

# PRIVACY POLICY

At Taylor Corporation, we respect our customers', prospective customers', and website visitors' (collectively, "you," "your") privacy. As used in this Privacy Policy, "our", "us", and "we" means Taylor Corporation, headquartered in the United States of America, or any of our subsidiaries or affiliates who post this Privacy Policy. As used in this Privacy Policy "personal information" means information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, household, or device. The purpose of this Privacy Policy is to let you know what kind of personal information we collect, how we use it, to whom it may be disclosed, and what choices you have regarding your personal information. By using this website, you agree to the collection, use, and disclosure of your personal information as described in this Privacy Policy. Personal information that we collect as a service provider or processor to another company is not covered by this Privacy Policy. A printable Portable Document Format (PDF) version of this Privacy Policy is available [here](#).

As we continue to develop our website and take advantage of technologies to improve the services we offer, we reserve the right to change this Privacy Policy. When we change it, we will post the change(s) on our website and update the Effective Date at the bottom of this policy. If you have questions about our Privacy Policy, please contact us via email at [taylorprivacy@taylor.com](mailto:taylorprivacy@taylor.com).

## [Table of Contents](#)

1. How Your Personal Information Is Collected
2. How We May Use Your Personal Information
3. Types of Personal Information We Collect, Share, and Disclose
4. Reasons We Disclose Personal Information
5. Record Retention
6. Cookies & Similar Technologies
7. Your Rights
8. Exercising Your Rights
9. Security of Personal Information
10. Third Parties
11. Additional Privacy Information

### **1. How Your Personal Information Is Collected**

- **Directly from You**

We collect personal information (such as your name, username, phone number, and physical or email address) from you directly when you register for an account or correspond with us. We also collect personal information you provide to us through your use of our services, including text and photos you upload to use as part of our services. We use this personal information to operate, provide, maintain and improve services, to correspond with you, and to respond to any of your concerns.

- **Automated Information Collection**

We and our service providers use electronic identifiers such as cookies and other technologies to collect and store certain types of personal information (e.g., click stream information, browser type, Internet Protocol ("IP") address, device type, time and date, subject of advertisements clicked or scrolled over, hardware/software information, cookie and session ID) whenever you visit our website. We may also use third party analytics tools that automatically collect personal information sent by your browser or mobile device, including the pages you visit, how you interact with our website, and other information that assists

us in running our business or improving our services. For more information, please see the paragraphs below on cookies and similar technologies.

- **From Other Third Parties**

We may also receive personal information from other third-party sources. These sources may include marketing partners and address-update services. Through these sources we may collect contact details or other personal information to help us maintain accurate records, personalize your experience, and improve and market our services.

## **2. How We May Use Your Personal Information**

We may use or disclose the personal information we collect for one or more of the following business purposes:

- To fulfill or meet the reason for which the personal information is provided.
- To provide you with information, products, or services that you request from us. For example, we collect personal information to facilitate customer service and enable us to contact you if you request information.
- To provide you with email alerts, and other offers and notices concerning our products, services, events, or news.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collections.
- To improve our website and present its contents to you. For example, we use information provided by and/or collected from your use of the website to review website usage and operations, to address problems with the website, our business or our products and services, and to protect the security or integrity of the website and our business. Our servers may collect the domain names of visitors, as well as other information about your visit. This information is aggregated to measure number of visits, average time spent on a website, pages viewed, etc.
- For advertising purposes, such as personalizing and measuring the effectiveness of advertising our services.
- For testing, research, analysis, and product development. This research is compiled and analyzed on a deidentified and/or aggregated basis to prevent identification of personal information relating to any one individual. Our use or disclosure of such information is outside the scope of this Privacy Policy. We only maintain and use such data in a way that does not identify a particular individual, and we will not attempt to re-identify it, except to test our de-identification process and ensure it cannot be associated with any individual. We contractually obligate any recipient of such information to abide by the same restrictions.
- As necessary or appropriate to protect the rights, property, or safety of us, our customers, or others.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise permitted by applicable laws.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

### 3. Types of Personal Information We Collect, Share, and Disclose

We collect personal information from individuals who visit our websites or otherwise interact with us. We do not collect “sensitive personal information,” as defined by applicable privacy laws. In the preceding twelve (12) months, we have not sold any personal information of consumers for any monetary consideration. We do, however, engage in cross context behavioral advertising, also known as “targeted advertising” (called “sharing” under California law) and collect and disclose personal information to and from marketing partners (considered a “sale” under California law). We do not knowingly sell or share personal information of minors under the age of 16.

The following chart outlines the categories of personal information we have collected, shared with advertising networks for targeted advertising purposes, “sold” for non-monetary consideration to marketing partners, and disclosed to data analytics and marketing providers in the preceding twelve (12) months:

Category of personal information collected in past 12 months	Examples	“Shared” with advertising networks for targeted advertising purposes	“Sold” to marketing partners	Disclosed to data analytics and marketing providers for a business purpose
Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, IP address, email address, or account name.	Y	Y	Y
Personal information categories	A name, signature, address, telephone number, employment, employment history, bank account number, credit card number, debit card number, or any other financial information. Some personal information included in this category may overlap with other categories.	Y	Y	Y
Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	N	Y	Y
Internet or other similar network activity	Browsing history, search history, or information on a consumer's interaction with a website, application, or advertisement.	Y	N	Y
Audio, electronic, visual, or similar information	Recording of service calls.	N	N	N
Inferences drawn from other personal	Profile reflecting a person's preferences, characteristics, and behavior.	Y	Y	Y

Category of personal information collected in past 12 months	Examples	“Shared” with advertising networks for targeted advertising purposes	“Sold” to marketing partners	Disclosed to data analytics and marketing providers for a business purpose
information				

#### 4. Reasons We Disclose Personal Information

In addition to the disclosures described above, we may transfer or otherwise disclose personal information collected from and about you to the following types of entities and for the following purposes:

- To our service providers, suppliers and business partners, if the disclosure will enable them to fulfill your request for products or services or to perform a business, professional or technical support function for us.
- Within our family of brands and with businesses controlling, controlled by, or under common control with Taylor Corporation (i.e., affiliates).
- To other companies, credit bureaus, or government agencies in connection with issues related to fraud detection, issuance of credit, or debt collection.
- As necessary to protect our rights, or the rights of any third party.
- To facilitate our or our marketing partners’ advertising efforts.
- To respond to judicial process, provide information to law enforcement agencies, in connection with an investigation on matters related to public safety, as permitted by law, or otherwise as required by law.
- If (i) we or our affiliates are or may be acquired by, merged with, or invested in by another company, or (ii) if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may disclose or transfer personal information to a potential or actual third party purchaser.

Any personal information or content that you voluntarily upload or submit for public posting to the website (for example, comments) becomes publicly available and can be collected and used by others. Such posting or uploading of content is subject to our [Terms of Use](#) .

#### 5. Record Retention

We will retain your personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We will also keep your personal information for as long as your account is active or as needed to provide you services and to maintain a record of your transactions for financial reporting purposes. We retain archived copies of your personal information as required or otherwise permitted by law or for legitimate business purposes. In addition to the criteria already described in this section, when determining how long we will retain your personal information we consider:

- the type of personal information;
- whether we are legally required to maintain the personal information for a certain period of time;
- whether you have an account with us; and
- our business relationship with you.

## 6. Cookies & Similar Technologies

We or our service providers may use cookies or web beacons on our website and email communications. A cookie is a small text file that uniquely identifies your browser or device that may be stored on the hard drive or browser of your computer when you access the website. Among other cookies, we use Google Analytics and Google Ads. You can learn more about how those cookies work by visiting “How Google uses information from sites or apps that use our services,” located at <https://policies.google.com/technologies/partner-sites>. You may install a Google Analytics Opt-out Browser Add-on by visiting <https://tools.google.com/dlpage/gaoptout>.

Cookies are not the only way to recognize or track visitors to a website. We also use technologies which are similar to cookies, such as web beacons/pixels. A web beacon (also called “tracking pixels” or “clear gifs”) are invisible picture files/small portions of code that contain a unique identifier that enable us to recognize users when providing services. We use web beacons to track the online usage patterns of our users, and in HTML-based emails, track which emails are opened and which links are clicked by recipients.

Cookies do many different jobs, like letting you navigate between pages efficiently, remembering your preferences, and improving the user experience. Cookies can tell us, for example, whether you have visited the website before or whether you are a new visitor. Cookies can remain on your device for different periods of time. Some cookies are ‘session cookies,’ meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are ‘permanent cookies,’ meaning that they survive after your browser is closed. They can be used by the website, for example, to recognize your computer when you open your browser and browse the Internet again. There are different categories of cookies, including:

- first-party cookies, which are served directly by us to your computer or device; and
- third-party cookies, which are served by a third party on our behalf.

We may use cookies and web beacons to collect personal and non-personal information from you, including your IP address, browser type, the time and length of your visit, the pages of the website you visit and other clickstream data. This information may be used to:

- recognize you when you return to the website;
- improve and personalize your experience on our website;
- provide you with customized advertising; and
- monitor website usage and analyze the behavior of website visitors.

You may decline cookies, but by doing so, you may not be able to use certain features on our website. While you may not have the ability to specifically reject or disable web beacons, in many instances, these technologies are reliant on cookies to function properly; accordingly, in those instances, declining cookies will impair the functionality of these technologies. Check the “Help” menu of your browser to learn how to change your cookie preferences.

Most web browsers let you choose whether to accept certain, non-essential, cookies. Most also let you delete cookies already set. The choices available, and the mechanism used, will vary from browser to browser. Such browser settings are typically found in the “options”, “tools” or “preferences” menu. You may also consult the browser’s “help” menu. For example:

Manage cookies in Microsoft Edge: View, allow, block, delete and use - Microsoft Support

[Cookie settings in Firefox](#)

[Cookie settings in Chrome](#)

[Cookie settings in Safari](#)

[Google Analytics Opt-out](#)

Usually, deletion of cookies will anonymize the information associated with the pixel and a website will not receive any further associated information.

## 7. Your Rights

Subject to certain exceptions, you may request the following with respect to your personal information:

- **Access.** You may request access to your personal information, including access to, and confirmation of, our collection and use of your personal information over the past 12 months or longer. You may also request a copy of this personal information in a portable format.
- **Deletion.** You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.
- **Opt-out.** You have the right to opt-out of the “sharing” or “sale” of your personal information. You can opt-out of the “sharing” or “sale” of your personal information by clicking this link: [Do Not Sell or Share My Personal Information](#) and following the instructions on the form. We also respond to and abide by opt-out preference signals in a frictionless manner, including signals sent by the Global Privacy Control. You can install and use the Global Privacy Control to frictionlessly opt-out of the sale or sharing of your personal information, including for targeted advertising purposes, using the instructions provided here. Note that this signal will only be recognized from the browser on which it is installed.
- **Correction.** You have the right to request correction of inaccurate personal information. Once we receive and confirm your verifiable consumer request, we will make the requested correction, unless an exception applies. You can also correct your own personal information by accessing your account and making the necessary updates.
- **Non-Discrimination.** We will not discriminate against you for exercising any of the rights described in this Privacy Policy.

If you disagree with our decision regarding your request, you may have the right to appeal our decision. You can request an appeal of our decision regarding your request by emailing us at [taylorprivacy@taylor.com](mailto:taylorprivacy@taylor.com). Please include “Appeal Request” in the subject line, with a detailed reason for your appeal, as well as your state of residence.

## 8. Exercising Your Rights

To exercise the rights described above, please submit a verifiable consumer request to us by either:

- Calling us toll free at **844-277-9138** or by submitting a request to [this form](#).
- Only you, or a person that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. If you decide to use an authorized agent, we will require verification that you provided the authorized agent with permission to make a request on your behalf.

Your request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.

- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. To verify you, we will ask for personal information such as your name, address, email, and/or phone number. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request, to process and fulfill the request, and for necessary record keeping. Making a verifiable consumer request does not require you to create an account with us.

## **9. Security of Personal Information**

We have implemented an information security program that contains administrative, technical and physical controls that are designed to safeguard your personal information. While we use reasonable efforts to protect your personal information, we cannot guarantee the absolute security of your information submitted through our website.

## **10. Third Parties**

This website may contain various links to third-party websites. These websites may provide additional information, goods, services and/or promotions. The presence of such links on our website is not an endorsement. These websites are owned and operated independent of us and have their own separate privacy and data collection practices. We are not responsible for the practices employed by such websites or services linked to or from those websites, including the information or content contained therein. Any personal information you provide to these third-party websites will be governed under the terms of their privacy policy, if any, not ours. We have no responsibility or liability whatsoever for the independent actions or policies of these independent websites.

## **11. Additional Privacy Information**

### **• Processing in the United States**

We are based in the United States of America (“U.S.”) and any personal information collected by us may be transferred to and processed within the U.S. The privacy protections and the rights of authorities to access your personal information in the U.S. may not be equivalent to those in your home country. By submitting your personal information, you are agreeing to this transfer, storing, and/or processing of personal information.

### **• Children’s Privacy**

This website is not directed, or designed, to solicit individuals under the age of 13, and we do not knowingly collect or store any personal information, even in aggregate, about children under the age of 13. If we discover we have received any personal information from a child under the age of 13, we will delete that information immediately. If you believe that we have inappropriately gathered any personal information from or about anyone under the age of 13, please contact us at [taylorprivacy@taylor.com](mailto:taylorprivacy@taylor.com).

### **• California Do Not Track Disclosures**

We do not (1) disclose personal information to third parties for those third parties’ direct marketing purposes; or (2) respond to Do Not Track signals. We do, however, treat the Global Privacy Control as a valid form of opting-out of selling/sharing.

### **• Contact Information**

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your personal information, your choices and rights regarding such use, or wish to make a complaint, please do not hesitate to contact us at:

Email: [taylorprivacy@taylor.com](mailto:taylorprivacy@taylor.com)

Phone: 844-277-9138

Write:

Head of Privacy

Taylor Corporation

1725 Roe Crest Drive

North Mankato, MN 56003

**EFFECTIVE DATE: February 23, 2026**

NSV 2.0