

Introduction

Your privacy is very important to Old World Industries, LLC (“OWI,” “Company,” “us,” or “we”). We have created this Privacy Policy to provide transparency about the type of information we collect from you; how we handle your information; and how you can make choices to control certain uses of your information. The information you share allows us to provide you with the information and services you need while also giving you the best possible online experience.

This Privacy Policy governs OWI’s websites, mobile services and applications, and our applications and branded pages on third-party sites and platforms where it is posted (our “Site” or, collectively “Sites”), unless such third-party sites or platforms has adopted a separate privacy policy. You may access our Sites from a number of different devices, such as a computer, mobile phone, tablet or other device; however, this Privacy Policy governs your use of our Sites regardless of the means of access. **By using or accessing our Sites, you consent to the terms of this Privacy Policy.**

The information in this Privacy Policy may be updated from time to time.

What Does this Privacy Policy Include?

You can jump to specific topics by going to the headings below:

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What Types of Information do We Collect?

We collect information about you in a variety of ways depending on how you interact with us and our products and services, including through our websites, social media pages, online and mobile services (including text and SMS messages), applications, and advertisements. Some of the information we collect includes personal information that can be used to identify you. The following provides an overview of the type of information that we collect from various sources:

Information You Provide to Us.

We collect information that you provide to us directly in various ways at trade shows, promotional events, or on our websites, including our social media platforms. For example, you share information when you make online purchases or otherwise transact with us or third-party vendors acting on our behalf, request customer service or contact OWI through our websites or otherwise, participate in OWI-sponsored programs such as warranty or product registration, interact with our social media pages, or post any type of user-generated content (ratings, reviews, etc.) on our websites or mobile services, create accounts on our websites or mobile services, or use features of our websites and/or mobile services that ask you grant access to the camera or microphone on your computer or mobile device.

Examples of the information you may provide include:

- Name
- Email address
- Phone number
- Mailing address
- Age or date of birth
- Gender
- Make/Model/Year of your vehicle(s)
- Username and/or password
- Payment information (e.g., credit card) when making a transaction
- Demographic information

If you choose to share information about yourself in a public forum, such as through a social media platform like Facebook or Twitter, or in any user-generated content area of our Sites, we consider that information to be public and not private. Others with access may read, collect and use that information. You assume the risk that your information may be read, collected and shared by such other parties.

Information We Automatically Collect from You

We may automatically collect information about your interactions with our Sites, mobile applications/services, and online ads and may combine this information with other information about you in order to customize your online experience with us. The information we automatically collect may include your IP address, referring URLs, browser and device characteristics, browsing behavior (e.g., date and time of visit, length of visit, clicks on product information or other content) and your response to our email campaigns (e.g., whether and when you open our email, the links you click). We use cookies, web beacons, mobile device identifiers, and other similar industry standard technologies to capture this information and provide you with a more personalized digital experience. For example: cookies enable us to provide you relevant information as you use or return to our sites; web beacons allow us to know if a certain page was visited, an email was opened, or if ad banners on our websites and other sites were effective. See “What are Your Choices?” below for more information. You may set your browser

to decline cookies. If you do so, you may not be able to fully experience certain interactive features of our Sites.

Geolocation Information

Our Sites may collect information on your specific location to provide location-based services, such as assisting you in finding stores that carry our products or identifying special offers that may be of interest to you. In order for our Sites to identify your location, you must enable this functionality through your device settings to allow the use of cell tower proximity, GPS, Wi-Fi or other similar technologies. You may opt-out of the continued collection and use of this information by adjusting the settings on your device. We have no control over your device's settings to allow these technologies to collect and use geolocation data.

Information Collected from Other Sources

We may also collect similar or additional information about you from other sources, including public databases and data aggregators. This information may include purchase behavior, market research data or publicly observed data via online activities, such as blogs, social media or other user generated content sites. We may combine this information with other information we collect from you to customize and improve the relevancy of our online services to you.

How Do We Use Your Information?

We may use your information in accordance with this Privacy Policy, including, without limitation:

- To present personalized experiences our websites and deliver you content and product and service offerings relevant to your interests, including targeted offers and ads through our Sites, third-party sites, and via email or text message (with your consent, where required by law);
- To provide you with information, products, or services that you request from us;
- To administer contests, sweepstakes, promotions, rebates, and surveys;
- To provide customer services and alert you to product information, including recalls;
- To send you information about our products, services, and promotions;
- To respond to reviews, comments, or other feedback you provide us;
- To protect the security and integrity of our websites, mobile services, and our business;
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;

- In any other way we may describe when you provide the information;
- For any other purpose with your consent; and
- As otherwise permitted or required by applicable law.

How Do We Share Your Information?

We may share your personal information in limited circumstances, such as to conduct our business, for other companies to offer you and administer your use of co-branded products or services, when legally required, or with your consent.

We will not share your personal information outside of our corporate family of companies (companies owned or controlled by Old World Industries Holdings, LLC), except in the certain circumstances, described below, as permitted by law:

In any circumstance other than those described below, we will ask for your affirmative consent before we share your personal information outside of our corporate family of companies. We will not sell or rent your personal information.

Business Partners

We may share your information with business partners, such as service providers, vendors, sales brokers, and retail partners (and their service providers). Among other things, business partners may help us to administer our website, assist or support our business operations, conduct surveys, provide technical support, conduct research and analysis, process payments, and assist in the fulfillment of orders. We require our service providers to keep your personal information secure. We do not allow our service providers to use or share your personal information for any purpose other than providing services on our behalf. Your personal information may be stored and processed by our service providers in the United States or other locations where the service providers maintain facilities.

Legal Process

We may disclose information in response to subpoenas, warrants, or court orders, or in connection with any legal process, to comply with relevant laws, or to respond to requests from public and government authorities. We may also share your information in order to enforce our terms and conditions, to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, financial risk, safety of person or property, or a violation of our policies, to protect our operations or those of any of our affiliates, or to comply with your request for the shipment of products to or the provision of services by a third-party intermediary.

Business Transfers

In the event that all or a part of our business is merged, sold, or reorganized (including transfers made as a part of insolvency or bankruptcy proceedings), personal information about you could be shared with the successor business. We will use reasonable measures to help ensure that any successor treats your information in accordance with this Policy.

What are Your Choices?

We strive to provide you with choices regarding your personal information that we collect, use and share. We have created mechanisms to provide you with the following control over your information:

- **Access to Your Personal Information.** You may request more information about the personal information that we have about you, or a copy of that information, by following the instructions described in the Contact Information section below. In certain circumstances, you may request portability of your personal information. If required by law, upon request, we will grant you reasonable access to the personal information that we have about you.
- **Changes to Your Personal Information.** We rely on you to update and correct your personal information. Most of our websites allow you to modify or delete your account profile. Note that we may keep historical information in our backup files as permitted by law. If our website does not permit you to update or correct certain information, contact us by following the instructions described in the Contact Information section below.
- **Deletion of Your Personal Information.** You may request that we delete your personal information by following the instructions described in the Contact Information section below. If required by law we will grant a request to delete information, but you should note that in certain situations, and to the extent permitted by law, we may keep your personal information to comply with our legal obligations, resolve disputes, enforce our agreements, detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, complete transactions, provide requested goods or services, identify or repair errors, or prevent inadvertent discrimination against those who exercise their privacy rights. We may also keep your information in order to use it in a manner that is aligned with the reasonable expectations of individuals or is compatible with the context in which it was provided to us.
- **Revocation of Consent.** If you revoke your consent for the processing of personal information, then we may no longer be able to provide you services. In some cases, we may limit or deny your request to revoke consent if the law permits or requires us to do so, or if we are unable to adequately verify your identity. You may revoke consent to processing (where such processing is based upon consent) by contacting us as described in the Contact Information section below.

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our websites may then be inaccessible or not function properly.
- **Marketing Communications.** If you do not wish to have your email address or contact information used by us to promote our own or third parties' products or services, you can opt-out by checking the relevant box located on the form on which we collect your data or at any other time by clicking the "unsubscribe" button located at the bottom of all of our marketing emails, by messaging "STOP" in response to marketing text/SMS messages, or by sending us an email stating your request at info@owi.com. If you contact us, please be sure to include your full name, the types of communications you would like to receive or not receive, and your related contact information. Please allow sufficient time for your marketing preferences to be processed. Please note that while we will unsubscribe you from future marketing communications, we still may need to contact you regarding your transaction, such as to provide you with warranty or recall information, or for information regarding your transaction. Since we do not accept opt-out requests from third parties, please communicate your request directly to us through one of the mechanisms mentioned above.
- **Interest-Based Advertising Preferences.** We personalize your experience on our sites and mobile services by showing you advertisements that are tailored to your interests. We show you advertisements related to Old World products. We belong to ad networks that may use your browsing history across participating websites and mobile services to show you interest-based advertisements. You may also see ads for Old World's products on participating websites and mobile services based on how you browse. We do not share personal information about you with companies that advertise on our websites without your consent. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (NAI) on NAI's website: www.optout.networkadvertising.org.
- **Mobile Location Settings.** Some of our mobile services may use your device's location information. You can adjust the location settings of your mobile device at any time to control whether your device communicates this information. You will also need to adjust your device's Bluetooth settings to completely disable the collection of Bluetooth location-related data. See your device's instructions to learn more about these settings. In addition, we may offer you controls on our use of mobile location information.
- **Device Camera and Microphone.** Some of the features on our websites and mobile services may require access to the camera or microphone on your computer or mobile device. You must give your permission before we access your device's camera or microphone, and you can adjust the settings of your device at any time to control access to your camera or microphone.

Please note that to protect your information we must be able to verify your identity before we can process your request to exercise any of the foregoing privacy rights. We may conduct the verification process by email or phone, and we may ask you to provide information such as your name, contact information, and any additional relevant information based on your relationship with us.

In some circumstances, certain individuals may designate an authorized agent to submit requests to exercise certain privacy rights on your behalf. We will require verification that you provided the authorized agent permission to make a request on your behalf. You must provide us with a copy of the signed permission you have given to the authorized agent to submit the request on your behalf and verify your own identity directly with us. Note that we may deny a request from an authorized agent that does not submit proof that they have been authorized by you to act on your behalf.

How Do You Access and Update Your Personal Information?

You can access or update your personal information, including contact or account information, in the following ways:

- If you have created an account on one of our websites, log into your account. Once you do, you will be able to enter and update your own contact information and payment information (if applicable).
- Contact us through one of the ways listed in the **“Who Can I Contact About the Privacy Policy?”** section at the bottom of this Policy. Please include your current contact information, the information you are interested in accessing, and your requested changes. We will provide you the personal information requested if it is reasonably available, unless it infringes on the privacy of other individuals, and subject to reasonable limitations provided by law and internal procedures. Otherwise, we will describe the types of information we typically collect. We will provide access and make the changes you request or will provide an explanation of what actions we will be able to take with regard to the request.

How Do We Secure Your Personal Information?

No method of transmission over the Internet, or method of electronic storage, is fully secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. In the event that we are required by law to inform you of a breach affecting your personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

Some of our websites permit you to create an account. When you do you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, selecting a strong password and constructing a unique password. You are responsible for any access to or use of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. You should notify us of any unauthorized use of your password or account.

Other Important Information

The following additional information relates to our privacy practices:

- **Children.** OWI's general audience websites and mobile services are not directed to children under the age of 16 and do not knowingly collect personal information from children under the age of 16. If you are under 16, do not use or provide any information on our websites and do not provide us with any information about yourself, including your name, address, telephone number, email address, or any screen name or username. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us as directed under the "Who Can I Contact About the Privacy Policy" section below.
- **Third-Party Applications/Websites.** We have no control over the privacy practices of websites or applications that we do not own. Any personal information that you provide through third party websites, applications or other means will be governed by the privacy policies applicable to those third parties and mediums.
- **Changes to This Privacy Policy.** We may update our Privacy Policy from time to time to reflect changes to our practices, technology, legal requirements, and other factors. When changes are made to this Privacy Policy they will become immediately effective when published. You can check the "Last Updated" date at the top of this page to see when this Privacy Policy was last revised.
- **Additional Information for California Residents.** If you are a California resident, you can read more on the **Additional California Disclosures page**.
- **GDPR Privacy Rights.** If you are a data subject of the European Union, as defined under the General Data Protection Regulation (Regulation (EU) 2016/679) of the European Parliament ("GDPR"), you may have additional rights regarding use of your personal information and your access to and rights regarding your personal information. If you have any requests relating to such rights, please contact us with your request under the

“Who Can I Contact About the Privacy Policy” section below, and we will address your concern.

- **United States of America.** Our Sites are maintained in and governed by the laws of the United States of America. By using this site, you authorize the export of your personal information to the USA and its storage and use as specified in this Privacy Policy.
- **Consent to Our Terms of Use.** Your use of our Sites is subject to our [Terms of Use](#), which you agree to by using or accessing our Sites. If you do not agree to these Terms, please refrain from using our Sites and providing us with any information.
- **Contact Information.** If you have questions or comments about this Policy or OWI’s privacy practices, please contact us at:

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