

DIAMOND W SUPPLY CO. (“Diamond W”)

In the United States, Diamond W’s collection, use and disclosure of certain personal information through its public website, and professional interactions with Diamond W employees, is governed by Diamond W’s [Terms of Use](#), in addition to the following state-specific policy, as applicable:

California Consumer Privacy Notice

Effective Date: January 1, 2020

Last Reviewed on: May 1, 2020

This *California Consumer Privacy Notice* (“**Notice**”) supplements the information provided in Diamond W’s Terms of Use. This Notice applies **solely** to consumers who reside in the State of California (“**you**”) and generally explains how Diamond W Supply Co., and its affiliates (“**Diamond W**”), collect and use Personal Information in relation to your use of its public sites, your participation in Diamond W events, Diamond W marketing and its business development practices. Diamond W adopts this Notice to comply with the California Consumer Privacy Act (“**CCPA**”) and other California privacy laws.

Diamond W reserves the right to update this Notice at any time, and will provide a new privacy notice when Diamond W makes any substantial updates. Diamond W may also notify you in other ways from time to time about the processing of your Personal Information.

A. How “Personal Information” Is Defined in this Notice

“Personal Information” means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California consumer or household. “Personal information” does not include information publicly and lawfully made available in government records, de-identified or aggregate information about California consumers or households, and information excluded from the CCPA’s scope (for example, health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) and personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver’s Privacy Protection Act of 1994).

B. Personal Information Diamond W Collects: Purposes of Use and Sources

In this section, Diamond W sets out what categories of Personal Information Diamond W collects about you, how Diamond W uses it, and the sources of such Personal information. **This section is to be read together with, and supplements, the information Diamond W provides in its [Terms of Use](#).**

1. General Information

For general notice on the categories of personal information Diamond W may collect, and the business or commercial purposes for the use of such Personal Information, please refer to the following information in the Terms of Use:

- [Privacy](#)
- [Use of Site Material](#)

2. Your Right to Know About Personal Information Collected in the last 12 months

In the last 12 months, Diamond W has collected the categories of Personal Information described in the table below. The categories included in the table have been defined in a way that Diamond W believes will be meaningful to you:

- In the second column, Diamond W has provided reference to the corresponding category, or categories, of Personal Information specified in the CCPA. A description of such categories follows directly after this table.
- In the third column, Diamond W sets out the business or commercial purpose for use of such information.
- In the fourth column, Diamond W sets out the categories of sources from which such information was collected.

| Categories of PI collected | CCPA Category (See Below) | Business or Commercial Purpose(s) | Categories of Sources |
|---|---------------------------|--|---|
| Contact information (such as your name, postal or e-mail address, and phone number), Professional Information (such as your name, business or personal email, business phone, business address, country in which you do business, your industry). | A, B, I | <p>To communicate with clients, prospective clients, job candidates, and others with whom Diamond W have or are inquiring about establishing a business relationship.</p> <p>To provide offerings and services in which you expressed interest.</p> <p>To send newsletters and marketing to you.</p> <p>For other business and marketing purposes.</p> <p>To identify potential candidates for job openings at DIAMOND W. <i>For more information on our recruitment practices, please contact us.</i></p> | <p>Individual directly or indirectly.</p> <p>Publicly-available Diamond W websites.</p> <p>Third parties, including third party vendors who may share personal information they collect from you with us.</p> |

| | | | |
|---|------------|--|--|
| Account information (such as username and password). | A, B | Diamond W may require you to create an account to access certain information offerings or services. | Individual directly. |
| Client Relationship Data (such as business contact information, country in which you do business, your industry, job title or role, professional interactions and relationship data, including your primary DIAMOND W contacts and your record of interactions with Diamond W, your contact preferences, and information you provide to us which assist us in serving the business relationship). | A, B, D | <p>To provide offerings and services in which you expressed interest.</p> <p>To send newsletters and marketing to you.</p> <p>For other business and marketing purposes.</p> <p>To generate aggregated and de-identified data analytics to improve and better manage our client relationships.</p> | Individual directly or indirectly. |
| Event Attendance Information. | A, B, D | To administer and facilitate your attendance at any of our events. | Individual directly. |
| Online identifiers (such as your mobile device advertising identifier and geo-location data). | A, D, F, G | <p>To operate, evaluate and improve our online business offerings, including developing new products and services.</p> <p>To manage our communications.</p> <p>To determine the effectiveness of and optimize our advertising.</p> <p>To analyze our products, services, Diamond W websites, mobile applications and any other digital assets.</p> | Individual directly or indirectly. Third party vendors. |

| | | | |
|---|---------------|---|--|
| Cookie data. | A, D, F, K | Data tracking. | Individual directly or indirectly. Third party vendors. |
| Social media interactions with us (for example, when you “like” a post on social media platforms). | A, B, F, K | To better target our advertising and to provide pertinent offers in which Diamond W thinks you would be interested. | Individual directly or indirectly. Third party vendors. |
| Marketing Data & Technical information from advertisements Diamond W place on third party Diamond W websites (such as your IP address, browser type and version, device identifiers, location and time zone setting). | A, C, D, F, K | To better target our advertising and to provide pertinent offers in which Diamond W thinks you would be interested. | Third party vendors. |

There are eleven (11) enumerated categories under the definition of “Personal Information” in the CCPA, some of which are referenced in the second column of the table above, including:

- A. Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.
- B. Any categories of personal information described in subdivision (e) of [Section 1798.80 of the California Civil Code](#).
- C. Characteristics of protected classifications under California or federal law, including age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).
- D. Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- E. Biometric information (defined in the CCPA as an individual’s physiological, biological or behavioral characteristics, including an individual’s deoxyribonucleic acid (DNA), that can be used, singly or in combination with each other or with other identifying data, to establish individual identity. Biometric information includes, but is not limited to, imagery of the iris, retina, fingerprint, face, hand,

palm, vein patterns, and voice recordings, from which an identifier template, such as a faceprint, a minutiae template, or a voiceprint, can be extracted, and keystroke patterns or rhythms, gait patterns or rhythms, and sleep, health, or exercise data that contain identifying information).

- F. Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet Diamond W Website, application, or advertisement.
- G. Geolocation data.
- H. Audio, electronic, visual, thermal, olfactory, or similar information.
- I. Professional or employment-related information.
- J. Education information, defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. section 1232g, 34 C.F.R. Part 99).
- K. Inferences drawn from any other type(s) of Personal Information as defined by the CCPA to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, preferences, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

C. Disclosure of Your Personal Information

1. General Information

For general information on the categories of third parties with whom Diamond W shares your Personal Information, please refer to the following information in the Terms of Use:

- [Privacy and Links to External Websites](#)

2. Your Right to Know About Personal Information Shared in the last 12 months

In the last twelve (12) months, in the course of business operations, Diamond W has disclosed all of the categories of Personal Information identified in column 1 of the table above to the following categories of third parties for a business purpose.

- Our affiliates.
- Service providers.

D. Sale of Your Personal Information

1. Your Right to Know About the Sale of Your Personal Information

California law requires that Diamond W provide you with information about certain disclosures of Personal Information to third parties, where the disclosure involves monetary or other consideration. California treats these disclosures as "sales" of information, even if no money changes hands. In the last twelve (12) months preceding January 1, 2020, Diamond W "sold" certain categories of Personal

Information to third parties for a business or commercial purpose, as described in the chart below. As of January 1, 2020, Diamond W does not engage in the sale of Personal Information.

2. Categories of Personal Information Sold

| Categories of PI collected | CCPA Category (See Above) | Categories of Third Parties to whom such PI categories were sold |
|---|---------------------------|--|
| Contact information & Your Professional Information | A, B | None |
| Event Attendance Information | A, B, D | None |
| Cookie data | A, F, K | None |

E. Right to Know, Access, and to Delete Your Personal Information

As a consumer residing in the state of the State of California, you have the right to request that: (i) Diamond W discloses the categories of Personal Information that Diamond W collected, the categories of the sources of such Personal Information, the business or commercial purposes for collecting such Personal Information, the categories of third parties to whom Diamond W disclosed such Personal Information, and/or, if Diamond W sold or disclosed your Personal Information, the categories of Personal Information that each category of recipient purchased or obtained, and/or (ii) that Diamond W provide you with copies of such Personal Information. You may make two (2) such requests in any 12-month period.

Subject to certain exceptions, you may also request that Diamond W delete any Personal Information about you that Diamond W may hold. Diamond W may have grounds to deny your deletion request as provided for in the CCPA.

Upon receipt of your request to know, for access, or for deletion, Diamond W will need to reasonably verify that you are the person about whom Diamond W collected Personal Information. Diamond W may do so by asking for additional information (“**Verifiable Information**”) to compare against the information Diamond W holds about you, or if you have an account with us, by asking you to log in to that account. Diamond W will only use Verifiable Information to verify your identity, or authority to make the request. Diamond W may also ask you to provide additional detail or clarify your request to allow us to properly understand, evaluate and respond to it.

Types of Verifiable Information Diamond W may ask for depends upon the context of your relationship with Diamond W, but may include:

- Name of a Diamond W employee with whom you interacted,
- Date or other details of a transaction you had with Diamond W,
- Email address, phone number, or other contact information Diamond W may have on file for you.

F. How to Exercise Your Rights

Click Here: [DO NOT SELL MY PERSONAL INFORMATION](#)

You may exercise your rights to know, access, delete or opt out by clicking above. In the contact form, please provide Diamond W with your name, email address, and your relationship to us in order to begin processing your request.

You may authorize someone to submit a rights request on your behalf. You may do this by providing that person with a Power of Attorney pursuant to the California Probate Code. Alternatively, you may provide that person with signed, written permission to submit requests on your behalf, but Diamond W will still require you to verify your identity with us directly by one of the methods listed above. In either case, Diamond W will also require that person to verify their personal identity via one of the above methods, or, in the case of a business entity, by response to communications directed at a Diamond W through a known internet domain associated with that business or to contacts provided in that entity's official filings with the California Secretary of State.

G. Non-Discrimination for Exercising Rights

Diamond W is prohibited from discriminating against you because you exercised any of your rights to know, access, delete or opt-out of the sale of your Personal Information.

H. Disclosures for Third Parties' Direct Marketing

Under California's Shine the Light Act, users of our Diamond W website who are California residents may request certain information regarding our disclosure of their Personal Information to third parties (if any), if such information is used for such third parties' direct marketing purposes. To make such a request, please send an email to WebmasterDW@diamondw.com or write us at:

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