

# Alamo Group Privacy Policy

**Alamo Group Inc.** (“Company”, “we”, “us”, or “our”) has prepared this privacy policy (“Policy”) to explain what personal information we may collect, how we use it, with whom we share it, and the rights that you have in relation to your personal information. This Policy applies when you visit [www.alamo-group.com](http://www.alamo-group.com) or any other website of our controlled North American affiliates (the “Site”), and to personal information we may collect, store, process or share for the purposes of operating our business.

The Site is intended for U.S. users only. If you are outside the United States and you decide to access or use the Site and share your personal information with us, your information may be transferred to another country, such as the United States, and will be processed in accordance with this Policy.

By accessing or using the Site, you agree to this Policy. If you do not agree with this Policy, then you should not access or use the Site. This Policy may change from time to time. Your continued use of the Site after we make changes constitutes your acceptance of those changes.

## COLLECTION, USE, AND DISCLOSURE OF PERSONAL INFORMATION

To provide our services and operate the Site, Alamo Group may collect, use, and disclose certain personal information, depending on how you use the Site. The following chart is intended to provide additional information about our collection, use, and disclosure of your personal information.

Categories and Sources of Personal Information	Examples	Purposes for Collecting and Using the Personal Information	Categories of Unaffiliated Entities to whom this Personal Information is Disclosed or Sold
<p>Identifier Information</p> <p>We may collect this type of information from:</p> <ul style="list-style-type: none"><li>You, such as when you inquire about our products, use our website, apply for a job, become an employee, contact customer service, suggestions, comments or ideas</li></ul>	<p>Data elements in this category include:</p> <ul style="list-style-type: none"><li>Full name, nicknames, or any previous names</li><li>Email address</li><li>Mailing address(es)</li><li>Telephone number</li><li>Mobile number</li></ul>	<p>We may use this type of information to identify you and communicate with you, including:</p> <ul style="list-style-type: none"><li>To send warranty information, respond to your suggestions or comments or provide other information that you have requested;</li><li>To personalize our</li></ul>	<p>We may disclose Identifier Information to:</p> <ul style="list-style-type: none"><li>Our affiliated companies and dealers; and</li><li>Vendors who match and serve our targeted advertisements on social media platforms and other third-party websites.</li></ul>

Categories and Sources of Personal Information	Examples	Purposes for Collecting and Using the Personal Information	Categories of Unaffiliated Entities to whom this Personal Information is Disclosed or Sold
		<p>communications and provide customer service; and</p> <ul style="list-style-type: none"> <li>To communicate with you if you have applied for a job.</li> </ul>	
<p><b>Internet or other electronic network activity information</b></p> <p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>You and your computer or devices when you interact with our website. For example, when you visit our websites, our server logs record your IP address and other information.</li> <li>Automatically, via technologies such as cookies, web beacons, when you visit our website.</li> <li>Other entities, including advertising vendors and partners.</li> </ul> <p>For more information about the technologies we use, see the <b><i>Automatic Data Collection Technologies</i></b> section below.</p>	<p>Data elements in this category include:</p> <ul style="list-style-type: none"> <li>IP address</li> <li>MAC address, SSIDs, IP address or other device identifiers or persistent identifiers</li> <li>Device characteristics (such as browser information)</li> <li>Details of your interaction with the Site, such as pages viewed and time and duration of visit</li> </ul>	<p>We may use this type of information:</p> <ul style="list-style-type: none"> <li>To identify you and your computer or device and remember your preferences;</li> <li>To improve our online services, and your browsing experience; and</li> <li>To measure the effectiveness of our marketing and advertising campaigns.</li> </ul>	<p>We may disclose internet or other electronic network activity Information to:</p> <ul style="list-style-type: none"> <li>Our Service Providers that: manage our mailing lists and send communications on our behalf; prepare, ship and deliver your orders; help improve your online shopping experience; process your payments; provide fraud monitoring and detection services; manage the website; and maintain our customer database; and</li> <li>Vendors who match and serve our targeted advertisements on social media platforms and</li> </ul>

Categories and Sources of Personal Information	Examples	Purposes for Collecting and Using the Personal Information	Categories of Unaffiliated Entities to whom this Personal Information is Disclosed or Sold
			other third-party websites.
<b>Commercial Information</b>  We may collect this type of information from you when you shop on our website or provide feedback or reviews.	Data elements in this category include: <ul style="list-style-type: none"> <li>• Your order history</li> <li>• Products you viewed or placed in your shopping cart</li> <li>• The feedback you provided or the content of your review</li> </ul>	We may use this type of information: <ul style="list-style-type: none"> <li>• To fulfil our business relationship with you, including processing your orders and providing customer service;</li> <li>• To show our customers what you think of our products and services;</li> <li>• To find a solution for the problem you may have raised or direct it to our Customer Care Team who may be able to help you with a complaint;</li> <li>• To administer our loyalty program and offer promotions and discounts; and</li> <li>• For fraud monitoring and detection purposes.</li> </ul>	We may disclose Commercial Information to: <ul style="list-style-type: none"> <li>• Our Service Providers that: manage our mailing lists and send communications on our behalf; manage our loyalty program; and maintain our customer database; and</li> <li>• Vendors who match and serve our targeted advertisements on social media platforms and other third-party websites.</li> </ul>
<b>Professional or Employment Related Information</b>	Data elements in this category include:	We may use this type of information:	We may disclose Professional or

<b>Categories and Sources of Personal Information</b>	<b>Examples</b>	<b>Purposes for Collecting and Using the Personal Information</b>	<b>Categories of Unaffiliated Entities to whom this Personal Information is Disclosed or Sold</b>
<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>You</li> <li>Employment agencies or websites such as when you respond to a job posting</li> </ul>	<ul style="list-style-type: none"> <li>Professional experience</li> <li>Job history</li> <li>Former employers</li> <li>Resume</li> <li>Education such as college degrees, or professional certifications</li> <li>Professional references</li> </ul>	<ul style="list-style-type: none"> <li>To evaluate your experience for a job opening;</li> <li>Determine promotions and job offers</li> </ul>	<p>Employment Related Information to:</p> <ul style="list-style-type: none"> <li>Our vendors that: manage our job openings, and conduct employment and educational background checks</li> </ul>
<p><b>Financial Information</b></p> <p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>You</li> <li>Payment processors and other financial institutions</li> </ul>	<p>Data elements in this category include:</p> <ul style="list-style-type: none"> <li>Payment card information</li> <li>Bank account number and details (if you use automated payments)</li> </ul>	<p>We may use this type of information:</p> <ul style="list-style-type: none"> <li>To fulfil our business relationship with you, including processing your orders and issuing refunds; and</li> <li>For fraud monitoring and detection purposes.</li> </ul>	<p>We may disclose Financial Information to:</p> <ul style="list-style-type: none"> <li>Our vendors that manage or assist us in processing our orders, managing payments, fulfilling deliveries, and monitoring our systems for fraud detection purposes.</li> </ul>

## Other Data Use and Sharing

We may also use and/or share each of the categories of personal information above for certain business purposes, in accordance with the law, such as (1) for security and fraud detection; (2) to comply with our legal obligations, judicial or regulatory proceedings, a court order, or other legal process; (3) to enforce our rights, Terms & Conditions, or other applicable contract terms; or (4) if we sell our business or our company assets to a third party.

## Automatic Data Collection Technologies

When you access and use the Site, we may use automatic data collection technologies to automatically collect certain Information about you, as described above. We and our service providers may use some of the following technologies to automatically collect Information about your activities on our Site.

<b>Technology</b>	<b>How it Works</b>
<b>Cookies</b>	Cookies are small files placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you refuse cookies you may be unable to access certain parts of our Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Site.
<b>Flash Cookies</b>	Flash Cookies (also called local stored objects) collect and store information about your preferences and navigation to, from, and on our Site.
<b>Web beacons, clear pixels, or pixel tags</b>	Web beacons are transparent image files used to monitor your journey around our Site and can help us understand how you interact with our Site.
<b>Web server logs</b>	Web server logs are a historical record of your activity in connection with your use of our Site. For example, a web server log may record the search term you used that directed you to our Site. It may also collect information about the browser you use when visiting our Site, and other metadata related to your device.
<b>Geo-location technologies</b>	Geo-location technologies, including your IP address, may allow us to determine your location.

## **Third Party Partners and Service Providers**

Some content, including advertisements, on the Site may be served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies or other tracking technologies to collect information about you when you use our Site. Additionally, many of our products are distributed through independently owned and operated third party dealers and distributors, which may have their own privacy policies. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

## **YOUR CALIFORNIA PRIVACY RIGHTS**

If you are a resident of California, you may have certain rights regarding your personal information under the California Consumer Privacy Act of 2018 ("CCPA").

### **Right to know**

The law permits our users who are California residents to access and obtain in a portable format from us, up to twice a year and free of charge, information about the categories or specific pieces of personal information we collected, used, sold or disclosed to third parties in the immediately preceding twelve (12) month period.

## **Right to delete**

You have the right to request deletion of your personal information, subject to certain exemptions provided for by law.

## **Right to opt-out**

You have the right to opt-out of the sale of your personal information. Alamo Group does not make your personal information available for purchase or otherwise share your information in exchange for money. Alamo Group may share your personal information (including your Contact Information, Technical Information, Commercial Information, and Relationship Information) with social media platforms and other advertising partners to match and serve our targeted advertisements. This sharing may be considered a “sale” under the CCPA’s broad definition. You can opt out of our sharing of your personal information for targeted advertising purposes by clicking [here](#) or calling us at 1-877-214-8864.

## **Right to be free from discrimination for exercising your rights**

You have the right to be free from discrimination related to the exercise of any of your CCPA rights.

## **How can you submit requests for your Right to know, Right to delete or Right to opt-out?**

If you are a California resident and would like to make such a request, please submit your request directly in one of two ways:

- Submit the form at this [link](#); or
- Call us (toll free) at: 1-877-214-8864.

We will take reasonable steps to verify the authenticity of the request.

- We may ask you to log into your account if you have one.
- If you do not have an account, we may ask you to match pieces of personal information that we maintain about you to a reasonable or high degree of certainty depending upon whether you request the categories of personal information we may have about you or the specific pieces of personal information that we may have about you.
- If you are requesting specific pieces of personal information collected about you, then you may be asked to include a signed declaration under penalty of perjury that the requestor is the consumer whose personal information is the subject of the request. We will maintain all signed declarations as part of our record-keeping obligations.
- If there is no reasonable way to verify your identity, or there is another reason we are unable to honor your request, we will inform you and provide you with any information that we are able to provide in accordance with the law.

## **AGENT**

California residents may submit a request for their *Right to Know*, *Right to Delete*, and *Right to Opt-out of the Sale of Personal Information* directly or through an authorized agent.

Authorized agents may submit a request by calling our toll free number 1-877-214-8864 or emailing us at [privacy@alamo-group.com](mailto:privacy@alamo-group.com).

For requests received from an agent on behalf of another person, please be prepared to provide proof, such as signed written permission, that agent is authorized to submit a request on that person's behalf. We may also require the person to independently verify their identity with us and provide proof that they are a registered agent with the state of California.

In order to protect personal information from unauthorized access or deletion, we may request information to verify the authenticity of the request. If we cannot verify identity, we will not provide or delete personal information.

## **EMAIL MARKETING**

You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided below. You will then be removed from the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account.

## **DATA SECURITY**

Alamo Group is committed to protecting the information of our customers, which is why we employ commercially reasonable security measures designed to protect your personal information. However, the transmission of information via the Internet is not completely secure, so we cannot guarantee the security of your personal information. You understand that you are providing your personal information to us at your own risk.

## **CHILDREN UNDER THE AGE OF 13**

This Site is not intended or designed to attract children under the age of 13. We do not knowingly collect personal information from children under the age of 13. If you are under the age of 13, you should not make a purchase, register, or submit personal information to us. If we learn that we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any personal information from or about a child under 13, please contact us at [privacy@alamo-group.com](mailto:privacy@alamo-group.com).

## **CHANGES TO THIS POLICY**

We may update this Policy from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this Policy, we will notify you by prominently posting a notice of such changes. We encourage you to review this Policy frequently to be informed of how we are protecting your information.

## **CONTACT US**

If you have any questions or concerns about this Policy or the practices described, or need to access this Policy in a different format, you can email us at [privacy@alamo-group.com](mailto:privacy@alamo-group.com) or call our toll-free number 1-877-214-8864.