

TapeTech Data Privacy Policy

TapeTech Tools respects your privacy. This Policy discloses TapeTech's privacy practices for your information collected online or offline. We address the following topics:

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While TapeTech strives to take reasonable measures to protect your information, this Policy is not a contract and does not create any legal rights or obligations. Rather, the following are guidelines for protecting your information. By using any of our sites and/or our services or otherwise providing us with any information, you consent to the handling of your information as described in this Policy.

Scope of this policy

This Policy applies to the information that we collect about you on any TapeTech website in which it is posted, which include the following situations:

- On TapeTech-managed websites and mobile websites, including, for example, tapetech.com;
- Through TapeTech-managed mobile applications, such as the TapeTech App;
- Offline, including, for example, through a TapeTech Customer Service Representative or other employee.

This Policy does not apply to any site not owned and managed by TapeTech, including but not limited to, Ames Taping Tools, websites of any TapeTech authorized distributors or dealers or any other third-party site.

With respect to the above, please see those respective sites for the privacy policies that may apply.

Information we collect about you

TapeTech collects and maintains information, including personal information, about you directly from you (both online and offline), automatically when you use our site. We collect information from you when you contact us, complete a survey, register tools for warranty, send a tool for ProService, activate a ProMaintenance plan, enroll in

a Training program, participate in ProPoints, participate in a program or promotion or interact with us in any other way. The type of information we collect about you depends on your particular interaction with us, and may include, but not limited to, the following information:

- Name;
- Contact information;
- Payment information (e.g., credit card information);
- Images;
- Purchase information;
- User and activity data from our sites and applications;
- Survey responses

Information we collect directly from you

Examples of the types of information we collect directly from you are described below.

When you register a product for warranty, send us a tool for ProService, activate a ProMaintenance Plan or redeem ProPoints we collect specific information such as your name, company name, address, phone number and e-mail address.

Information we collect automatically

We may automatically collect information about your use of our sites through cookies, web beacons, log files and other technologies. Such information includes but is not limited to, the following:

- Domain name;
- Browser type and operating system;
- IP address;
- Web pages you view;
- Links you click;
- Length of time of your visit;
- Your activities on our sites, including your movement through these sites; and
- Referring URL or webpage that led you to our sites.

We may combine this information with information that we already have collected about you. For more information, refer to the "Use of cookies, web beacons and other similar technologies" section below.

Information we collect through our mobile application(s)

We may collect information from you when you use our mobile application(s), including, but not limited to: name, address, e-mail address, and the TapeTech products you purchased and where the products were purchased.

How we use your information

We primarily use your information, including personal information, to provide our services to you and to fulfill your requests. We may combine your information with other information that we have about you, that is publicly available and/or that we have obtained from third parties (either individually or in the aggregate). We also may use your information for the following purposes:

- To carry out our operations and services and to facilitate your requests.

- For marketing and advertising. TapeTech may use your information, individually or in the aggregate for marketing and advertising purposes (via email, direct mail, telephone, web or other electronic advertising) and to send you news and newsletters. Specifically, we may use the information that we collect about you to send you email, direct mail, or telephone communications about offers that might be of interest to you.
- To protect our rights and interests, and the rights and interests of other users of our services.
- As permitted by law.

Access to your Mobile Device Camera

The TapeTech mobile application requires access to your mobile device's camera function in order to scan the barcode on the product label and execute the warranty registration. We do not capture images during this process. The information collected from the barcode relates specifically to the product you purchased and is used to complete the warranty registration for that product.

Disclosing your information

TapeTech may disclose your personal information to the following persons/entities:

- **Affiliates.** We may disclose information we collect from you to our affiliates or subsidiaries. Our affiliates and subsidiaries may use your information for various purposes, including marketing their products and services to you.
- **Service providers.** We may share your information with third parties that assist us and perform functions on our behalf. These entities may include technical support, website hosting, service/order fulfillment, customer service and credit card processing, among others. In some cases third-party service providers, such as information technology and data processing vendors, data storage services, etc., may be located outside the United States and your personal information may be processed or stored in other countries. We may also use third parties to assist us in determining and placing relevant advertising.
- **Law enforcement, Legal processes and other uses.** TapeTech may also disclose your information: if required to do so by law, court order, subpoena or other legal process; as requested by a governmental or law enforcement authority; to protect the rights or property of TapeTech, its customers, its sites or site users; or when we believe in good faith that it is otherwise necessary or advisable. In certain circumstances, TapeTech's third party service providers may be required to disclose information to government or law enforcement authorities.
- **Business transactions.** If TapeTech is acquired by or merges with another entity, if any of our assets are transferred to another entity, or as part of a bankruptcy proceeding, we may transfer the information that we collected from and about you to the other entity.

Use of cookies, web beacons and other similar technologies

TapeTech collects information by using technologies and methodologies, such as "cookies", tags, web beacons or other similar technologies that enable tracking as you browse our sites. We use these technologies to authenticate you as a user.

Cookie. "Cookies" are small bits of information that are stored on your computer by your web browser. Web beacons or "pixel tags" are small strings of code placed on a web page or in an email message for the purpose of transferring information. Cookies and the other technologies discussed in this section allow us to recognize your preference information and to facilitate effective website administration.

Cookies help establish a user session and allow our server to provide site users with the appropriate information. We also use cookies to ensure you obtain the information you request and to authenticate your authority to access the site.

If you do not want your information to be collected through cookies, you can change the preferences in your particular Internet browser. Some website functionality may not work properly if your browser does not accept cookies.

Third-party analytics

We also use automated devices and applications, such as Google Analytics, to evaluate the use of our websites and apps and the services we provide. We use these tools to gather information about users to help us improve our services, performance and user experiences. These analytics providers may use cookies and other technologies to perform their services, and may combine the information that they collect about you on our websites with other information that they have collected. This Policy does not cover such third parties' use of the data.

Your access to your information

If you have created a profile on the TapeTech mobile application you can view or update your profile by accessing it through the mobile application itself.

Protecting information collected

TapeTech maintains physical, electronic and procedural safeguards to protect your information. Although TapeTech takes reasonable steps to safeguard and to prevent unauthorized access to your personal information, it cannot be responsible for the acts of those who gain unauthorized access and TapeTech makes no warranty, express, implied, or otherwise, that we will prevent unauthorized access to your personal information.

Your role in protecting your information

To protect your privacy and TapeTech's proprietary databases and systems, you should not share any of your information, such as your ProPoints, ProMaintenance or mobile application password, with any unauthorized individuals or third-party information aggregators that would allow them access to your account information. You should also take all necessary steps to secure your mobile devices and protect information you may have stored on them. We do not have control over the security of your mobile device. TapeTech assumes no responsibility for the loss of information associated with security disrupting technologies, including but not limited to reverse engineering of mobile device applications or malware, that compromise the TapeTech mobile application(s) as a result of owner or third-party initiated changes to the mobile device. The security of that mobile device is the responsibility of its owner, not TapeTech.

Opting out

If you have signed up for TapeTech's newsletter, you can opt out of receiving marketing or promotion-related emails or direct mail from TapeTech by using the links at the bottom of the newsletter. In addition, you can contact TapeTech by e-mail and request to not receive direct marketing communications in the future. Regardless of your opt-out preferences, we reserve the right to send you emails or other communications for administrative purposes.

Location of your information/Data transfer/Notice to non-US persons

TapeTech will transfer, store, and process information that we collect about you, as described in this Policy, in the United States, which may not provide the same level of protection for your personal information as your home

country. In addition, we may further transfer your information outside the United States for the purposes described in this Policy. By submitting any personal information or by using the website and without limitation to any other rights or obligations we have, you consent to such transfer to, and processing in, the United States and these other countries, and acknowledge that your information may be subject to access by law enforcement and other government entities, including courts and tribunals, in accordance with laws applicable in those jurisdictions.

Other sites/digital channels

Our sites and our online services may contain links to third party sites. Any access to and use of such linked sites is not governed by this Policy but instead is governed by the privacy policies of those third party sites. We are not responsible for the information practices of such third party sites.

Contact us

If you have comments or questions about this Privacy Policy, please submit your inquiry to TapeTech (tapetech@tapetech.com). Please reference this Privacy Policy in those communications.

Legal effect and changes to the policy

As previously stated, this Privacy Policy is not a contract nor does it otherwise create any legal rights or obligations. Rather, this Privacy Policy merely reflects guidelines setting forth TapeTech's intended business practices. By using any TapeTech digital channel, and/or by providing any information to TapeTech online or offline, you consent to the collection and use of such information by TapeTech, its affiliates, partners, contractors and permitted agents as herein described and consistent with applicable laws. Also, TapeTech, in its discretion, may amend, interpret, modify or withdraw any portion of this Privacy Policy and related business practices at any time by posting updated text on this site, and your continued use of our digital channels or offline outlets constitutes your consent to those changes. A version of this Privacy Policy has been effective since December 8, 2014 and was last updated on September 26, 2017. This Privacy Policy supersedes previous privacy policies posted on tapetech.com or the TapeTech mobile application.