

his Privacy Policy was last revised on and is effective as of 9/16/2022.

This Privacy Policy forms part of your legal agreement with Ace Hardware Corporation, its subsidiaries, and affiliates (collectively, "Ace", "we", "our", or "us") under Ace's Terms of Use. Ace stores may also be authorized to use your personal information in the manner described in this Policy. Please note: Ace stores independently may have their own data collection and use practices that are not governed by this Policy. By downloading, installing, accessing, or using any of the Services (as defined below) or by submitting information to us in a manner governed by this Privacy Policy, you agree to the terms of this Privacy Policy, as amended from time to time.

This Privacy Policy does not apply to the personal information that we collect from Applicants and Employees in the context of their application for employment with Ace or, if applicable, during their employment with us, which is subject to our Applicant Privacy Notice available at [careers.acehardware.com/candidate-privacy-policy/](https://careers.acehardware.com/candidate-privacy-policy/).

Our Services may contain links to other websites, applications or services operated by others. Please be advised that the practices described in this Privacy Policy do not apply to information gathered through these other websites, applications, or services, including websites, applications or services operated by Ace stores, most of which are independently owned and operated, although some may be owned by Ace affiliates.

Note for Non-U.S. Visitors: The Services and the products offered are intended only for residents of the fifty (50) United States and the District of Columbia and are not directed to individuals residing outside the United States, who may be subject to different privacy laws. If you reside outside the United States, do not access or use the Services.

If you have any questions regarding this Privacy Policy, please contact our Customer Care Department by phone at 888-827-4223.

### **What Does the Privacy Policy Include?**

- Services are defined as:
  - Online Services - including but not limited to our websites, mobile applications, other online, digital and mobile services, applications and platforms that link to this Privacy Policy or on which this Privacy Policy appears, as well as the content, features, and software available on them, including online communications through or related to the Online Services, and
  - Offline Services - certain offline services including but not limited to offline communications through our Customer Care Department in connection with the Online Services, Ace Rewards, and Business-to-Business accounts, and
  - Ace Rewards – both in store through point-of-sale systems and via the Online Services, and
  - Business-to-Business accounts, and
  - Communications with Prospective Retailers, and

- Our SavingSource programs.

By using the Online Services, you are agreeing to the [Terms of Use](#) which are incorporated by reference.

[Additional Terms](#). Additional policies, guidelines, FAQs, rules, click-through agreements, and other terms and conditions may apply to certain portions of the Online Services or certain content, features, products, and services available on the Online Services (collectively, "Additional Terms"). These Additional Terms include, without limitation:

- [Ace Rewards® Program Terms and Conditions](#)
- [Ace Gift Card Terms and Conditions](#)
- [Customer Service policies](#), including our 30-Day Return Policy and
- Official Rules for contests and sweepstakes.

### **What Type of Information Do We Collect and How Do We Collect It?**

We may collect information to deliver the products and Services you request, to help improve your shopping experience, and to support our business functions. We may collect information from you in a variety of ways when you interact with Ace stores and Services.

### **What Information Do We Collect?**

We may collect the following categories of personal information. Not all categories may be collected about every individual:

- Personal identifiers, such as name and address
- Device and online identifiers and related information, such as telephone number and email address
- Internet, application, and network activity, such as cookie IDs and browser visits
- Demographic information, such as age, month and year of birth
- Financial information, such as credit and debit card numbers and claims information
- Characteristics of protected classifications under state or federal law, such as gender and nationality
- Purchase history information, such as products you have bought, rented, and returned
- Location information, such as geo-location information
- Audio, visual, and other sensory information, such as audio and video recordings
- Individual preferences and characteristics, such as inferences related to shopping patterns and behaviors
- Education level, gender, marital status, household income, and other personal information.

### **How Do We Collect Information?**

We collect information from you in a variety of ways. It may be:

- Provided directly by you or a member of your household
- Collected from a device associated with you or your household
- Collected through your use of social networks
- Collected on behalf of Ace by our marketing vendors
- Collected on behalf of Ace by our product vendors
- Collected through in-store technology
- Collected by Ace stores
- Collected from other technologies
- Collected from an external third-party source.

Our goal is to limit the information we collect to the information needed to support our business.

#### Information Provided Directly by You or a Member of Your Household

You actively share information with us in various ways when you utilize the Services. For example, you may share information when you:

- Make an in-store or online purchase, or other transaction, with us or an Ace store
- Create an account on one of our websites or mobile services
- Use a mobile shopping list
- Participate in our programs, such as Ace Rewards
- Request customer service or contact us
- Participate in live chats
- Post a review or comment on one of our social media pages, or post a rating, review or other user-generated content on one of our websites or mobile services
- Participate in a contest, sweepstake, promotion, or survey, or
- Use features of our websites and mobile services that may ask you to grant us access to the camera or microphone on your computer or mobile device (such as voice search or scanning bar codes).

When you engage in these activities, you may share different types of personal information with us.

#### Information Collected from a Device Associated with You or Your Household

You also passively provide us information in other ways through technology. Some of this information may be linked to you personally. This information helps our websites and mobile services work correctly and supports our customer marketing and analytics efforts – our work to understand our customers’ needs and provide information about our products and services. Here are some examples:

- **Device Information:** We may collect technical information when you use the Services. This may include information such as Internet Protocol (IP) address, the type of mobile device you use, your device operating system and browser type, a unique device identifier, the address of referring websites, the path you take through our websites, and other information about your session on our websites.

- **Device Camera and Microphone:** Some of the features of the Services may require access to the camera or microphone of your computer or mobile device. You must give your permission before we access your device's camera or microphone, and you can adjust the settings of your device at any time to control access to your camera or microphone.
- **Do Not Track Signals:** Although your browser may deliver a Do Not Track signal to the Services, at present Ace does not respond to such signals.
- **Precise Device Location Information:** We may collect information about your location when your device is set to provide location information. For example, your device's GPS signal allows us to show you the nearest Ace stores. Other examples include allowing us to know when you are about to arrive to pick up your online pickup order after you check in. We may be able to recognize the location of a mobile device in stores where we provide customers free Wi-Fi access or through the use of Bluetooth technology.

We use your IP address to derive information regarding your location (such as longitude and latitude) including Google MAPS. For more information about Google's privacy policies, please visit <http://www.google.com/policies/privacy>. If you access or use our Services from a mobile device, we may collect geolocation information from your mobile device, but only with your authorization. Location information is used to assign you to a local Ace store and to customize certain features of the Services, such as the store locator feature, local advertising, and product selection, availability and pricing. We may also use this information to send push notifications customized to your location if you have authorized us to send them to your mobile device. Push notifications, which appear on the screen of your mobile device in the form of a badge, alert, or banner, allow mobile applications to send information to your mobile device even when the application is not in use. You may choose to receive push notifications without consenting to the collection of geolocation information, but the messages you receive will not be customized for your location. Your mobile device's operating system may store your authorization to provide us with information regarding your location. While your authorization is active, if you access or request location-based services from our Services, your mobile device will provide us with your location without additional authorization from you. If you would like to disable location services in connection with our mobile website, please consult your mobile device's user guide for instructions on clearing cookies. If you would like to disable location services and/or push notifications in connection with our mobile app, adjust your mobile device settings according to the instructions in your mobile device's user guide.

- **Mobile Device Location:** Some of our mobile services may use your device's location information. You can adjust the location settings of your mobile device at any time to control whether your device communicates this information. See your device instructions to learn more about these settings. In addition, we may offer you controls on our use of your mobile location information.
- **Cookies and Other Technologies:** Like many online services, we may collect and store certain information automatically whenever you interact with our Services. For

example, we may collect your IP address, browser and device information, including operating system, application software, and reference site domain name, every time you access or use the Services. We also collect information regarding customer traffic patterns and usage and mobile application usage data. We may use this information in combination with other information we have about you, including personal information.

Ace uses cookies, which are small data files created by a web server and stored by your browser. We also use pixel tags, which are tiny graphic images, also known as web beacons, action tags, or transparent GIF files. Cookies and pixel tags permit the Services to function properly. For example, they help us to identify account holders and Ace Rewards members and to optimize the log-in, account management, and shopping experience. They also allow us to hold selections in a shopping cart when a user leaves without checking out. In addition, we may use cookies and other technologies to store your preferences and provide a personalized experience on the Services. Sharing through cookies may be deemed a sale under the California Consumer Privacy Act. To opt-out of the sharing, see [Do Not Sell My Personal Information](#) and the further information provided below.

If you do not want cookies to be dropped on your device, you can adjust the setting of your Internet browser to reject the setting of all or some cookies and to alert you when a cookie is placed on your device. For further information about how to do so, please refer to your browser 'help', 'tool', or 'edit' section or see [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note that if you use your browser settings to block all cookies, including strictly necessary cookies, you may not be able to access or use all or parts of the functionalities of the Ace websites. [Click here to manage cookie settings](#).

If you want to remove previously stored cookies, you can manually delete the cookies at any time. However, this will not prevent the Ace websites from placing further cookies on your device unless and until you adjust your Internet browser setting as described above.

- **Analytics:** Ace may also use cookies and other technologies to implement analytics tools, including, but not limited to, Google Analytics, that help us understand how the Services are performing, how you engage with the Services, and how you interact with our advertisements and communications. The information we collect using Google Analytics, which may be shared with Google, doesn't include names or contact information, but may include Ace Rewards membership ID numbers, IP addresses, and activity on the Services. For more information on your privacy choices in connection with Google Analytics, including the Google Analytics Browser Opt-Out Add On, please visit the Google website at: <https://www.google.com/policies/privacy/partners/>.
- **Session Recording:** We may use session recording software, in order to better understand our users' needs and to optimize the Services and experience.

Hotjar is a technology service that helps us better understand our users' experience (e.g.

how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain the Services with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf. For further details, please see the 'about Hotjar' section of [Hotjar's support site](#).

- **Interest-Based Advertising:** We and our advertising vendors may use online technologies, including cookies and pixel tags, to collect information about your online activities over time and across third-party websites and platforms. These technologies enable us or our vendors, including Google, to recognize a unique cookie or pixel tag placed by us or our vendors when you accessed the Services or by an entity when you visited a non-affiliated website or platform. This information is used to manage advertising effectiveness and provide you with online advertisements, including advertisements on unaffiliated websites and platforms, more likely to be of interest to you. These technologies also allow us to learn which advertisements bring users to our Services and to manage affiliate advertising.

For more information about interest-based advertising (often referred to as online behavioral advertising or targeted advertising) and how to manage your preferences for interest-based ads, please visit the following third-party websites:

- To opt out of receiving interest-based advertisements from members of the Digital Advertising Alliance (DAA), please visit the DAA website at: [www.aboutads.info/choices](http://www.aboutads.info/choices)
- To opt out of receiving interest-based advertisements from members of the Network Advertising Initiative (NAI), please visit the NAI website at: [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices).

Please note that these opt-out mechanisms are browser and device specific. If you wish to opt-out of interest-based advertising across all browsers and devices, you need to visit the above websites from each browser and device you use. Please consult your device's user guide or visit the Google Play Support Center or the Apple Support Center for more information on managing interest-based advertisements in a mobile environment. Please be aware that if you opt out of receiving interest-based advertising, you will still be served with advertisements, but they will no longer be targeted to your interests.

#### Information We Collect Through In-Store Technology

We may collect your personal information from technology used in Ace stores, such as facility cameras. Ace stores may operate cameras in-store for security and operational purposes, for example, to help improve the design of Ace stores to better serve our customers.

### Ace Stores

Please note that most Ace stores are independently owned and operated, although some stores are owned by Ace affiliates. We may collect information from Ace stores, particularly when we collaborate in providing the Services to you, such as Ace Rewards. For example, we may collect certain personal information from an Ace store in order to provide delivery services that you may request through the Services. We also may collect information from Ace stores in order to provide local offers and promotions that might interest you. These Ace stores may also be authorized to use your personal information in the manner described in this Policy. Please note: Ace stores independently may have their own data collection and use practices that are not governed by this Policy.

### Information We Collect from External Third-Party Sources

We may receive information about you from other sources to help us correct or supplement our records, improve the quality or personalization of the Services and marketing to you, and prevent or detect fraud. Third parties may collect user data directly from you for their own use and subject to their own privacy policies.

- **Social Networks**

When you upload or share a photo, submit a request, submit information, or post other digital content via social media interactions on third-party websites like Facebook, Instagram, Pinterest or Twitter, that data may be collected by Ace in connection with the Services. Please be advised that user-generated content and other information you post or share with these platforms and networks, and any information gathered by the platforms and networks, will be governed by the privacy policy and terms of use of the applicable platform or network and not by this Privacy Policy. Please remember that any information you disclose in this manner will be publicly available. We encourage you to read the privacy policy and terms of use posted on each and every website, application, platform, network, or service that you access or use.

We may also collect information about you from social media platforms and networks if you post content publicly or to our social media account (e.g. by using a hashtag) or if you post content to third-party social media hosts such as Facebook, Twitter, Pinterest, and Instagram.

- **Social Media Widgets**

Our website and mobile application may include social media features, such as Instagram, Facebook, and Twitter widgets. These features may collect electronic and other internet activity information, such as your IP address and which page you are visiting on our website or mobile application. These widgets may set a cookie or utilize other tracking technologies to accomplish this. Social media features and widgets are hosted by a third party and your interactions with those features are governed by the privacy policies of the companies that provide them. Such sharing through cookies may be deemed a sale under the California Consumer Privacy Act. To opt-out of the sharing, see Do Not Sell My Personal Information. To learn about the types of cookies we use, please see the section of this policy regarding cookies.

- **Marketing Vendors**

We may collect information from our marketing vendors about your preferences, interests and trends in order to enhance your experience with our Services.

### **How Do We Use Your Personal Information?**

We use your personal information to provide you products and Services, such as to fulfill your requests for products or to help us personalize our Services and marketing to you. We also may use your personal information to support our business functions, such as fraud prevention, marketing, and legal functions. Some examples may include:

- To fulfill your order or requests for Services and provide customer service
- To create and maintain your account
- To conduct auditing and monitoring of transactions and engagement
- To conduct personalization and third-party advertising
- To protect the security and integrity of our Services and our business
- To update our operational and technical functionality
- To conduct business analysis, such as analytics, projections, or identifying areas for operational improvement
- To conduct research and development.

Ace may combine information, collected online and offline, including information from third party sources. Ace also may transfer or share your personal information within our corporate family of companies and Ace stores for these purposes, as permitted by law.

### **With Whom Do We Share Your Personal Information Outside of Ace Hardware Corporation?**



We are careful to share your personal information in ways that respect your privacy and only as described in this Policy. We do not sell or rent your personal information to others for money. All of the categories of personal information that we collect have been shared with other companies, including those within our corporate family and Ace stores, for a business purpose. We may share your personal information in the following circumstances:

### **Ace Affiliates**

Ace may transfer personal information to its subsidiaries and corporate affiliates, including future subsidiaries and affiliates.

### **Ace Stores**

Ace may share personal information with Ace stores in order to facilitate shipping, delivery, and assembly services related to purchases made on the Services, to assist in the resolution of disputes or customer service issues, to facilitate your membership in the Ace Rewards Program, and to enable Ace stores to conduct their own marketing activities. Please note that most Ace stores are independently owned and operated, although some stores are owned by Ace affiliates. Additionally, Ace stores independently may have their own data collection and use practices that are not governed by this Policy.

### **Service Providers**

We engage service providers to perform services in connection with the operation of our business. Examples of these services include, but are not limited to:

- Operation of our Services
- Management of customer accounts and Ace Rewards accounts
- Payment processing and authorization
- Fraud protection and credit risk reduction
- Product customization, order fulfillment and shipping
- Gift card processing and management
- Market research
- Advertising, affiliated advertising, marketing and promotional activities, and communications
- Sweepstakes and contest administration and fulfillment
- Services evaluation
- Data analysis and data cleansing.

### **Social Media and Advertising Platforms**

We may use social media and advertising platforms, such as Facebook® and Google, to serve advertisements to you or to third parties that the platform determines are similar to you. In order to offer these ads, we may share your personal information, such as email addresses or phone numbers, in

hashed or unhashed format, with the platform provider, which can match this information to a particular platform user.

## **Marketing**

We may make your personal information, together with information regarding your preferences, activity, purchases, and demographics, available to affiliates and Ace stores for purposes of conducting marketing activities on behalf of Ace, the affiliates, Ace stores, and/or or any other service providers.

## **Information We Share with External Third Parties**

To deliver information about products and Services that may be of interest to you, we may share information with other companies, such as publishers, advertisers and measurement analytics providers. For example, we may share device-related data (such as device identifier, type of device, IP address, cookies and other information associated with your browsing and app usage) and individual preferences and characteristics (such as insights and inferences related to shopping patterns and behaviors). This information does not identify you directly but is necessary to personalize the advertisements you receive. Ace does not receive payment for this information.

## **Deidentified and Aggregated Personal Information**

Ace continually strives to make customer shopping experiences more relevant and with less friction and may offer related services and insights to its suppliers and others. As a result, Ace may share with others, insights that combine information from many customers in ways that do not directly identify you. For example, Ace may combine anonymous customer shopping history with that of other customers to deliver generalized insights to Ace's suppliers. These insights do not identify individual customers. This information helps Ace suppliers provide products and services relevant to Ace customers.

## **Legal Requirements and Protection of Our Company and Others**

We may share your personal information in other special circumstances, which include situations when sharing is required by law, or we believe sharing will help to protect the safety, property, or rights of Ace, our customers, our associates, or other persons. Examples may include:

- Protecting the health or safety of customers;
- Addressing crimes committed on Ace property;
- Identifying and addressing fraud or financial risk;
- Providing personal information from cameras to law enforcement;
- Responding to a search warrant or other valid legal inquiry; and
- Responding to an investigative body in the case of a breach of an agreement or violation of law.

We may also disclose personal information to enforce this Privacy Policy and the Terms of Use, to troubleshoot problems, and resolve disputes (including, without limitation, in connection with litigation

or arbitration of any dispute between you and Ace or to assist us in the collection of amounts owed by you to us).

### **Sale, Transfer or Reorganization of Business**

We reserve the right to transfer your personal information in connection with the sale or transfer of all or a portion of the business or assets of Ace or Ace affiliates to an entity in the event of a corporate transaction.

### **When You Authorize Us**

In addition to the foregoing circumstances, we may share your personal information when you authorize us to do so.

### **Business-to-Business Accounts**

The practices described in this Privacy Policy also govern the creation and use of business-to-business accounts on Ace's business-to-business website and through Ace's B2B program. Please note: Ace stores independently may have their own data collection and use practices that are not governed by this Policy.

### **What Steps Are Taken to Keep Personal Information Secure?**

We use various security measures to protect personal information that we collect. However, we cannot guarantee that your personal information will be secure from disclosure or misuse, either by accident or by unauthorized access or use.

In order to help protect your personal information, you should keep your account usernames and passwords secure and not provide them to others. If we request that you re-set your username and/or password, please do so promptly. If you wish to cancel a username or password, or if you become aware of any loss, theft or unauthorized use of a username or password, please contact our Customer Care Department by phone at 888-827-4223.

### **How Can I Access, Correct and Update Personal Information?**

If you are an account holder, you can access, correct, and update certain personal information by accessing your account through the Services, by clicking on the Sign In/Register button located on the acehardware.com home page. If you are an account holder with an Ace Rewards membership, you can update your Ace Rewards profile by linking your Ace Rewards account to your online account. You can also update certain personal information by contacting our Customer Care department by phone at 888-827-4223. Please note that you may not be able to access or update all information we have about you.

### **Can I Indicate Whether or Not I Want to Receive Promotional Communications?**

There are several ways in which you can tell us whether or not you want to receive promotional communications from us. If you indicate you would like to stop receiving promotional emails, you may still receive emails relating to orders, earned rewards, and program updates.

If you are an AceHardware.com account holder, you can indicate email preferences by accessing your account through the Services. If you place an order through the Services, you will have an opportunity to make or change your selections in this regard.

You also will have an opportunity to indicate your preferences by clicking on an "unsubscribe" hyperlink contained in promotional emails we send you or following the "unsubscribe" instructions in a notification or other message type. Even if you unsubscribe from our emails, you may continue to receive promotional emails from Ace stores. To unsubscribe from promotional email communications from an Ace store, please follow the instructions for unsubscribing in the store's email.

If you have downloaded the Ace Hardware mobile app, you can indicate your preferences by navigating to the "Personal Details" section of your profile and unchecking the "Email me offers and helpful tips" box.

If you no longer wish to receive push notifications on your mobile device, please consult your mobile device's user guide for instructions on how to disable push notifications.

We use an opt-in standard for automated phone and text messages. Opt-in means we will only conduct the activity with your affirmative consent.

### **What Happens When I Link to or From Another Web Site or Use Social Media or Product Review Features?**

Other Ace websites, applications and digital services may be governed by different privacy policies. Please read the privacy policy posted on each Ace website, application, or other digital service that you visit to understand the information collection, use and sharing practices that apply.

Our Services may contain links to other websites, applications or services operated by others. Please be advised that the practices described in this Privacy Policy do not apply to information gathered through these other websites, applications, or services, including websites, applications or services operated by Ace stores, most of which are independently owned and operated, although some may be owned by Ace affiliates.

If you have accessed our Services through a link from some of our advertising or marketing partners, our Services may include a frame of the applicable advertising or marketing partner. Nevertheless, the information you provide to us through these framed web pages is collected by us, and our use of this information is governed by this Privacy Policy.

Our Services offer you the ability to interact with social media platforms, such as Facebook®, Twitter®, and Instagram®, and social commerce networks, such as PowerReviews. Please be advised that product reviews, user-generated content, and other information you post or share with these platforms and

networks, and any information gathered by the platforms and networks, will be governed by the Privacy Policy and terms of use of the applicable platform or network and not by this Privacy Policy. Please remember that any information you disclose in this manner will be publicly available. For example, any content you submit in connection with a product review may be posted on publicly facing third-party websites in the PowerReviews network.

We encourage you to read the Privacy Policy and terms of use posted on each and every website, application, platform, network, or service that you access or use.

### **What About Contests and Sweepstakes?**

When we run a contest or sweepstakes through our Services, it will be accompanied by a set of rules. If our use of your personal information gathered in connection with the contest or sweepstakes entry process is different from the terms of this Privacy Policy, the rules for such contest/sweepstakes will specify how that information will be used. If you win a contest or sweepstakes, additional provisions regarding the use of your personal information may be included in required winner's affidavits and releases.

### **How Will I Be Informed About Changes Regarding This Privacy Policy?**

We may change this Privacy Policy from time to time without prior notice. Revised versions of this Privacy Policy will be posted on this page, together with an updated effective date. You should check this page periodically to see if any recent changes to this Privacy Policy have occurred. In some cases, we may post a notice of the revision on the Services and/or send an email or other communication notifying users of the changes. By downloading, installing, accessing, or using any of our Services after we post any such changes, you agree to the terms of the Privacy Policy as modified.

### **Is Information Collected from Children?**

The Services are intended for adults. We do not sell any items ordered through our Services directly to anyone who we know to be under the age of 18. If you are under the age of 18, you should not enroll in the Ace Rewards program or use our Services to submit orders or purchase any items. In addition, we do not collect online any personal information from anyone who we know to be under the age of 13. If you are under the age of 13, you should use our Services only with the involvement of a parent or guardian and should not submit any personal information of any kind to us.

California minors (under 18 years of age) may in certain circumstances request and obtain removal of content or information they posted to the Services. If you are a California minor, you may make a removal request by contacting us by phone at 888-827-4223.

We do not sell information about persons who we know to be under the age of 18.

### **California**

Additional Information for California Residents

The following provides information for California residents, as required under California privacy laws, including the California Consumer Privacy Act ("CCPA"). California privacy laws require that we provide California residents information about how we use their personal information, whether collected online or offline, and this portion of our Privacy Policy is intended to satisfy that requirement.

Under the CCPA, "personal information" is any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household. Please note that this definition of personal information applies to only this section of our Privacy Policy.

### California Residents' Rights

California law grants California residents' certain rights and imposes restrictions on particular business practices as set forth below.

**Right to Opt-Out.** California residents have the right to opt-out of our sale of their personal information. Opt-out rights can be exercised on our [Do Not Sell My Personal Information webform](#) at AceHardware.com, by calling the Care Center at 888-827-4223 or by completing and mailing in a form at a California retail location. California's definition of sale is broad and encompasses many types of data transfers. **However, we do not "sell" any consumer data in the traditional sense for monetary compensation.**

**Notice at Collection.** We are required to notify California residents, at or before the point of collection of their personal information, the categories of personal information collected and the purposes for which such information is used.

### Categories of Personal Information We Disclose to Each Type of Third Party

We may share your personal information with certain categories of third parties, as described below. California's definition of sale is broad and encompasses many types of data transfers. However, we do not "sell" any consumer data in the traditional sense for monetary compensation.

Categories of Personal Information	Do we collect?	Do we disclose for business purposes?	Do we sell?	Categories of Third Parties to Whom Personal Information was Sold or Disclosed for a Business Purpose
<b>NAME, CONTACT INFORMATION AND IDENTIFIERS:</b> Identifiers such as a real name, alias, postal	YES	YES	YES	Business to Business Companies, Communication Services Companies, Consumer Services Companies, Data Analytics

address, unique personal identifier, online identifier, Internet Protocol (IP) address, email address, account name, or other similar identifiers.

Providers, Operating Systems and Platforms, Social Networks, Consumer Data Resellers, Financial Services Companies, Lifestyle & Interest Product Companies, Manufacturing Companies, Technology/Computer Software Companies, Telecommunications Companies, Affiliates not under the Ace brand, Advertising Networks, and Internet Service Providers

**CUSTOMER**

**RECORDS:** Paper and electronic customer records containing personal information, such as name, address, email address, and telephone number.

YES

YES

YES

Business to Business Companies, Communication Services Companies, Consumer Services Companies, Data Analytics Providers, Operating Systems and Platforms, Social Networks, Consumer Data Resellers, Financial Services Companies, Lifestyle & Interest Product Companies, Manufacturing Companies, Technology/Computer Software Companies, Telecommunications Companies, Affiliates not under the Ace brand, Advertising Networks, and Internet Service Providers

**PURCHASE HISTORY AND**

**TENDENCIES:** Commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

YES

YES

YES

Business to Business Companies, Communication Services Companies, Consumer Services Companies, Data Analytics Providers, Operating Systems and Platforms, Social Networks, Consumer Data Resellers, Financial Services Companies, Lifestyle & Interest Product Companies, Manufacturing Companies, Technology/Computer Software

**USAGE DATA:** Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a resident's interaction with an internet website, application, or advertisement.

YES

YES

YES

Companies, Telecommunications Companies, Affiliates not under the Ace brand, Advertising Networks, and Internet Service Providers

Business to Business Companies, Communication Services Companies, Consumer Services Companies, Data Analytics Providers, Operating Systems and Platforms, Social Networks, Consumer Data Resellers, Financial Services Companies, Lifestyle & Interest Product Companies, Manufacturing Companies, Technology/Computer Software Companies, Telecommunications Companies, Affiliates not under the Ace brand, Advertising Networks, and Internet Service Providers

**GEOLOCATION DATA:** Precise geographic location information about a particular individual or device

YES

YES

YES

Business to Business Companies, Communication Services Companies, Consumer Services Companies, Data Analytics Providers, Operating Systems and Platforms, Social Networks, Consumer Data Resellers, Financial Services Companies, Lifestyle & Interest Product Companies, Manufacturing Companies, Technology/Computer Software Companies, Telecommunications Companies, Affiliates not under the Ace brand, Advertising Networks, and Internet Service Providers



<b>AUDIO/VISUAL:</b> Audio, image metadata, and electronic information.	YES	YES	YES	Data Analytics Providers, Technology/Computer Software Companies
<b>PROFILES AND INFERENCES:</b> Inferences drawn from any of the information identified above to create a profile about a resident reflecting the resident’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES	YES	YES	Business to Business Companies, Communication Services Companies, Consumer Services Companies, Data Analytics Providers, Operating Systems and Platforms, Social Networks, Consumer Data Resellers, Financial Services Companies, Lifestyle & Interest Product Companies, Manufacturing Companies, Technology/Computer Software Companies, Telecommunications Companies, Affiliates not under the Ace brand, Advertising Networks, and Internet Service Providers

**Verifiable Requests to Delete, and Requests to Know.** Subject to certain exceptions, California residents have the right to make the following requests, at no charge, up to twice every 12 months:

Right of Deletion: California residents have the right to request deletion of their personal information that we have collected about them, subject to certain exemptions, and to have such personal information deleted, except where necessary for any of a list of exempt purposes.

Right to Know – Right to a Copy: California residents have the right to request a copy of the specific pieces of personal information that we have collected about them in the prior 12 months and to have this delivered, free of charge, either (a) by mail or (b) electronically in a portable and, to the extent technically feasible, readily useable format that allows the individual to transmit this information to another entity without hindrance.

Right to Know – Right to Information: California residents have the right to request that we provide them certain information about how we have handled their personal information in the prior 12 months, including the:

- categories of personal information collected
- categories of sources of personal information
- business and/or commercial purposes for collecting and selling their personal information

- categories of third parties with whom we have disclosed or shared their personal information
- categories of personal information that we have disclosed or shared with a third party for a business purpose
- categories of personal information collected, and
- categories of third parties to whom the residents' personal information has been sold and the specific categories of personal information sold to each category of third party.

**Submitting Requests.** Requests to exercise the right of deletion, right to a copy, and/or the right to information may be submitted on our Do Not Sell My Personal Information webform at [AceHardware.com](https://www.acehardware.com) as well as, by contacting Customer Care at 888-827-4223 or by completing a form in Ace stores. We will respond to verifiable requests received from California consumers as required by law.

**Authorized Agent Requests.** An authorized agent is a person or business who has authorization to request to know what personal information we have about you, to delete the personal information we have about you, or to opt-out of the sale of personal information on behalf of a California resident. Authorized agents use the same links described above to submit requests.

If you are submitting a request on behalf of another person, we require a valid power of attorney, affidavit for authorization, and/or other documentation demonstrating your authority to submit this request. This can be a letter or other documentation signed by the California resident authorizing you to submit this request. Ace reserves the right to contact the consumer directly to verify their identity as well as ensure that they have elected an authorized agent.

**Right to Non-Discrimination.** The CCPA prohibits discrimination against California residents for exercising their rights under the CCPA.

California's "Shine the Light"

Under California's "Shine the Light" law, California residents who provide personal information when obtaining products or services for personal, family, or household use are entitled to request and obtain from Ace certain information about the personal information we share, if any, with other businesses for their own direct marketing uses. To obtain this information, please contact our Customer Care Department by phone at 888-827-4223. Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response.

### **Additional Information for Nevada Residents**

Nevada residents have the right to opt-out of our sale of their personal information. Opt-out rights can be exercised on our [Do Not Sell My Personal Information webform](https://www.acehardware.com) at [AceHardware.com](https://www.acehardware.com) or by calling the Care Center at 888-827-4223.