



PRIVACY POLICY

Last Updated April 7, 2020

Your privacy is important to us, and we take it seriously. We provide this Privacy Policy to explain how Hoffman & Hoffman, Inc. (“we,” “us,” or “our”) collects, uses, and discloses your information.

What This Policy Covers

This Privacy Policy applies to www.hoffman-hoffman.com and all related websites and subdomains, including www.hbtech.com, www.hoffmech.com, and www.heattransfersales.com (our “Websites”), related to the operations of Hoffman & Hoffman and its affiliated companies, including Hoffman Building Technologies, Inc., Hoffman Mechanical Solutions, Inc. and Heat Transfer Sales, LLC (our “Services”).

This Privacy Policy applies to information we collect online from or about users of our Websites or Services. Our Websites may contain links to other websites that we do not operate or control. This Privacy Policy does not apply to the information practices of any third-party whose website may be accessible through our Websites, or to any third-party websites on which we advertise.

This Privacy Policy is incorporated in our Terms of Use, which govern the use of our Websites. You can review our Terms of Use at <https://www.hoffman-hoffman.com/wp-content/uploads/2020/04/Hoffman-Website-Terms-of-Use-FINAL-2020.04.07-.pdf>.

Information We Collect

Information You Provide To Us

We collect information you provide directly to us, such as when you fill out a form, send us an email, or request information. The types of information we collect may include your name and your contact information (email address and phone number).

Information We Collect Automatically

You can browse our Websites without telling us who you are or revealing your personally identifying information. But like most websites, we collect usage information automatically from all visitors to our Websites. Usage information may include your IP address or other unique device identifier; your web browser and operating system; the date and time of your visit; the pages from which you navigate



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to and from our Websites or the search terms that lead you to our Websites; and the pages on our Websites you visit and how long you stay on each page.

Information Collected by Third Parties

As you navigate our Websites, please be aware that third parties may be able to gather information from and about you. For example, companies offering services or products through links on our Websites may use “cookies” to collect and use information about you and may collect information that you submit. In these cases, those third parties will use such information in accordance with their own privacy policies.

Google Analytics

We use Google Analytics to collect information such as how often users visit our Websites, what pages they visit when they do so, and what other sites they used prior to coming to our Websites. We use this information to improve our Websites. Because we have integrated Google Analytics, certain information is shared with Google, such as the URL of the page you are visiting and your IP address. Google may also set cookies on your browser or read cookies that are already there. For more information about how Google uses information from sites or apps that use its services, please visit policies.google.com/technologies/partner-sites.

How We Use Your Information

We will not sell or rent your personal information to anyone. However, we may use information that you provide to us or that we collect automatically for various purposes, including:

- To administer, operate, and improve our Websites and Services;
- To respond to an email, inquiry, or request sent by you;
- To process a transaction;
- To send periodic emails providing you with information you request or that we think may be of interest to you. You may opt out of such communications at any time by following the instructions in each communication;
- To enable trusted third-party service providers to help us provide, improve, protect, or promote our Websites or Services;
- To prevent fraud and to ensure the safety and security of our Websites;



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- To comply with a legal obligation, such as responding to a subpoena or a court order, or to protect our rights.

In addition, we may disclose your information, including your personally identifying information, as part of a merger, acquisition, debt financing, sale of company assets, or similar transaction, as well as in the event of an insolvency, bankruptcy, or receivership, in which information about our users may be treated as a business asset.

Children’s Information

Our Websites are not directed to children under the age of 16, and we do not knowingly collect, use, or disclose personal information from children under the age of 16, either directly or via any other website or online service. If you have reason to believe that a child under the age of 16 has provided personal information to us, please contact us, and we will endeavor to delete that information from our databases.

Cookies

We use “cookies” and similar technologies (such as web beacons and pixels) on our websites. A cookie is a small data file that is placed on your computer when you visit a website, enabling the website provider to recognize your browser and capture and remember certain information. We use cookies to improve your access to our Websites. Cookies also help us identify the interests of visitors to our Websites so we can provide more customized content. Cookies can also be used to collect general usage and aggregated statistical information.

Most browsers can be set to detect cookies and give you an opportunity to reject them. You should be aware that refusing cookies may inhibit or preclude your use of our Websites. You can learn more about cookies at this website: www.allaboutcookies.org.

“Do Not Track”

“Do Not Track” (DNT) is a setting available in most web browsers setting that asks a web application to disable its tracking of an individual user. There is currently no consensus yet on how companies should respond to DNT signals. At this time, we do not respond to DNT signals. You can learn more about DNT by visiting <https://allaboutdnt.com>.

How We Protect Your Information

We have adopted reasonable and appropriate physical and electronic safeguards to protect your personal information from unauthorized access, loss, or modification. Unfortunately, no data transmitted or accessible over the internet can be guaranteed to be 100% secure. As



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a result, while we strive to protect your personal information, we cannot warrant your information will be completely secure from loss, whether due to inadvertence, acts of malicious outsiders, or a failure of hardware or software.

Correcting Your Information

Please help us keep your information current by notifying us of changes to your name or contact information. You may correct your information by sending a request to marketing@hoffman-hoffman.com. Where applicable, law provides a “right to be forgotten.” You may also ask us to remove your information from our systems. We will use our best efforts to comply with your request within 30 days. However, we cannot promise to remove you from any list or database we don’t control.

Changes to this Policy

We may occasionally update this Privacy Policy. When we do, we will also revise the “last updated” date at the top of this page. We encourage you to periodically check this page to stay informed about how we collect, use, and disclose your information.

Contact Us

If you have any questions or concerns regarding this Privacy Policy or our data collection practices, please contact us as follows:

Hoffman & Hoffman, Inc.
Attention: Legal Department
3816 Patterson Street
Greensboro, NC 27407