

California Website Privacy Policy

Last Updated: January 1, 2023

Protecting your privacy is important to us. This California Privacy Policy ("Policy") describes how we may collect, use, disclose and safeguard the personal information you provide to us on the website, and through or in connection with our mobile apps or other software and Internet-enabled programs and services sponsored by us, as well as information collected when you otherwise communicate or interact with us. This Policy reflects our compliance with applicable California law, including the California Consumer Privacy Act, as amended by the California Privacy Rights Act (together, "CCPA"). Please see our general privacy policy, available at <https://www.bladr.com/BFS-Terms> for more information regarding how we collect, use, disclose and safeguard personal information.

The following table sets forth the categories of personal information we may have collected in the preceding twelve (12) months, the source of that personal information, and how we may have used and may have shared such personal information in the preceding twelve (12) months.

Category of Personal Information Collected	Source of Information	Purpose for Collection	Categories of Recipients
Contact information: such as your name, address, email address, telephone numbers, or other contact information	From you	To communicate with you, to send you catalogs, information, newsletters, promotional materials and other offerings from us or on behalf of our partners and affiliates, to offer a sweepstakes, contest or other promotion, when you contact us, when you request customer service or support, to complete your registration on	Our service providers, including select partners and affiliates that we believe may have or may facilitate offers that may be of interest to you

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		our Site, to administer your account with us, and to provide you with offers that may be of interest to you	
Purchase and order information: contact information, together with purchase details online and in store through e-receipts, delivery details, payment details, and any communications we have received about your order or purchase	From you	To validate, confirm, verify, deliver, install, and track your order, including to arrange for shipping, handle returns and refunds, maintain a record of the purchases you make, to service products you purchased from us, and to provide you offers that may be of interest to you	Our service providers who process, fulfill and ship orders
Other delivery information: name and address of recipient for delivery, if different from customer's	From you	To deliver to the person at the address which you have requested	Our service providers who process, fulfill and ship orders
Payment information: name, card issuer and card type, credit or debit card number, expiration date, CVV code, and billing address	From you and your payment card issuer	To check that the right person is using the right card or account, to meet the requirements of the card brands or account issuers, and to make sure we are paid for what you buy	Our service providers who process payments for us and who are contractually required to comply with laws and requirements applicable to

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			payment processing, which may include Payment Card Industry Data Security Standards
Information you provide about a third party: if you send someone else a communication from the Site, we may collect information, such as that person's name, telephone number, email, and/or shipping address	From you	To deliver to or communicate with the person at the address which you have requested	Our service providers
Legal information: fraud checks or flags raised about your transactions, the payment card you want to use, payment card refusals, suspected crimes, complaints, claims and accidents	From you, the police, crime and fraud prevention agencies, payment card providers, the public, regulators, your and our professional advisors and representatives	To protect you, other customers and our business against criminal activities and risks, make sure we understand and can meet our legal obligations to you and others and can defend ourselves	Our service providers who help us with fraud protection and credit risk reduction, and law enforcement and other governmental authorities in accordance with applicable law
Preference information: your marketing preferences, your	From you, from our website technology interaction with	To enhance your online shopping experience, including as a way to recognize	Our third party vendors and service providers that perform website

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account settings (including any default preferences), any preferences you have indicated, the types of services/offers that interest you, the areas of our Site that you have visited or ways that you interact with our Site	your browser/devices and cookies and other similar technologies tracking the pages you visit, the marketing messages you open and the links you follow	you and welcome you to the Site or App, to provide you with customized Site or App content, targeted offers from other users, promotions and advertising on the Site or App, through other third party sites or apps, via email, text messages, or App push notifications that are offered by us or others that might be of interest to you	analytic services for us or enable the customization of offers to you to improve your shopping experiences through our Site, an App or elsewhere
Communications: communications we have with you.	From you	To handle your requests, to contact you when necessary or requested, including responding to your questions and comments and providing customer support, and to obtain customer feedback and improve our customer service and customer shopping experience	Our service providers who assist us with customer service
Voluntary information: any voluntary information you	From you and your social media account provider	To know you better, make our communications with you more personal, learn	Our service providers who administer surveys and/or promotions

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provide us with, such as responses to surveys or competitions and social media account details		and improve from your survey feedback, organize events and pick competition winners	
Personalization: your journey online and how you use our Site and/or App, whether and when you open our marketing emails and respond to our advertisements	From you, from our Site and/or App technology's interaction with your browser or devices and cookies tracking the pages you visit	To improve our Site, products and services, customer service, and customer shopping experience	Our third party vendors and service providers that perform website analytic services for us or enable the customization of offers to you to improve your shopping or website experience for our Site and/or App or elsewhere
Device information: IP address (if we have this information), internet provider, operating system and browser used, type of device (such as laptop or smart phone), device cookie settings and other device details (such as MAC address)	From you and from our website or app technology's interaction with your browser or devices	To make sure our website and app technology works properly with your device and make sure you can see and use our intended website and apps on the device you are using, for analytical and demographic purposes, and to provide offers that may be of interest to you	Our service providers who help us with fraud protection, and third party vendors and service providers that perform website analytic services for us or enable more relevant offers to you on our Site, an App or elsewhere

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Information automatically collected from your browser: when you use the Website, some data is automatically transferred from your browser to our server, including your browser type, operating system type or mobile device model, viewed webpages, links that are clicked, the keystrokes typed, movement of the mouse or pointer, IP address, mobile device identifier or other unique identifier, sites or apps visited before	From you; from our Sites or app technology's interaction with your browser or devices when you choose to connect your e-mail account with our system	We also will use this information to protect the security and integrity of the Site and our business, such as by protecting against and preventing fraud, unauthorized transactions, and managing risk exposure, including by identifying potential hackers and other unauthorized users To improve our Sites, customer service, user experience, products and services; to create a session replay that shows your visit to our site; to protect the security or integrity of the Site and our business, such as by protecting against and preventing fraud, unauthorized transactions, and managing risk exposure, including by identifying potential hackers and other unauthorized users; and, in an aggregated	With entities in our group; with certain authorized third parties for the purpose of providing specialized services to us (such as helping us to maintain and manage our customer information, communicate with our customers, service our website, conduct promotions or surveys, fulfill orders, etc.); with your consent, with third parties whose products or services may be of interest to you

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coming to our Website, the amount of time you spend viewing or using the Website and the pages visited, the number of times you return, or other click-stream or site usage data, and emails we send that you open, forward, or click through to our Website Sensitive personal information: your precise geolocation if you use our App and permit it to obtain your precise geolocation	From our App's interaction with your device	non-specific format, for analytical and demographic purposes. For analytical and demographic purposes, and to protect the security or integrity of the Sites and our business, such as by protecting against and preventing fraud, unauthorized transactions, and managing risk exposure, including by identifying potential hackers and other unauthorized users	Our service providers who perform technology and website analytic services for us

Notice of Financial Incentive

We may offer our customers limited-time promotions and opportunities to participate in surveys. In exchange for participating in our promotions or surveys, and providing us with your personal information, we may offer you financial incentives and/or price or service differences such as a bonus card, discount, or a coupon. We may collect personal information such as your name, email address, preferences, experiences, and engagement

with us (“Customer Data”). You can terminate participation at any time as explained in the applicable promotion or survey terms. We estimate that the value of the Customer Data is the value of the benefit we offer to you in connection with the promotion or survey, which is reasonably related to the costs associated with offering such benefit.

Your California Privacy Rights

California Personal Information of Individuals

- The right to know what personal information we have collected, used, disclosed, and sold about you, including the categories of personal information, the categories of sources from which the personal information is collected, the business or commercial purpose for collecting, selling, or sharing personal information, the categories of third parties to whom we disclose personal information, and the specific pieces of personal information we have collected about you.
- The right to correct inaccuracies in your personal information, taking into account the nature of the personal information and the purposes of the processing.
- The right to request that we delete any personal information we have about you.
- The right to opt-out of the selling or sharing of your personal information, which you can exercise through the contact forms listed below under the section titled “Submitting Requests” or by modifying your privacy preferences (e.g., Global Privacy Control), available through certain internet browsers and extensions, that signal your preference to opt out. Please note that clearing your cookies at any time will remove the signal of your selected privacy preferences.

In addition, California law requires us to identify, for the 12-month period prior to the date of this Privacy Policy, what information we may have “sold” or “shared” about you. For the 12-month period prior to the date of this Privacy Policy, we have not sold any personal information about our customers. For the 12-month period prior to the date of this Privacy Policy, we have only shared personal information about our customers as described above. We do not use or disclose sensitive personal information, as defined in applicable laws, for any purposes other than those permitted by applicable law.

Opt-Out Preference Signals: We are working towards enabling Global Privacy Control (GPC) as an additional way for you to submit a request to opt-out of the sale and sharing of

your personal information through browsers and/or browser extensions that support such a signal. Until then, you can opt-out of the use of third-party cookies for personalized advertising by setting your cookie preferences on our website or on your browser.

Do Not Track: Do Not Track (DNT) is a privacy preference that users can set in some web browsers, allowing users to opt out of tracking by websites and online services. At the present time, the World Wide Web Consortium (W3C) has not yet established universal standards for recognizable DNT signals and therefore, we do not recognize DNT.

This Privacy Policy describes how we may share your information for marketing purposes, as described above. If you are a California resident, the Shine the Light law permits you to request and obtain from us once per calendar year information about any of your Personal Information shared with third parties for their own direct marketing purposes, including the categories of information and the names and addresses of those businesses with which we have shared such information. To request this information and for any other questions about our privacy practices and compliance with California law, please contact us through the contact form on our website.

California Business Contact Information

If you are a California resident and we receive your personal information in the form of contact details from business events, for example as part of a business appointment (e.g., by exchanging business cards) or as part of any other form of collaboration, we may use your contact and business details to maintain our business contacts. For this purpose, we may transfer your contact details to our internal database. Pursuant to the CCPA, you have privacy rights with respect to your business contact personal information.

The processing activity may include the following categories of Personal Information:

- Your contact information (e.g., name, title, form of address or salutation, address, gender, telephone numbers, email address); and
- Details on your profession (e.g., job title, position, personnel number, place of work, branch office, department, qualifications).

This data processing is based on our legitimate business interests. We have a legitimate economic interest in maintaining contacts beyond the initial context and in using them

to establish and develop a business relationship and to remain in contact with the parties concerned.

Such business contacts could also be easily processed in our email communications with you and then kept in typical business software, either centrally or on the electronic devices of our employees.

California law provides you with the following rights with respect to your personal information:

- The right to know what personal information we have collected, used, disclosed and sold about you.
- The right to request that we delete any personal information we have collected about you.
- The right to correct inaccurate personal information about you.

When you exercise these rights and submit a request to us, we will verify your identity by asking you to log in to your account if you have one with us. If you do not have an account with us, we may ask for your email address, order numbers of previous orders of our products and services, the last four digits of a credit or debit card or a bank account number used to make a purchase, or the date of your last purchase from us. We also may use a third party verification provider to verify your identity.

Submitting Requests

California residents have the right to opt out of the selling and sharing of their personal information and to limit the use of their sensitive personal information. However, we do not sell or share personal information, and we do not use sensitive personal information for any additional purposes that are incompatible with the purposes listed above, unless we provide you with notice of those additional purposes.

To submit a request to know, correct, or delete, you may call us at 800.349.4354 (800.DIXIELINE) and ask to speak with Robert Shiflet, or complete the following forms:

- [Request to Know or Access Information](#)
- [Request to Delete Information](#)
- [Request to Correct Information](#)

We will respond to your request in compliance with the requirements of applicable laws. Please note that we are only required to honor California requests to know twice in a 12-month period.

We do not discriminate against California residents who exercise any of their rights described in our Privacy Policy. Your exercise of these rights will have no adverse effect on the price and quality of our goods or services.

Verification of Your Identity

When you exercise these rights and submit a request to us, we will verify your identity by asking you to provide us with additional information such as your email address, order numbers of previous orders of our products and services, or the last four digits of a credit or debit card used to make a purchase. We also may use a third-party verification provider to verify your identity.

Non-Discrimination

If you make a request under the CCPA, we will not discriminate against you in any way. For example, we will not deny you discounts or other benefits or impose penalties on you, or provide you with or suggest that you will receive a different level or quality of benefits or services.

Authorized Agents

You may permit an authorized agent to submit a request to know or to delete your Personal Information. If we receive a request on your behalf, we will ask that person to give us proof that you gave that person written permission to make a request for you. If that person does not provide us with written proof, we will deny their request so that we can protect your Personal Information.

Automated Decision-Making

We generally do not use automated decision-making technology, as that term is defined by State Privacy Laws. If we make use of automated decision-making technology, you will be informed through a separate privacy notice.

Contact Us

If you have any questions about this Privacy Policy or to request this Privacy Policy in another form, you may call us at 800.349.4354 (800.DIXIELINE) and ask to speak with Robert Shiflet, or you may email us at robert.shiflet@bldr.com.