

PRIVACY NOTICE TO CALIFORNIA RESIDENTS

This California Privacy Notice ("California Notice") provides California residents with information about their rights under the California Consumer Privacy Act of 2018 as amended by the California Privacy Rights Act and its implementing regulations (collectively, the "CCPA"). This California Privacy Notice should be read in conjunction with our general [Privacy Policy](#) for general use of our websites.

1. Notice of Collection and Use of Personal Information. Please refer to Sections 2 and 3, for more information about the Personal Information and Sensitive Information we collect and how we collect it, and the third parties with whom we may share the Personal Information. We may collect, receive, maintain, and use the following types of Personal Information for the business purposes set out herein:

- Identifiers, such as name, birth date, alias, postal or mailing address, email address, telephone number, driver's license or state identification card number, username and password for IDEAL accounts and systems. We may supplement the information you provide to us with data we obtain or receive from third parties, such as our affiliates, marketing firms, data vendors, or address verification services. For example, if you change your email address and fail to advise us, we may verify your email address through a third-party address verification company. We may combine information we collect online with information we collect offline.

- California Customer Records Personal Information, which includes a name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some Personal Information included in this category may overlap with other categories.

- Commercial information, such as products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

- Internet or other similar network activity, such as browsing history, search history, information on your interaction with our Site or advertisements.

- Protected Classifications under California or federal law, such as 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, reproductive health decision-making, military and veteran status, or genetic information (including familial genetic information).

- Sensory Data, such as audio, electronic, visual, or similar information.

- Video and Biometric Information, such as video or pictures of you taken while on site at an IDEAL office.

- Geolocation Data, such as GPS location (latitude & longitude) transmitted from computers, electronic devices, vehicles, or cell phones.

- Professional or employment-related information, for example, if you provide any company information on our "Contact" page.

- Inferences drawn from other Personal Information, for example, information about your purchase preferences.

We collect your Personal Information for the business purposes described in Section 4, above. The CCPA defines a “business purpose” as the use of Personal Information for the business’s operational purposes, or other notified purposes, provided the use of Personal Information is reasonably necessary and proportionate to achieve the operational purpose for which the Personal Information was collected or another operational purpose that is compatible with the context in which the Personal Information was collected. The categories of third parties with whom we may share your Personal Information are listed in Section 5, above.

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Site that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes.

YOUR RIGHTS AND CHOICES. Please refer to Section 9 of our Privacy Policy for more information about your rights and choices.

HOW TO SUBMIT REQUEST

To exercise any of your rights described above, you or your authorized agent may contact us:

- Call us at (800) 435-0705
- Submit a request using our [Privacy Policy Submission Form](#); or
- E-mail us at privacy@idealindustries.com

How we Verify Your Request. For everyone’s protection, we must verify your identity for all access and deletion requests. To do so, we may ask you to provide personal identifiers that we can match against Personal Information we already have on file for you. If we cannot verify your identity based on the information provided, we may request additional information from you, which we will only use to verify your identity, and for security or fraud-prevention purposes. We will use the Personal Information you provide for verification purposes only for the purpose of verification. If you are a California resident, you may authorize an authorized agent to make requests on your behalf. For your protection, all agent requests will be subject to verification procedures.

We respond to privacy rights requests in accordance with our legal obligations. Please note that not all privacy rights may be available to you depending on your state of residence. We strive to comply with reasonable requests even when we are not legally required to do so. We may decline a privacy rights request where we are unable to verify your identity, or when an exemption applies, in which case will be explained in our response.

If we suspect fraudulent or malicious activity related to your request, we will not comply with your request until we perform further verification to determine whether your request is authentic, and you are the person about whom we have collected the Personal Information.