

FAN SELECTOR TOOL PRIVACY POLICY

Last updated: August 18, 2021

Twin City Fan Companies, Ltd. and its subsidiaries and affiliates ("TCF," "we," "us" or "our") understands the importance of your privacy and we take our responsibility to protect it seriously. This Fan Selector Tool Privacy Policy (the "Policy") describes the types of information we collect from you when you register for, request, download, access, or use the TCF Fan Selector computer program ("Software"), how we share the information, and certain rights and options you have regarding your information.

This Policy supplements and is in addition to any other Privacy Policy presented by TCF to you through your use of any of our websites or mobile applications, including our website Privacy Policy at <https://www.tcf.com/pdf/PrivacyPolicy.pdf>. Please review our website Privacy Policy to learn more about how we collect, use, and share information obtained through your use of our website and your rights and options regarding such information.

Please read this Policy carefully before sharing information with us so you understand our practices regarding your information. By clicking "Accept" where indicated, or otherwise registering for, requesting, downloading, accessing, or using the Software, or otherwise communicating with us or registering to receive information from us related to the Software, you agree to and consent to the processing of your information in accordance with the terms of this Policy.

Please note that we may change this Policy from time to time. If there are changes to our Privacy Policy, we will notify you via email or present the new version of this Policy to you upon your access of the Software and update the "Last Updated" date at the top of this document. Continued use of the Software after any changes is deemed to be acceptance of those changes.

Personal Information We May Collect About You

Under our Policy, "personal information" is any information that identifies or can be used to contact a particular individual. With exceptions, the personal information that we typically collect from you is limited to the information that can be found on a business card — name, address, email address, company, and telephone number. The types of personal information we may collect and process about you can be grouped as follows:

- **Identity and Contact information** – First name, last name, job title, email address, employer name, mailing address and telephone number. Your supervisor or sales representative's first and last name.
- **Communication information** – Details regarding requests for information or for access to the Software received from you, or inquiries related to our products.
- **Transaction information** – Details regarding any products that you are interested in purchasing, any questions or inquiries you have regarding our products (including those described in the Software), any information you submit or request in connection with obtaining a quote for a product.

- **Software usage information** – Details regarding how and when you use the Software, including the device used, your internet protocol (IP) address, the information you access using the Software.
- **Reviews and feedback** – Feedback you provide about your experience using the Software or our services and products.

We may collect this information when you submit the information through the Software registration form, provide the information to a TCF representative, distributor, reseller, or salesperson, contact us regarding a potential product purchase or submit a request for a quote using the Software, email or communicate with us, or otherwise directly provide the information to us.

How We Use Your Personal Information

We use these types of information to perform our contracts or agreements with you, to comply with our legal obligations, as necessary for our legitimate interests, or pursuant to your consent. Specifically, we use this information to:

- Provide you with information or services that you request from us, including the Software;
- Fulfill any transactions requested by you, such as any orders you submit to purchase products;
- Facilitate, process, and complete any actions or reports you have requested, including purchase orders and product listings.
- Optimize your experience using the Software and ensure that our content is presented to you in the most effective manner;
- Notify you about changes to the Software (including any EULA or Privacy Policy changes), or any products or services we offer;
- Communicate with you by e-mail, postal mail, telephone, or mobile device about our products, services, or industry, including updates, security alerts and support and administrative messages;
- Perform research and analysis about your use of, or interest in, our products or Software, and for other internal marketing purposes;
- Improve the Software, our products, and our marketing and promotional efforts;
- Perform functions for security or fraud prevention purposes;
- Research, develop, and improve our products, services or the Software;
- Protect our rights or property and to comply with a law or regulation, court order or other legal process; and
- Perform other functions as otherwise described to you at the time of collection.

We may also collect, use, and share “aggregated data”—such as statistical or demographic data—for any purpose. Aggregated data is not considered personal information, as it does not directly or indirectly reveal your identity.

Other Information We Collect from You

Like most providers of Software, we use the following technologies to automatically collect certain additional information about you.

- **IP Address or Device Identifier.** We may collect your Internet Protocol (“IP”) address, which identifies the computer or service provider that you use to download or access the Software. We may use these identifiers to collect information about your usage of the Software.

Do Not Track Disclosure. We may use the above technologies to collect information about your online activities over time and across third-party services or other online services. We do not monitor for or behave differently if your computer transmits a “do not track” or similar beacon or message.

Disclosure of Your Information

When the information we collect is aggregated, anonymized, or otherwise does not identify you, we may use that information for any purpose or share it with third parties, to the extent permitted by applicable law.

In addition, we may share information that we collect or that you provide in the following circumstances:

- With trusted service providers, contractors, and suppliers that we use to support our business and to assist our programs and operations. For example, we use vendors to provide us our email and communications systems, to host our website, to provide us information technology and security systems, and to host the software we use in our business.
- With our third-party marketing providers in order to assist us with the creation of product content;
- With a buyer or other successor prior to or in the event of a merger, acquisition, change of control, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceeding, where the information is among the assets being transferred; and
- With our affiliates and related companies, including any parent companies or subsidiaries, and other owners, investors, auditors, business partners, and advisors;
- For any other purpose disclosed by us when you provide the information.

We reserve the right to disclose your information as necessary to comply with a subpoena or similar investigative demand, court order, request for cooperation from law enforcement or other governmental agency, to exercise our legal rights, to defend against legal claims, or as otherwise required by law. We also reserve the right to disclose your information as necessary to protect the rights, property, or safety of TCF, our customers or others.

Your Choices About Collection and Use of Your Information

We strive to provide you with choices regarding the personal information you provide to us. You can opt out of receiving informational or promotional emails from us by clicking the “unsubscribe” link in any such email you receive from us. In addition, you can also choose not to provide us with certain information requested through our website or the Software, but that may result in you being unable to use certain features of the Software, request information about our services, ask questions or initiate other transactions on our website.

Certain Canadian laws, including Canada’s Personal Information Protection and Electronic Documents Act (S.C. 2000, c. 5) (“PIPEDA”), provide certain rights to Canadian residents. If you are a Canadian resident and would like to make a request regarding your information that is under our control, please contact us at the contact information provided below. We will attempt to respond to your request within a reasonable time as required by applicable law.

California Civil Code Section § 1798.83 permits users of our website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at the information provided below.

Protection of Your Information

Please be aware that no data transmission over the Internet is 100% secure. While we strive to protect your personal information, we cannot ensure or warranty the security of any information you transmit to us and you do so at your own risk.

Links to Third-Party Websites

The Software may contain links to third-party websites. These websites have separate privacy policies that you should review. This Policy does not apply to personal information collected through such websites. While we make efforts to choose any third-party links carefully, we cannot take responsibility for the content of linked websites or those companies’ data-handling practices.

International Transfers

Download, access, and use of the Software is intended for users located in the United States and Canada. TCF is headquartered in the United States and, as a result, information you provide to us will reside on servers in the United States. If your information was collected outside the United States, it may be necessary to transfer your information to the United States for processing in order to provide you with requested products and services. You understand and consent that information you provide may be sent to and processed by us in the United States. The data protection laws in the United States may not be the same as the data protection laws in your home country.

Children’s Privacy

Our website is a general audience site and is not directed at, or intended for use by, children under the age of 13. Accordingly, we do not knowingly collect personal information from children under the age of 13. Should a child whom we know to be under the appropriate age provide his or her personal information, we will use that information only to respond to that child and inform him or her that we must have parental consent before receiving such information.

How to Contact Us

If you have any questions about this Privacy Policy or our information-handling practices, please contact us at:

Twin City Fan Companies, Ltd.
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