To provide, support, personalize, and develop our Application and services;
- To create, maintain, customize, and secure your account with us;
- To process your requests, purchases, transactions, and payments and prevent transactional fraud;
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses;
- To personalize your experience in connection with our Application and services and to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our websites, third-party sites or services, and via email or text message (with your consent, where required by law);
- To help maintain the safety, security, and integrity of our Application, products, databases and other technology assets, and business;
- For testing, research, analysis, and product development, including to develop and improve our websites, products, and Application;
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations;
- As described to you when collecting your personal information;
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our consumers is among the assets transferred.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

The Company's Sharing of Information Collected

We may share your personal information with the following categories of third parties:

- with our affiliates or subsidiaries, contractors, service providers, and other third parties we use to support our business;
- with utility partnership programs if required by utility partners for participation in their programs;
- with Software/IT service providers we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them;
- with banks and credit card processors to the extent necessary for the Company to deliver the Application.

Apart from the categories and purposes listed above, the Company will not share your personal information with other third parties for their independent use without your permission.

Information Security

We will use reasonable administrative, technical and physical security to protect the personal information we retain and to help ensure that it is used in accordance with this Privacy Statement. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Statement unless longer retention is required by law or for auditing purposes.

Cookies/Tracking Technologies

We may use tracking technologies to gather information about your interactions with our Application. If you visit our website, we may also use “cookies” or other automatic tracking technologies. This information may include demographic data, browser type, IP address, pages visited, activities conducted on the page, and the day and time of your visit. We do not currently honor “do not track” signals from a web site browser. Please refer to your mobile device settings or computer browser help instructions for more information on cookies and other related technologies and how to manage their use. If you refuse or delete cookies, you will need to repeat the process if you use another computer or change browsers. If you refuse or delete cookies, some of the Application functionality could potentially be impaired.

Our Application or pages of our websites may also contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that allow us, for example, to count users who have visited those pages. We may use this information to provide a better user experience, and tailor our marketing communications.

Linked Sites

The Application may contain links to other websites. The Company assumes no responsibility for, the content, privacy policies, or practices of any third-party websites. You expressly relieve the Company from any and all liability arising from your use of any third-party website, or from the content of any third-party website.

Children’s Privacy

Our Application does not target or knowingly collect any information from individuals under the age of 18.

Information Request

You may request information from the Company regarding the personal information it collects from you and how it shares your personal information with third parties. We will endeavor to provide a copy of this information in a standardized format. You may make such a request by emailing iot.app@bradfordwhite.com or calling us at 1-888-443-4394.

Accessing and Correcting your Personal Information

You can review, update and change your personal information by contacting us at iot.app@bradfordwhite.com or calling us at 1-888-443-4394 where you can request access to, correct, or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

California Residents

If you are a California, please visit <https://www.bradfordwhite.com/california-consumer-privacy-act-privacy-policy> for the data rights that are applicable to you.

Changes to our Privacy Statement

It is our policy to post any changes we make to our Privacy Statement on this page with a notice that the Privacy Statement has been updated on our website home pages. If we make material changes to how we treat our users' personal information, we will notify you through a prominent notice on our website home pages in addition to any legal requirements. The date the Privacy Statement was last revised is identified at the top of the page.

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