

ECO Cladding Website Privacy Policy

Introduction:

This Privacy Policy outlines ECO Cladding ("**we**", "**our**" or "**the Company**") practices with respect to information collected from users, who share personal information with us (collectively: "Users"), who access the www.ecocladding.com ("**Site**") website or any other features and services available through our Site (collectively, the "**Service**"), and our direct marketing communications.

Grounds for Data Collection:

Processing of your personal information (i.e. any information which may potentially allow your identification through reasonable means; hereinafter "**Personal Information**") is necessary for the performance of our contractual obligations towards you and providing you with our services, to protect our legitimate interests and for compliance with legal and financial regulatory obligations to which we are subject.

When you use the Site, you consent to the collection, storage, use, disclosure, and other uses of your Personal Information as described in this Privacy Policy.

We encourage our Users to carefully read the Privacy Policy and use it to make informed decisions.

What Information Do We Collect?

We collect two types of data and information from Users.

The first type of information is un-identified and non-identifiable information pertaining to a User(s), which may be made available or gathered via your use of the Site ("**Non-personal**

Information”). We are not aware of the identity of a User from which the Non-personal Information was collected. Non-personal Information which is being collected may include your aggregated usage information and technical information transmitted by your device, including certain software and hardware information (e.g. the type of browser and operating system your device uses, language preference, access time, etc.) in order to enhance the functionality of our Site. We may also collect information about your activity on the Site (e.g. pages viewed, online browsing, clicks, actions, etc.).

The second type of information **Personal Information** which is individually identifiable information, namely information that identifies an individual or may, with reasonable effort, identify an individual. Such information includes:

- **Device Information:** We collect Personal Information from your device. Such information includes geolocation data, IP address, unique identifiers (e.g. MAC address and UUID) and other information which relates to your activity through the Site.
 - **Contact Information**, such as your first and last name, email, and mailing addresses.
 - **Registration Information:** When you register with our Site you will be asked to provide us with certain details such as: full name; email or physical address, and other information.
 - **Content you choose to upload to the Service**, such as text, images, audio, and video, along with the metadata associated with the files you upload.
 - **Feedback or correspondence**, such as information you provide when you contact us with questions, feedback, or otherwise correspond with us.
 - **Demographic Information**, such as your city, state, country of residence, and postal code.
- Marketing Information, such as information including your preferences for receiving communications about our activities, events, and publications, and details about how you engage with our communications.

How Do We Receive Information About You?

We receive your Personal Information from various sources: When you voluntarily provide us with your personal details in order to register on our Site; When you use or access our Site in connection with your use of our services; From third-party providers, services, and public registers (for example, traffic analytics vendors).

How We Use Your Personal Information:

We do not rent, sell, or share Users' information with third parties, except as described in this Privacy Policy. We use your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

To operate the Service. We use your personal information to: provide, operate and improve the Service; provide information about our products and services; communicate with you about the Service, including by sending you announcements, updates, security alerts, and support and administrative messages; market and advertise the Services; to the extent required for benchmarking, data analysis, audits, developing new products, enhancing the Services, facilitating product, software and applications development, improving the Services, conducting research, analysis, studies or surveys, identifying usage trends, as well as for other analytics purposes communicate with you about webinars and other training opportunities; understand your needs and interests, and personalize your experience with the Service and our communications; provide support and maintenance for the Service; or respond to your requests, questions, and feedback.

For research and development.

We analyze use of the Service to improve the Service and to develop new products and

services, including by studying user demographics and use of the Service.

To send you marketing and promotional communications.

We may send you marketing communications as permitted by law. You will have the ability to opt-out of our marketing and promotional communications as described in the opt out of marketing communications section below. In addition to the different uses listed above, we may transfer or disclose Personal Information to our subsidiaries, affiliated companies, and subcontractors. In addition to the purposes listed in this Privacy Policy, we may share Personal Information with our trusted third-party providers, who may be located in different jurisdictions across the world, for any of the following purposes:

- Hosting and operating our Site;
- Providing you with our services, including providing a personalized display of our Site;
- Storing and processing such information on our behalf;
- Serving you with advertisements and to assist us in evaluating the success of our advertising campaigns and help us retarget any of our users;
- Providing you with marketing offers and promotional materials related to our Site and services;
- Performing research, technical diagnostics or analytics;

We may also disclose information if we have good reason to believe that disclosure of such information is helpful or reasonably necessary to:

- (i) comply with any applicable law, regulation, legal process or governmental request;
- (ii) enforce our policies (including our Agreement), including investigations of potential violations thereof;
- (iii) investigate, detect, prevent or take action regarding illegal activities or other wrongdoing,

suspected fraud or security issues;

(iv) to establish or exercise our rights to defend against legal claims;

(v) prevent harm to the rights, property or safety of us, our users, yourself or any third party; or

(vi) for the purpose of collaborating with law enforcement agencies and/or in case we find it necessary in order to enforce intellectual property or other legal rights.

User Rights:

You may request to: Receive confirmation as to whether or not personal information concerning you is being processed and access your stored personal information, together with supplementary information. Receive a copy of personal information you directly volunteer to us in a structured, commonly used, and machine-readable format. Request rectification of your personal information that is in our control. Request erasure of your personal information. Object to the processing of personal information by us. Request to restrict processing of your personal information by us. Lodge a complaint with a supervisory authority. However, please note that these rights are not absolute and may be subject to our own legitimate interests and regulatory requirements. If you wish to exercise any of the above rights or receive more information, please contact us at info@ecocladding.com.

Retention:

We will retain your personal information for as long as necessary to provide our services, and as necessary to comply with our legal obligations, resolve disputes and enforce our policies.

Retention periods will be determined taking into account the type of information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the situation and the need to destroy outdated, unused information at the earliest reasonable opportunity. Under applicable regulations, we will keep records containing client

personal data, account opening documents, communications, and anything else as required by applicable laws and regulations. We may rectify, replenish, or remove incomplete or inaccurate information, at any time and at our own discretion.

Cookies:

We and our trusted partners use cookies and other technologies in our related services, including when you visit our Site or access our services. A "cookie" is a small piece of information that a website assigns to your device while you are viewing a website. Cookies are very helpful and can be used for various different purposes. These purposes include allowing you to navigate between pages efficiently, enabling automatic activation of certain features, remembering your preferences, and making the interaction between you and our Services quicker and easier. Cookies are also used to help ensure that the advertisements you see are relevant to you and your interests and to compile statistical data on your use of our Services. The Site uses the following types of cookies:

- a. 'session cookies'** which are stored only temporarily during a browsing session in order to allow normal use of the system and are deleted from your device when the browser is closed;
- b. 'persistent cookies'** which are read only by the Site, saved on your computer for a fixed period and are not deleted when the browser is closed. Such cookies are used where we need to know who you are for repeat visits, for example to allow us to store your preferences for the next sign-in;
- c. 'third-party cookies'** which are set by other online services who run content on the page you are viewing, for example by third-party analytics companies who monitor and analyze our web access. Cookies do not contain any information that personally identifies you, but Personal Information that we store about you may be linked, by us, to the information stored in and obtained from cookies. You may remove the cookies by following the instructions of your

device preferences; however, if you choose to disable cookies, some features of our Site may not operate properly and your online experience may be limited. We also use a tool called “Google Analytics” to collect information about your use of the Site. Google Analytics collects information such as how often users access the Site, which pages they visit, when they do so, etc. We use the information we obtain from Google Analytics only to improve our Site and services. Google Analytics collects the IP address assigned to you on the date you visit sites, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to this Site is restricted by the Google Analytics [Terms of Use](#) and the [Google Privacy Policy](#).

We use Google Analytics' third-party audience data such as age, gender, and interests to better understand the behavior of our customers and work with companies that collect information about your online activities to provide advertising targeted to suit your interests and preferences. For example, you may see certain ads on this website or other websites because we contract with Google and other similar companies to target our ads based on information we or they have collected, including information that was collected through automated means (such as cookies and web beacons). These companies also use automated technologies to collect information when you click on our ads, which helps track and manage the effectiveness of our marketing efforts. You may opt out of the automated collection of information by third-party ad networks for the purpose of delivering advertisements tailored to your interests, by visiting the consumer opt-out page for the Self-Regulatory Principles for Online Behavioral Advertising at <http://www.aboutads.info/choices/> and edit or opt-out your Google Display Network ads' preferences at <http://www.google.com/ads/preferences/>.

Third-party Collection of Information:

Our policy only addresses the use and disclosure of information we collect from you. To the extent you disclose your information to other parties or sites throughout the internet, different rules may apply to their use or disclosure of the information you disclose to them. Accordingly, we encourage you to read the terms and conditions and privacy policy of each third party that you choose to disclose information to. This Privacy Policy does not apply to the practices of companies that we do not own or control, nor to individuals whom we do not employ or manage, including any of the third parties which we may disclose information to as set out in this Privacy Policy.

How Do We Safeguard Your Information?

The security of your personal information is important to us. We take great care in implementing and maintaining the security of the Site and your information. We employ a number of organizational, technical and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information. Although we take reasonable steps to safeguard information, we cannot be responsible for the acts of those who gain unauthorized access or abuse our Site, and we make no warranty, express, implied, or otherwise, that we will prevent such access.

Transfer Of Data Outside the United States:

Our headquarters is in the United States, and we may have service providers in other countries. Your personal information may be transferred to the United States or other locations outside of your state, province, or country where privacy laws may not be as protective as those in your state, province, or country.

Advertisements:

We may use a third-party advertising technology to serve advertisements when you access the Site. This technology uses your information with regards to your use of the Services to serve advertisements to you (e.g., by placing third-party cookies on your web browser). You may opt out of many third-party ad networks, including those operated by members of the Network Advertising Initiative ("NAI") and the Digital Advertising Alliance ("DAA"). For more information about this practice by NAI and DAA members, and your choices regarding having this information used by these companies, including how to opt-out of third-party ad networks operated by NAI and DAA members, please visit their respective websites.

Marketing:

We may use your Personal Information such as your name, email address, telephone number, etc., ourselves or by using our third-party subcontractors, for the purpose of providing you with promotional materials concerning our services which we believe may interest you. To respect your right to privacy, within such marketing materials we provide you with the means to opt out of receiving further marketing offers from us. If you unsubscribe, we will remove your email address or telephone number from our marketing distribution lists. Please note that even if you have unsubscribed from receiving marketing emails from us, we may send you other types of important email communications without offering you the opportunity to opt out of receiving them. These may include customer service announcements or administrative notices.

Other Sites, Mobile Applications, and Services:

The Site may contain links to other websites, mobile applications, and other online services operated by third parties. These links are not an endorsement of, or representation that we

are affiliated with, any third party. In addition, our content may be included on web pages, in mobile applications or on online services that are not associated with us. We do not control third party websites, mobile applications, or online services, and we are not responsible for their actions. Other websites, mobile applications and services follow different rules regarding the collection, use and sharing of your personal information. We encourage you to read the privacy policies of the other websites, mobile applications, and online services that you use.

Corporate Transaction:

We may share information in the event of a corporate transaction (e.g. sale of a substantial part of our business, merger, consolidation or asset sale). In the event of the above, the transferee or acquiring company will assume the rights and obligations as described in this Privacy Policy.

Minors:

We understand the importance of protecting children's privacy, especially in an online environment. The Site is not designed for or directed at children. Under no circumstances shall we allow the use of our services by minors without prior consent or authorization by a parent or legal guardian. We do not knowingly collect Personal Information from minors. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should contact us at info@ecocladding.com.

Updates Or Amendments To This Privacy Policy:

We reserve the right to periodically amend or revise the Privacy Policy; material changes will be effective immediately upon the display of the revised Privacy policy. The last revision will be reflected in the "Last modified" section. Your continued use of the Platform, following the notification of such amendments on our website, constitutes your acknowledgment and

consent of such amendments to the Privacy Policy and your agreement to be bound by the terms of such amendments.

How To Contact Us:

If you have any general questions about the Site or the information, we collect about you and how we use it, you can contact us at info@ecocladding.com.

ECO Cladding

640 Airport Road, 1st Floor

Winchester, VA 22602

(855) 237-3370

Last Modified: March 23, 2023