

# STOWERS MACHINERY CORPORATION

## PRIVACY POLICY

### I. GENERAL

Stowers Machinery Corporation (referred to herein as “Stowers,” “We,” “our” and/or “us”) respects your privacy and is committed to protecting your information. This Privacy Policy is designed to assist you in understanding how we collect, use, share, and safeguard your information. This Privacy Policy applies to individuals who access our websites and our mobile applications (collectively “Sites”) and engage or interact with us via our official pages on third party social networks, such as Facebook, Linked In, Instagram, Twitter, Snapchat, YouTube and/or any other similar network or webpage, whether now existing, or created in the future, (collectively referred to herein as “Social Media”). This Privacy Policy also applies to individuals who provide us with information on purchase agreements, rental agreements, service agreements, credit applications and other business documents, including but not limited to information regarding machines, equipment, or products (collectively “Services”) and who visit one or our store locations (“Contact Centers”).

- 1. *Excluded Data.*** This Policy does not apply to data that does not personally identify you as an individual, including without limitation, the following: (i) aggregated anonymous data; (ii) vehicle identification numbers; (iii) publicly available information about you.
- 2. *Third-Party Disclaimer.*** Regarding our Social Media, this Policy shall only apply to personal data we collect about you through our Social Media pages. We expressly disclaim any responsibility for the data collection, privacy, or data security practices of those third-party social media platforms.
- 3. *Age Restriction.*** Our Sites, Services and Social Media are not directed to individuals under the age of sixteen (16), and we do not knowingly obtain personal data from such individuals. If an individual under the age of sixteen (16) has provided us with personally identifiable information, we ask that a parent or guardian contact us so that the information can be deleted.

### II. CONSENT

When you visit our Sites, Social Media or engage our Services you are consenting to our collection, retention and use of your personal data in the manner described in this Privacy Policy and consenting to our sharing your information with Caterpillar.

### III. INFORMATION WE COLLECT

The following information may be collected from you when accessing our Sites, Services, Social Media, and Contact Centers (referred to from time to time collectively as “Personal Information”):

- 1. *Identifier Information.*** This is information that may be used to identify you, including without limitation your name, address, zip code, telephone number, email address, gender, age, date of birth, driver’s license information, payment information, including credit card information and billing addresses (collectively, “Identifier Information”).

2. **Commercial Information.** This information includes, without limitation, products, or services that you have purchased or have considered purchasing, purchase history, products, or services you may like, reviews that you may submit, and/or where you shop (collectively, “Commercial Information”).
3. **Business Information.** This information includes without limitation the Identifier Information pertaining to any businesses; we may also collect information related to an individual’s role with a business, including without limitation, such individual’s name, title, location, phone number, email address and/or other commercial information related to any business accounts you create with us (collectively, “Business Information”).
4. **Information from our Sites.** This information is derived from sources such as online activities, including browsing history, search history, website pages viewed, visit durations, application usages, and other similar details related to your interactions with the Sites, together with passwords, emails, usernames, and account names used in connection with our Web Interfaces and/or Communication Platforms (collectively referred to as “Consumer Activity Information”).
5. **Geolocation Data.** This information is comprised of your precise geolocation data, if you allow our Sites to collect it.
6. **Audio, Electronic or Visual Information.** This information is comprised of audio recordings that may be created when you contact us via any of our Sites or visit our Contact Centers (collectively referred to as (“Audiovisual Information”).
7. **Inference and/or Preferences:** This is information we may learn or infer about you from other information that we have collected from you (collectively referred to as “Preferences”).
8. **Statistical or aggregated information.** This is comprised of information that generally does not reveal your identity, whether directly and/or indirectly, or otherwise relates to an identified individual or household. Statistical or aggregated information does not directly identify a specific person, but we may derive non-personal statistical or aggregated information from Consumer Information. For example, we may aggregate Consumer Information to calculate the percentage of users accessing a specific feature of our Web Interfaces and/or Communication Platforms (collectively referred to as “Statistics”).

## V. HOW WE COLLECT INFORMATION

We may collect your Personal Information from multiple sources and using various methodologies, including without limitation that which: (i) you provide to us, whether directly or indirectly; (ii) is collected from automated technologies implemented on our Sites and Communication Platforms; (iii) information we obtain from other sources, including third-parties; and (iv) and information we derive or infer about you from the Personal Information that is available to us.

1. **Information Provided to Us.** Your Personal Information may directly or indirectly be provided by you, including the following:
  - a. when you use our Sites, including without limitation <https://www.stowerscat.com/> and <https://parts.cat.com/en/stowers;>

- b. when you visit our Contact Centers;
- c. when you purchase our products and/or services in our Contact Centers and when you return a product to our Contact Centers;
- d. when you provide your Personal Information to stay up to date on our Services via a mailing list and/or in exchange for coupon or discount;
- e. when you request or receive our Services including when you fill out any forms, place an order, apply for a rental, and/or create an account on one of our Sites;
- f. when processing payment for our Services; and/or
- g. when you communicate with us via email, text, phone, computer and/or Sites, video, in person, interactive chat, and through Social Media.

**2. Information Obtained In Connection with Services.** Your Personal Information is collected when you use our Sites and/or procure our Services, including the following:

- a. When contacting us via a Communication Platform or Sites, we may automatically collect information about the device used to log in and/or to conduct activities online.
- b. Statistics may be collected in connection with the number of time you visit our Sites and/or Social Media, together with Personal Information, such as the duration of time spent and the type of activity conducted at or on our Sites and Communication Platforms.

**3. Third Parties.** Third party sources may provide us with your Personal Information, including the following:

- a. we may obtain information about your order or product return from our order fulfillment and delivery partners, affiliates, and/or Caterpillar;
- b. we may obtain some information from our marketing firms to inform you about products in which we think you might be interested;
- c. we may receive information about you if when you visit other websites employing our cookies;
- d. we may receive or obtain information about you or your use of the Services or Sites from third party sources, such as web hosting providers, analytics services, including Google Analytics, and/or advertising services; and
- e. you may give us permission to access your Personal Information when you accept, access and/or use services that third parties offer on Social Media and/or their Communication Platforms. The information we receive or obtain from third parties generally depends on your account or privacy settings with those third parties and the third parties' privacy policies, and may include social sentiments, opinions feedback

and interests. We do not control these third-party websites, and we encourage you to read the privacy policy of every website you visit.

- f. **Google Analytics.** We use Google Analytics to collect information about the use of the Sites. Google Analytics collects information from users such as age, gender, interests, demographics, how often you visit the Sites, what pages you visit, and what other websites you have used before coming to the Sites. We use the information we get from Google Analytics to analyze traffic, remarket our Services to users, improve our marketing, advertising, and to improve the Sites. Google Analytics collects only the IP address assigned to you on the date you visit the Sites, not your name or other personally identifying information. Google also uses specific identifiers to help collect information about the use of the Sites. For more information on how Google collects and processes your data, visit <https://www.google.com/policies/privacy/partners/>. You can prevent Google Analytics from using your information by opting out at this link: <https://tools.google.com/dlpage/gaoptout>.
- g. **Cookies.** Our Sites and Communication Platforms may use cookies to gather anonymous traffic Statistics about our Sites. Cookies are small files that are placed on your computer and retrieved by our Sites in order to make the Sites work more efficiently and to better enable processing of information. Cookies can include web beacons, also known as action tags or single-pixel gifs, and other technologies. Cookies enable us to learn about what content you see, what ads you click, and other actions you take on the Sites and other websites. This information might be about you, your preferences or your device and is mostly used to make the Sites work as you expect it to. The information does not usually directly identify you, but it can give you a more personalized web experience, which includes providing you content that meets your interests. Because we respect your right to privacy, you can choose not to allow some types of cookies. However, blocking some types of cookies may impact your experience of the Sites and the Services we are able to offer. The following is a non-exhaustive list of cookies we may use:
  - i. Session Cookies. These may be used to operate our Sites. Session cookies are temporary and are automatically deleted once you close your internet browser.
  - ii. Preference Cookies. These may be used to remember your preferences and/or various settings. Preference cookies are first party cookies that remain on your device until you manually delete them, or they are otherwise removed upon expiration.
  - iii. Third Party Cookies. Third-party business partners, advertisers and other companies may be permitted to use cookies or other similar mechanisms on our Sites and Social Media. These companies may collect your information, and track your behavior on our Sites and Social Media. Some companies may use information collected to deliver targeted ads on behalf of us or other companies, including on other apps, websites, or online services. We are not responsible for the functioning of cookies and other technologies used and placed by third parties on your device.
  - iv. Pixel Tags, Web Beacons, and Transparent GIFs. These are tiny graphic images which may be placed on our Sites and/or Communication Platforms that allow

us to determine whether you have performed a specific action. Upon accessing our Sites or Communication Platforms, the pixel tags and web beacons generate a notice of that action. These tools allow us to measure response to our communications and improve our Sites.

- v. Other Technologies. We collect many different types of information from other technologies to improve the quality of our Sites and the Services we provide. For example, we may collect usage data and other information about the device you use to access our Sites and/or Communication Platforms, your operating system and/or mobile device type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. We may record the IP address of the device you use to connect to the Internet.
- vi. Your Option to Decline Cookies: You may set your browser or modify your device settings to block or refuse all cookies, to indicate when a cookie is being sent, or otherwise control what cookies your browser or device accepts via your browser or mobile device settings. Additionally, you can choose to modify your settings and delete those cookies that are otherwise stored on your device. Please consult the instructions provided by your browser or device manufacturer to find out how you can control the placement of and/or remove cookies or other technologies. Please note, however, that limiting or disabling the use of cookies and other technologies may impact or adversely affect your ability to perform certain transactions on, use certain functions of, and access certain content on our Sites and/or Communication Platforms.

## **VI. HOW WE USE YOUR INFORMATION**

Personal Information is collected and used without discrimination for a variety of legitimate business purposes, including the following:

1. ***General Uses***. Your Personal Information may be used for any legitimate business reason, including but not limited to:
  - a. our efforts to improve the quality of our Services, the functionality of our Sites and Communication Platforms, and using of statistics, including Google Analytics;
  - b. refining our Sites and Communication Platforms through use of Statistics, including Google Analytics;
  - c. improving security features, detecting fraud and malicious activities, mitigating losses, and/or theft;
  - d. processing orders and returns;
  - e. generally detecting security incidents;
  - f. providing opportunities for feedback and discounts;

- g. maintaining adequate stock and/or inventory of products;
- h. marketing and advertising efforts;
- i. to meet legal requirements, such as complying with court orders and government requests; and/or
- j. for other legitimate purposes similar to those listed above, which are related to Stowers' business and used in a minimal scope, as necessary to achieve Stowers purposes for collecting such data and Personal Information.

2. **Retention.** We will retain your Personal Information as long as your account is active and/or to the extent necessary to provide Services to you. If you no longer want Stowers to use your information to provide Services to you, you may close your account. Stowers will also retain and use your information to the extent necessary to comply with our legal obligations, resolve disputes, enforce our agreements, and as otherwise described in this Policy.

## VII. HOW WE SHARE YOUR INFORMATION

We do not sell personal information. We may share your personal information by disclosing it to a third party for a business purpose. We have shared your Personal Information for a business purpose to the categories of third parties indicated below:

- Vendors, service providers, and business partners who support our business, such as providing technical infrastructure;
- service and/or fulfillment partners;
- marketing partners;
- affiliate entities or subsidiaries; and
- law enforcement or other government agencies when required by law.

We also share your Personal Information with Caterpillar as an authorized dealer of Caterpillar products. Caterpillar's Data Governance Statement, together with Caterpillar's Global Privacy Statement and any applicable Caterpillar Privacy Notices for its digital offering subscriptions, describes Caterpillar's practices for collecting, sharing, and using data and information relating to Products or other assets and their associated worksites—for example to enable Cat® Connect and other Digital Offerings. The Data Governance Statement also describes how Caterpillar may perform remote diagnostics and make available remote software and firmware updates and upgrades, such as configuration, patches, bug fixes, new or enhanced features, etc., for your Assets and Devices. By providing data and information to a dealer as described herein or to Caterpillar as described in Caterpillar's Global Data Privacy Statement, you agree to its terms as it may be revised from time to time.

## VIII. DATA SECURITY

Stowers strives to maintain commercially reasonable measures and practices for securing your information, including reasonable administrative, technical, and physical measures for data security. However, transmission, storage, and receipt of Consumer Information via the internet, our Sites, Communication Platforms, and/or through use of Technology, has inherent risks regardless precautions taken.

By using our Sites and/or any Communication Platforms, you acknowledge that the security of all information exchanged between you and Stowers cannot be guaranteed. We cannot ensure or warrant the security of any information you transmit to us or that we store, and you do so at your own risk.

## **IX. YOUR REQUESTS**

Subject to all laws, regulations, policies, and/or any other authorities, including any exemptions provided for thereunder, you may have legal rights with respect to your Personal Information.

You may request the following:

1. **Opt-Out.** You may opt-out of any marketing, data collection, retention, storage, usages, disclosures, and/or similar uses or disclosures of your Personal Information.
2. **Access to Records.** You may request copies of any Personal Information that Stowers has collected or stored.
3. **Data Deletion.** You may request Stowers' to delete any of your Personal Information that it has in its possession or access.
4. **Disclosure.** You have the right to request a disclosure from Stowers that identifies any categories of Personal Information that we have collected from you and/or which have been disclosed by Stowers.

To submit any of the requests listed below, please contact Stowers via the notice contact information set forth under Article X below.

## **X. NOTICES TO US IN CONNECTION WITH THIS POLICY**

In the event that you need to get in touch with us due to trouble accessing this Policy and/or in connection with any of your Consumer Information, please reach out to us using by the form provided at the following website and/or phone number:

**Website for Questions & Comments:** <https://www.stowerscat.com/contact/>

**Email:** [info@stowerscat.com](mailto:info@stowerscat.com)

**Phone Number:** (865) 546-1414