

# **ResiBrands, Inc.**

## **Privacy Policy**

Last Modified: April 26, 2024

### **Introduction**

Thank you for visiting this website (our "**Website**"), which is owned and operated by ResiBrands, Inc. ("**ResiBrands**," "**Company**," "**we**," "**us**," "**our**"). We respect your privacy and are committed to protecting it through our compliance with this policy.

This online privacy policy (this "**Policy**"), together with our Terms of Use, describes the different types of information we may collect from you or that you may provide to us when visiting [www.resibrands.com](http://www.resibrands.com) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

### **Scope of This Policy**

This Policy applies to the personal information collected through ResiBrands-owned websites on which it is posted. It does not apply to third-party platforms, such as franchisee websites, social media platforms, websites of other companies, or any ResiBrands-owned websites and platforms on which it is not posted. This Policy also applies to information collected through other channels, such as over the phone, by mail, or in person.

Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this Policy.

### **Information We Collect and How We Collect It**

*Information You Manually Provide.* ResiBrands collects the information you manually provide when you use our Website. For example, we collect information you provide when you fill out forms, utilize the chat feature, request services, send inquiries through the contact function, or otherwise interact with our Website. ResiBrands may also collect information related to records and copies of correspondence if you contact us.

This information may include your name, address, phone number, email address, the content of any messages, comments, or any other information you choose to provide to us.

*Information from Your Browser or Device.* ResiBrands collects information automatically through your web browser or device. The information we receive may depend on your browser or device settings. This information typically includes:

- Browsing data, such as webpages viewed, length of time spent on our Website and on each page of our website, links clicked, and referring websites from which you arrived on our site.
- Device configuration data, such as the type of device or browser you use, your operating system, your internet service provider, and your device's regional and language settings.
- Device identifiers, such as your IP address, general location information and time zone,

*Information from Cookies and Automatic Data Collection Technologies.* As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information, such as cookies or web beacons.

We use cookies and other technologies to collect information and support certain features of our Website. For example, we may use these technologies to:

- Operate, maintain, and improve our Website.
- Support the features and functionality of our Website.
- Measure Website traffic and usage trends.
- Understand how users visit and interact our Website.
- Personalize your experience when you visit our Website.
- Understand the interests and demographics of our users as a whole.
- Conduct market research and improve our marketing efforts through targeted advertising.

The information we collect automatically through cookies or other technologies may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties.

You may refuse to accept browser cookies by activating the appropriate settings on your browser or device. However, if you select this setting, you may be unable to access certain parts of our Website. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies when you direct your browser or device to our Website.

### **Third Party Cookies and Other Tracking Technologies**

Some content or applications, including advertisements, on our Website are served by third parties, such as advertisers, ad networks and servers, ad platforms,

content providers, social media platforms, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content through a third party, you should contact the responsible provider directly. These third parties may provide you with ways to choose to not have your information collected or used in this way. For example, you may opt out of receiving targeted ads from members of the Network Advertising Initiative ("**NAI**") at <https://thenai.org>.

### **How We Use Your Information**

We may use information that we collect about you or that you provide to us, including any personal information to:

- Present our Website and personalize its contents to you.
- Provide you with information related to products or services you request.
- Contact you in the future to provide you with information about other products or services we offer, or that are offered by our affiliates, franchises, or third party vendors.
- Provide effective and efficient customer service.
- Contact you related to your use of our Website.
- Improve our marketing and advertising efforts.
- Improve functionality and usability of our Website.
- Fulfill any other purpose for which you provide the information.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about any changes to our Website or any products or services we offer or provide throughout Website.

### **Disclosure of Your Information**

We may disclose aggregated information about our users without restriction. Aggregated information means information about categories or groups of

customers or users, which does not identify and cannot reasonably be used to personally identify an individual customer or user.

*Subsidiaries, Franchisees, and Affiliates.* We share information collected through this Website with other ResiBrands affiliated companies, subsidiaries, and our franchisees. These affiliate companies are permitted to use your information for marketing purposes and other purposes consistent with this Policy.

*Third Party Social Media Platforms.* We may use other third-party social media platforms to offer you interest-based ads.

*Third Party Vendors.* Information collected through this Website may be shared with third party vendors who act on behalf of ResiBrands, such as Website designers and operators and those who assist us with our promotional efforts. Information may also be shared with third parties as we deem necessary to protect the security or integrity of our Website or to investigate suspected breaches of security.

*Business Transfer.* Your information may be transferred to a buyer or other successor organization in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of ResiBrands' assets in which personal information held by ResiBrands about our Website users is among the assets transferred.

*Comply with Laws and Protect Our Rights and the Rights of Others.* We may disclose your information when we, in good faith, believe disclosure is appropriate to comply with any court order, law, or legal process, including to respond to any government or regulatory request. We may also disclose your information if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of ResiBrands, our customers, or others.

*Enforcement.* We may disclose your information to enforce or apply our terms of use and any other agreements, including for billing and collection purposes.

*Consent.* We may disclose your information for any other purpose with your consent.

### **Lookalike Audiences**

For advertising purposes, we occasionally use information about our customers to generate a "lookalike audience" or similar audience of prospective customers through the Facebook or Google advertising platforms. This allows us to target advertisements on their networks to potential customers who appear to have shared interests or similar demographics to our existing customers, based on the platforms' own data.

We typically do this by uploading a list of email addresses. Facebook's policy is to encrypt such lists prior to uploading, match encrypted data against their own customers, generate the lookalike audience, then delete the uploaded list and use it for no other purpose. We do not have access to the identity of anyone in the lookalike audience, unless they choose to click on the ads.

If you wish to opt of "similar audiences" in Google, you may do so through your Ads Settings.

## **How We Protect Your Information**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, theft, and disclosure. We use industry standard physical, electronic, and organizational safeguards to protect your personal information. We employ many different security techniques to protect your data.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. You can help keep your data safe by taking reasonable steps to protect your personal information against unauthorized disclosure or misuse.

## **Data Breaches**

Should we become aware of any breaches of security (either on our server or with one of the third parties we employ) that may have exposed your personal information, we shall notify you as soon as reasonably possible about the breach and let you know what information might have been exposed. If you are concerned that your privacy may have been breached, please contact us at [Compliance@resibrands.com](mailto:Compliance@resibrands.com).

## **Retention of Information**

Any information collected on this Website, and held by us in relation to any of the purposes described in this Policy, will be retained by us for as long as necessary to fulfill the purposes for which it was provided and/or collected or as permitted by applicable law.

## **Access Your Information**

If you wish to review, modify, correct, delete, or obtain a copy of any personal information provided to us through your use of this Website, please contact us at [IT@resibrands.com](mailto:IT@resibrands.com). We will respond to your request within a reasonable time or within the time limit set out by applicable privacy law. We will use reasonable efforts to comply with your request, as required by applicable law.

## **Changes to Our Privacy Policy**

ResiBrands reserves the right to update or modify this Policy at any time and without notice by posting an updated version of the Policy on this Website. Such updates and modifications will be effective immediately.

The date the privacy policy was last revised is identified at the top of this page. Accordingly, please continue to review the Policy whenever visiting the Website. Your visit to the Website, after the posting of the modification to the Policy, will constitute your acceptance of this Policy, as modified.

## **Children Under the Age of 16**

We are strongly committed to protecting the safety and privacy of children who visit our Website. Our website is not designed nor intended to be used by children under the age of 13. We do not knowingly collect personal information online from children under 13. We have adopted policies to ensure compliance with this Policy and the Children's Online Privacy Protection Act of 1998 ("**COPPA**").

If you are under 13, please do not use or provide any information on this Website or through any of its features, including providing any information about yourself to us, including your name, mailing address, telephone number, or email address. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete such information.

If you're a parent or guardian and you believe we may have collected or received your child's information, please contact us at [compliance@resibrands.com](mailto:compliance@resibrands.com).

## **Governing Law**

This policy shall be governed under the laws of the State of Texas.

## **Contact Information**

To ask questions or comment about this Policy and ResiBrands' privacy practices, please contact us at: [Marketing@resibrands.com](mailto:Marketing@resibrands.com).