

Harlo Website Privacy Policy

This Privacy Policy is designed to help you understand how we and our related organizations and affiliates(“we”, “us” or “our”), collect, use and share personal information obtained through this website. We value your privacy, and we will not share your personal information with third parties except as described in this Policy without your consent.

BY USING THIS SITE, YOU AGREE TO BE BOUND BY THIS POLICY. IF YOU DO NOT AGREE WITH ANY OF THE TERMS OF THE POLICY, PLEASE DO NOT USE THIS WEBSITE OR PROVIDE US WITH YOUR INFORMATION.

What this Policy Covers

This Policy applies to our collection, use and sharing of your personal information (a) when you visit our website at <https://www.harlo.com/> and its related sites (the “Site”), (b) receive our communications or participate in our online or offline activities or events, (c) create a dealer account, and (d) that we obtain from third parties such as resellers and suppliers.

This Policy applies only to information gathered as described above and does not apply to any other information or websites not owned or operated by us or information collected by us by other means.

Personal Information We Collect

This section of our Policy describes the categories of personal information we collect about you and the different ways in which we collect your personal information.

Information You Give Us. Personal information you may provide through the Site or otherwise communicate to us includes:

- *Contact information.* We collect information about you when you provide contact information to us via email or through the Site, including as a result of creating an account. This information may include your first and last name, email address, mailing address, and phone number.
- *Correspondence.* We may collect personal information you provide when you request information, respond to surveys, or otherwise correspond with us.
- *Other information.* We may collect other information from you that is not specifically listed here. We may use such information in accordance with this Policy.

Information We Get From Others. We may obtain additional information about you from third party sources, such as dealers, distributors, and vendors to provide you with more relevant information about our services. This information may include your contact information, buying preferences, or cookie information.

Information Automatically Collected. Our servers and third party service providers may automatically record cookie information in connection with your use of the Site, which includes information such as your Internet Protocol (IP) address, device and browser type, operating system, DNS, the pages or features of the Site that you browsed and the time spent on those pages or features, the frequency with which you use the Site, the links that you click on or use, and other statistics. We collect this information in server logs and by using cookies and similar tracking technologies. See our Cookie Policy, below, for more information.

How We Use Your Personal Information

This section of our Policy describes the different purposes for which we may use the personal information we collect about you.

To Provide our Products and Communicate With You. We use your contact information and other personal information to:

- provide you with our Products; and
- to respond to your requests, questions, comments, and feedback.

To Improve our Site. We use your cookie information to:

- provide, maintain and improve the Site;
- better understand your needs and interests, and personalize your experience with the Site; and
- perform website analytics and database management services.

To Send You Communications. We may use your contact information to send you notifications, promotions or other communications, but you may opt out of receiving them as described in the Your Choices section below.

To Create and Maintain Your Account. In order to utilize the services provided through the Site, you must create an account using certain personal information, including your name, email address, and phone number.

For Compliance, Fraud Prevention and Safety. We may use some or all of your personal information as we believe appropriate to: (a) investigate or prevent violation of the law or your agreements with us; (b) protect our, your or others' rights, privacy, safety or property (including by prosecuting and defending legal claims); (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity; (d) comply with applicable laws, lawful requests and legal process, such as to respond to subpoenas or requests from government authorities; and (e) where permitted by law in connection with a legal investigation. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses or attempts to use our site for illegal reasons.

With Your Consent. In some cases we may ask for your consent to collect, use or share your personal information.

How We Share your Personal Information

This section of our Policy describes the categories of personal information we share with third parties and the types of third parties with whom we share that information. We do not sell your personal information; however we may share your personal information with third parties for a number of reasons. For example, we may use third parties to help us design and operate the Site, provide services to support the Site, help us analyze our data, or send information on our behalf about products and services in which you may be interested. Unless otherwise indicated at the time we collect your information, if we allow third parties to access the personal information we collect, we will have contractual provisions or other appropriate protections in place to ensure such access is for limited purposes and in compliance with this Policy. Specifically, we share your personal information with the following categories of third parties:

Related and Affiliated Organizations. We may share all of the personal information we collect about you with our affiliates and related organizations for use consistent with this Policy.

Service Providers and Business Partners. We may share your personal information with third parties as needed for them to provide us with services that help us with our business activities and to promote our services to you. This information may include your contact information and cookie information. We may also share your contact information and buying preferences with our business partners who offer a service to you jointly with us.

Compliance, Fraud Prevention and Safety. We may disclose some or all of the personal information we have collected about you as we believe appropriate to government or law enforcement officials or private parties for the purposes described above under the section "For Compliance, Fraud Prevention and Safety."

Business Transfers. We may sell, transfer or otherwise share some or all of our business or assets, including all of the personal information we have collected about you, in connection with a business deal (or potential business deal) such as a merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy.

Your Choices

This section of our Policy describes your choices with respect to the personal information you provide and the communications you may receive. In addition, some states may grant you additional rights as further described in the “Location-Specific Disclosures” section, below.

Opt Out of Communications. You may opt out of marketing-related emails by changing the communication preferences in your account settings or by following the opt-out prompt in the email. To opt out of other forms of communications, please contact us using the contact information provided at the end of this Policy.

Consequences of Not Providing Personal Information. You are not required to provide all personal information identified in this Policy to use our Site or to interact with us offline, but certain functionality will not be available if you do not provide personal information. For example, if you do not provide personal information, we may not be able to respond to your request or perform a transaction with you.

Cookie Policy

This section of our Policy describes how we and our business partners may collect and store information about you and your use of the Site through cookies and other tracking technologies.

What are Cookies? Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies set by the website are called “first party cookies”. Cookies set by parties other than the website are called “third party cookies”. Third party cookies enable third party features or functionality, such as advertising or website analytics, to be provided on or through the website. The parties that set these third party cookies can recognize your computer or device both when it visits the website in question and also when it visits certain other websites and/or mobile apps.

What Cookies and Other Tracking Technologies do We Use? We use several different kinds of cookies on this Site, including strictly necessary cookies, which are cookies that are necessary for the Site to function and cannot be switched off in our systems; performance cookies, which allow us to count visits and traffic sources so we can measure and improve the performance of our Site; and functional cookies, which enable the Site to provide enhanced functionality and personalization. Cookies are not the only way to track visitors to a website. We may use similar technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Sites. These technologies often depend on cookies to function properly, and so disabling cookies may impair their functioning. If you sign up to receive our e-mails, we may also use cookies in conjunction with these emails. When your browser downloads any graphic content in the e-mail, we will also place a cookie on your computer that will tell us if you come to our website at a later date.

Third-Party Cookies. In addition to our own cookies, we collaborate with various third-party service providers who also use cookies to help us optimize our website and to understand more about the visitors to our website.

How Can You Disable Cookies and Other Tracking Technology? Depending on the type of browser and device that you use, you may have the ability to control the type of information that these tools use. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit www.allaboutcookies.org and www.youronlinechoices.com. Some Internet browsers also may be configured to send “Do Not Track” signals to the online services that you visit. We

currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Other Important Privacy Information

Third Party Sites and Services. The Site may contain links to other websites and services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. We do not control third party websites, applications or services, and we are not responsible for their actions. Other websites and services follow different rules regarding their collection, use and sharing of your personal information. We encourage you to read their privacy policies to learn more.

Security. The security of your personal information is important to us. We take a number of organizational, technical and physical measures that are designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the absolute security of your personal information.

International Data Use and Cross-Border Transfers. We are located in the United States and have affiliates and service providers in other countries, and your personal information may be collected, used and stored in the United States or other locations outside of your home country. Privacy laws in the locations where we handle your personal information may not be as protective as the privacy laws in your home country. However, we will handle your personal information in accordance with this Policy regardless of where your personal information is kept. Regarding transfers from the European Economic Area, Switzerland or United Kingdom to the United States, we rely on the derogations for transfers which are necessary to perform the transaction with you. Where required by law, you may request a copy of the suitable mechanisms we have in place by contacting us as detailed below. If you reside in other non-US jurisdictions, your use of the Site or provision of any personal information constitutes your consent for the transfer of such data to the United States for the purposes identified in this Policy. If you have questions about cross-border transfers, please contact us as detailed at the end of this Policy.

Verifying, Changing, and Deleting Your Information. If you have registered for an account through our Site, you can access, review and manage many changes yourself via your account, including updating your profile information and changing your communication preferences. If the information you are seeking is not available within your account, you can contact us as detailed below and ask us to change, update or fix your information in certain cases, particularly if it is inaccurate. You can also request that we erase or delete all or some of your personal information or otherwise object to, limit, or restrict the use of such information (if we have no legal right or legitimate business interest in retaining such information).

Children.

The Site is not intended for use by anyone under the age of 13, nor do we knowingly collect or solicit personal information from anyone under the age of 13. If you are under 13, you should not attempt to use the Site or send any information about yourself to us.

Changes to this Policy

We reserve the right to modify this Policy at any time. If we make changes to this Policy, we will post them on the Site and indicate the effective date of the change. If we make material changes to this Policy we will notify you by email or through the Site.

Notice to California Residents

If you are a California resident, this section applies to you in addition to the rest of this Policy.

Personal Information We Collect. We collect your personal information when you interact with our Site or otherwise communicate with us. In the past 12 months, we have collected the following categories of personal information from consumers and have used that information for the following purposes:

- We collect identifiers – such as a real name, postal address, online identifier, Internet Protocol address, email address, account name, or other similar identifiers – directly from you when you provide it to us (we also collect unique personal identifiers such as IP address passively from you when you visit our Site) to provide you with our products and to market to you;
- We collect commercial information – including products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies – directly from you or from our dealers when you purchase our products to provide you with our products and to market to you; and
- We collect Internet or other electronic network activity information – including browsing history, search history, and information regarding a consumer’s interaction with an internet website application, or advertisement – passively from you when you visit our Site or receive or interact with our communications to provide you more relevant content, track original Site visits, and optimize your Site experience as well as to ensure our systems are properly functioning

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

Retaining Your Information. We will only keep your personal information in an accessible form which can identify you for as long as we need to for the purposes for which it was collected. Because retention periods vary depending on the purpose for collection, we use certain categories and criteria to determine how long we keep personal information, as further described below. Where your personal information is used for more than one purpose, we will retain your Information for the longer of those periods. Specifically, we retain personal information:

- processed in connection with sales matters for up to 12 months after the date of your last transaction with us, unless: (a) otherwise required by applicable law, compliance or insurance purposes; (b) there is a dispute that requires it to be kept for longer; or (c) there is another legitimate reason which requires it to be kept for longer.
- processed for marketing purposes for as long as you have not opted out of our marketing. If you ask us to no longer use your personal information for marketing purposes, we will need to retain certain of your details in our database to ensure that we do not accidentally send you marketing material.
- held in our electronic backups for a maximum of 12 months.

When we no longer require your personal information, we will take steps to delete or de-identify it. If the information cannot be permanently deleted or de-identified (for example when it is stored in our electronic backups), we will take appropriate steps to ensure that it is: (a) not used in connection with any decision involving you; (b) not shared with anyone except when we are legally required to do so; (c) kept secure; and (d) permanently deleted once possible.

Sharing Your Information. We do not share your personal information with third parties for cross-context behavioral advertising purposes or otherwise sell your personal information, but we may disclose your personal information to third parties for a business purpose.

In the past 12 months, we have disclosed the following categories of personal information to certain third party subcontractors and service providers for a business purpose:

- We have shared identifiers – such as a real name, postal address, online identifier, Internet Protocol address and email – with our customer relationship management software and internet service providers to help us provide our Site and products;
- We have shared commercial information – including products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies – with our dealers to provide our products; and

- We have shared browsing history, search history, and information regarding an individual's interaction with an internet site, application or advertisement with our customer relationship management software provider, internet service providers, and operating systems and platforms to help us provide our Site.

Sensitive Personal Information and Information of Children. We do not use or disclose sensitive personal information except as necessary to provide you with our products and services or prevent fraud. We have no actual knowledge that we sell or share personal information of consumers under 16 years of age.

Your Rights. California residents have certain rights regarding their personal information:

- *Right to Know.* You may request no more than twice in a 12-month period that we provide you with copies of specific personal information we have collected, sold, or disclosed about you. However, under California law, we cannot provide you with certain sensitive information, despite your request (for example, we will not send you copies of your social security number even if it is something we collected).
- *Right to Delete.* You may request that we delete certain personal information we have collected about you, with certain exceptions.
- *Right to Correct.* You may request that we correct inaccurate personal information that we maintain about you.
- *Shine the Light.* Under California's "Shine the Light" law, you have the right to ask us once a year if we have shared your personal information with third parties for direct marketing purposes.

Exercising Your Rights. To exercise your rights above, please submit a request through your account or by contacting us as detailed below. Please describe your request with sufficient detail so we can properly respond to your request. As part of your request, please specify which right you are exercising and be prepared to provide your name and email address. We may ask for additional information to verify your identity. The information you provide in your request and any follow up information we ask for from you will be used solely to verify your request. After receiving your request, we may need to contact you for further information and will notify you if your request has been granted or declined, or if an exception applies to your request. Only you or an individual designated as your authorized agent to act on your behalf may make a request related to your personal information. We will not discriminate against you if you choose to exercise your rights.

Responding to Your Rights Request. We will try to respond to your request within 45 days. If we need more time, we will contact you with the reason we need more time and the extension period. We will deliver our written response by mail or electronically, in the same manner you contacted us. In response to your request to know, we will only disclose the information we have collected in the 12 months prior to our receipt of your request. Our response will also explain the reasons we cannot comply with any request, if applicable. We do not charge a fee to process or respond to your request unless your request is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate prior to completing your request.

If you have any questions or concerns about our privacy practices or information practices, please contact us as detailed at the end of this Policy.

How to Contact Us

Harlo
PO Box 129
Grandville, MI 49468
Email: sales@harlo.com
Phone: 616-538-0550

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