

Privacy Policy

Effective Date: July 12, 2024

In this Privacy Policy ("**Policy**"), we describe the information that America's Swimming Pool Co., a member of the Authority Brands, Inc. [family of companies](#) (collectively "**we**" or "**us**"), may collect, use, and disclose about visitors to the website that links to this Policy (the "**Site**"). We are composed of multiple locations, each of which is independently owned and operated by a franchisee that has entered into a franchise agreement allowing it to use America's Swimming Pool Co..

By visiting or using the Site, you acknowledge that your use of our Site, and any dispute over privacy, is subject to this Policy, including its applicable limitations on damages and the resolution of disputes. Note that if you execute a subsequent agreement with America's Swimming Pool Co. that agreement may modify these terms and conditions.

The Information We Collect About You

We collect information about you directly from you, from other entities, and automatically through your access or use of our Site.

This Policy also applies to certain information we collect from the users of any mobile applications that link to this Policy (the "**App**"). For users of the App, we collect App Data (defined below). This Policy applies to App Data as well.

Information We Collect Directly From You

The information we collect from you depends on how you use our Site, App and/or the services. For example, if you request a quote through our Site, we will collect your contact information (typically, name, email, country, state/province, phone number, company) and a description of the service in which you are interested. If you participate in a contest, we will obtain your entry information (contact information) and any pictures, videos, captions, or other information that you may choose to submit to us for purposes of the contest entry. We also will collect any other information that you choose to provide to us in your communications with us.

Information We Collect From Other Entities

- **Our Franchisees.** If you request a service through one of our franchisee's websites, whether online or over the phone, we will receive a copy of your contact information and the service that you have scheduled with the franchisee.
- **Marketing Companies.** We obtain prospective contact lists from non-affiliated marketing companies.
- **Social Network Platforms.** If you tag us in a photo on a social network site and you enter a contest or promotion, we will collect the information that you have posted to that site unless you have made your posting "private." Please see the social networking site for information about their disclosure of information practices.
- **Advertising Networks, Operating Systems, Internet Service Providers, Analytics Providers.** We may collect information automatically about you and your interaction with our Site and/or our App from these entities. See below for additional information.
- **Financial Institutions.** If you request a loan for a product, we may obtain information from the financial institution about your approval.

Information We Collect Automatically

We use cookies, web beacons, and other technologies to automatically collect information about your use of our Site, including:

- domain name;
- your browser type and operating system;
- web pages you view on the Site;
- links you click on the Site;
- your IP address;
- general location information;
- the length of time you visit our Site and use our services;
- the referring URL, or the webpage that led you to our Site.

We may obtain this information from operating systems and platforms, as well as from data analytics providers and internet service providers. We may, but do not typically, associate this with other information that we collect about you. Please see the section “**Cookies and Other Tracking Mechanisms**” below for more information.

How We Use Your Information

We use your information, including your personal information, for the following business or commercial purposes:

Service Provisioning/Transactional Purposes:

- To provide our services to you.
- To tailor the content and information that we may send or display to you, to offer general location customization, and personalized help and instructions, and to otherwise personalize your experiences while using the services.
- To administer the customer loyalty program (if established).

Customer Service Purposes:

- To communicate with you about your use of our services, to respond to your inquiries, and for other customer service purposes.

Marketing:

- To send marketing emails about: our products and services, including newsletters about our products and services; products and services of the other members of our family of companies, as noted at <https://www.authoritybrands.com/>). Should you choose to unsubscribe to emailing lists or any registrations, you can opt-out by following the “unsubscribe” link in any email or by contacting us at the information provided in the “Contact us” section of your jurisdiction. Please note that even if you have indicated your choice not to receive commercial emails from us, we may still communicate with you in connection with the services or products you ordered, in accordance with applicable laws. In addition, it may take several days for us to register a change of preference across all our systems.
- We may contact you by phone (with consent, if required by applicable law) about our products and services. If you provide consent to receiving phone calls from us, you represent that you are an authorized user and subscriber to that phone number.

Contests:

- To enter contests and promotions in accordance with your request (note that separate rules apply to our contests and are subject to applicable laws).

Advertising:

- To assist us in determining relevant advertising content and media.
- To evaluate the success of our advertising campaigns (including our online targeted advertising and offline promotional campaigns).
- See also our targeted advertising section discussed below.

Product Improvement/Research/Administration:

- To better understand how users access and use our services, both on an aggregated and individualized basis. For example, we will evaluate which features of our Site are more (or least) used by users, and we will use this information.
- To provide reports to our service providers, franchisees, members of our family of companies, regulators, and others.
- To implement and maintain security, anti-piracy, fraud prevention, and other services designed to protect you and us.
- To enforce this Privacy Policy, our Terms, and other policies.
- To administer surveys and questionnaires, such as for market research or customer satisfaction purposes.

Legal Purposes:

- To comply with legal obligations, as part of our general business operations, and for other business administration purposes.
- Where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of our Terms of Service or this Policy.

Other:

- As otherwise required or permitted by applicable laws.

How We Share Your Information

We may share your information, including personal information, to assist us in fulfilling any of the business and commercial purposes set forth above as follows:

- **Service Providers.** We disclose your information to service providers that perform functions on our behalf. These service providers are entities that assist us with administration, marketing, legal purposes, franchise owners of our brands, third party vendors we have contracted with to perform services for us and which you have requested, and any other purposes set forth above. Specific examples include, but are not limited to, service providers that host our website, provide services to you, handle our billing, and assist us with our marketing campaigns, contests, or other promotions.
- We may share your information within our family of companies (listed at <https://www.authoritybrands.com/>) so we may contact you regarding products and services that we think might be of interest to you.

- Other Visitors to our Website. Your username and any information that you post to our Site, including, without limitation, reviews, testimonials, comments, text, photos, and videos will be available to, and searchable by, all users of the Site and services.
- Social Networks. Our Site may include social media features and widgets, such as the LinkedIn, Twitter, and Facebook buttons, as well as other interactive mini-programs that run on our Site and services. These features may collect your IP address, which page you are visiting on our Site, and may set a cookie to enable the feature to function properly and for purposes. These features are displayed on our Site, but are hosted by third parties, and are subject to their own privacy policies, not this one. Your interactions with these features are governed by the privacy policy of the third party providing them.
- Advertising Networks. We share your information with advertising networks to assist us in advertising on and off our Site. Please see “**Ad Networks**” below for additional information.
- Analytics Providers. We share your information with analytics providers that assist us in evaluating use of our Site and services, and as described below.

For purposes of texting, we do not share your mobile phone number or your consent to SMS / texting with third parties seeking to market to you. For more information, please see **SMS Messaging Terms and Conditions** below.

We also disclose information in the following circumstances:

- Business Transfers. If we, including one or more members of our family of companies, are or may be acquired by, merged with, or invested in by another company, or 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 transfer the information we have collected from you to the other company, in accordance with applicable laws. As part of the business transfer process, we may share certain of your personal information with lenders, auditors, and advisors, including attorneys and consultants.
- In Response to Legal Process. We disclose your information, such as to law enforcement and our legal advisors, to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- To Protect Us and Others. We disclose your information when we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Service or this Policy, or as evidence in litigation in which we are involved.
- Aggregate and De-Identified Information. We may share aggregate, anonymized, or de-identified information about users – so that it does not directly or indirectly identify a particular user – for any purpose.

We may also communicate or share your personal information as required or authorized by applicable laws.

Our Use of Cookies and Other Tracking Mechanisms

We and our service providers may use cookies and other tracking mechanisms to track information about your use of our Site or services. We may combine this information with other personal information we collect from you (and our service providers may do so on our behalf).

Cookies. Cookies are alphanumeric identifiers that we transfer to your device’s hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate

our Site and services, while others are used to enable a faster log-in process or to allow us to track your activities at our Site and service. There are two types of cookies: session and persistent cookies.

- **Session Cookies.** Session cookies exist only during an online session. They disappear from your device when you close your browser or turn off your device. We may use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Site and services. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site and services.
- **Persistent Cookies.** Persistent cookies remain on your device after you have closed your browser or turned off your device. We may use persistent cookies to track aggregate and statistical information about user activity, and to display advertising both on our Site, services, and on websites of other entities.

Disabling Cookies. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site and services who disable cookies will be able to browse certain areas of the Site, but some features may not function.

Analytics. We may use automated devices and applications, such as Google Analytics, to evaluate usage of our Site. We may use these tools to help us improve the performance of our Site and our user's experience on our Site. These tools may use cookies and other tracking technologies, such as web beacons or local storage objects (LSOs), to perform their services. To learn more about Google's privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/>. You can also download the Google Analytics Opt-out Browser Add-on to prevent your data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

Cross-Device Use. We and our service providers, including Google, may use the information that we collect about you to help us and our service providers identify other devices that you use (e.g., a mobile phone, tablet, computer, etc.). We, and our service providers, also may use the cross-device use and other information we learn about you to serve targeted advertising on each of your devices and to send you emails. To opt-out of cross-device advertising, you may follow the instructions set forth in the Ad Networks section below. Please note: if you opt-out of these targeted advertising cookies, your opt-out will be specific to the web browser, app, or device from which you accessed the opt-out. If you use multiple devices or web browsers, you will need to opt-out each browser or device that you use.

Do-Not-Track. Currently, our systems do not recognize browser "do-not-track" requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies); you also may opt-out of targeted advertising by following the instructions in the Ad Network section.

Ad Networks

We may use network advertisers to serve advertisements on our Site and on non-affiliated websites or other media (e.g., social networking platforms). This enables us and these network advertisers to target advertisements to you for products and services in which you might be interested. Ad network providers, advertisers, sponsors and/or traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), and other tracking technologies to measure the effectiveness of their ads and to personalize advertising content to you. These cookies and other technologies are governed by each entity's specific privacy policy, not this one. We may provide these advertisers with information, including personal information, about you.

As noted above, we may disclose certain information (such as your hashed email address) to Facebook Custom Audiences (for more information on Facebook Custom Audience or to change your preferences, log into your Facebook [and search for ad preferences](#))—so that we can better target ads and content to you and others with similar ("Custom Audiences"). You may also control how Facebook and other third parties display certain ads to you, as explained further in their respective privacy policies or by using the opt-outs described below.

Users may opt out of many ad networks. For example, you may go to the Digital Advertising Alliance ("DAA") [Consumer Choice Page](#) (optout.aboutads.info) for information about opting out of interest-based advertising and their choices regarding having information used by [DAA companies](#) ([youradchoices.com/learn](#)). To control interest-based advertising on your mobile device from participating companies, you can download the DAA AppChoices Tool from your app store. Please visit [youradchoices.com/appchoices](#) to learn more.

Opting out from one or more companies listed on the DAA Consumer Choice Page will opt you out from those companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through our Site, services, or on other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing (i.e., contextually based ads). Also, if your browsers are configured to reject cookies when you opt out on the DAA, your opt out may not be effective. Additional information is available on the DAA's website at [www.aboutads.info](#).

SMS Messaging Terms and Conditions

To receive SMS messages (texts), you must have a wireless device of your own that is subscribed to 2-way messaging services from your wireless carrier. Carrier traffic may result in delayed or undelivered messages. Text messages to you are at no cost, but your wireless carrier may charge you standard messaging fees or taxes for each message you send or receive, depending on your wireless subscription plan.

If you purchase a product or service from a member of our family of companies, that brand will provide you with related informational and transactional information by phone, email or SMS messaging (text). These communications may contain maintenance information, appointment schedules or other reminders related to your use of the product or service. You can select your preferred methods of communication for this information.

Your mobile phone number or your consent to SMS / texting will not be shared with third parties seeking to market to you. You may reply STOP at any time to cease marketing texts from a brand to which you previously consented. Please note that you cannot opt out of receiving important messages such as maintenance and appointment information.

For questions or help with any text messages you receive, please reply HELP to the message, contact us at privacy@authoritybrandsllc.com for the United States and for Canada.

Links

Our Site may contain links to non-affiliated entity websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those websites. We are not responsible for the information practices of such websites.

App Additional Terms

App Installation IDs. If you are an App user, we do not use cookies on the App, but instead use App Installation IDs to recognize you. We use the App Installation ID and mobile analytics software to allow us to better understand the functionality of the App on your device. The Software may record information such as how often you use the App, the activity that occurs within the App, aggregated usage, performance data, and where the App was downloaded from.

Personal Information. We collect personal information:

- directly from you (for example, when you download the App, set-up an App account, submit information, data or content);
- through automated technologies and interactions (for example, as you interact with and use our services); and
- from Apple or Google if you choose to provide your email when you login to the App.

Location data. We may collect location data (i.e., the general geolocation of your device) for example, to provide location-based features.

Device and technical data, such as your browser type, operating system, and your IP address (a unique address that identifies your computer on the Internet), the full URL clickstream (i.e. where you have come from on the internet and where you go to, date and time) when you enter our Website or your device type, operating system, a random ID associated with the App release number, the App Installation ID (which is a random installation ID number generated by your device when the App is installed) and your IP address when you use the App.

Collectively, the data collected under this **App Additional Terms** section is “**App Data**”.

Security of My Personal Information

We have implemented reasonable precautions to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee security.

You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

What Choices Do I Have Regarding Use of My Personal Information?

We may send periodic promotional emails to you. You may opt-out of promotional emails by following the opt-out instructions contained in the email. If you opt-out of receiving promotional emails, we may still send you transactional emails about your account or any services you have requested or received from us.

Children Under 13

Our services are not designed for children under 13. In certain cases, this age may be higher due to local regulatory requirements, please see your local supplemental terms below for more information. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

Contact Us

If you have questions about the privacy aspects of our services or would like to make a complaint, please contact us at privacy@authoritybrandsllc.com.

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site.

IMPORTANT ADDITIONAL INFORMATION FOR RESIDENTS OF CERTAIN U.S. STATES

Last Updated: July 12, 2024

[Click for “Your Privacy Choices” Form](#)

This document provides information for residents in the states of California, Colorado, Connecticut, Utah, and Virginia. The “**Applicable State Privacy Laws**” are: the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, “**CCPA**”), the Colorado Privacy Act of 2021 (“**CPA**”), the Connecticut Data Privacy Act of 2022 (“**CDPA**”), the Utah Consumer Privacy Act of 2022 (“**UCPA**”), and the Virginia Consumer Data Protection Act of 2021 (“**VCDPA**”). These Applicable State Privacy Laws require that we provide to residents of these states certain information about how we use their personal information, whether collected online or offline, and this document is intended to satisfy that requirement.

For the purpose of this section, “**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 resident or household.

Categories of Personal Information that We Collect, Disclose, Sell, and Share

Below we identify the categories of personal information that we collect about consumers and households in the states of California, Colorado, Connecticut, Utah, and Virginia, the purposes for which we use each category, and, if applicable, the categories of entities to which we disclose, sell, or share your information. Please note our data collection practices set forth below are not different than those described above; the Applicable State Privacy Laws specify particular information that we need to discuss in our privacy policy, and, in this section, we have reorganized the discussion above into the categories as outlined by the Applicable State Privacy Laws. Following the table, we identify the sources of the information that we may maintain about you.

Categories of Personal Information We May Maintain about You	Do We or May We Sell or Share?	Categories of Third Parties to Whom We May Sell or Share this Information	Categories of Entities to Whom We May Disclose this Information
NAME, CONTACT INFORMATION AND IDENTIFIERS: Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol (IP) address, email address, account name, or other similar identifiers.	YES	<ul style="list-style-type: none">• advertising networks• data analytics providers• social networks• data brokers	<ul style="list-style-type: none">• service providers• advisors and agents• government entities and law enforcement• members of our family of companies• franchisees• internet service providers• operating systems and platforms• your financial institution if you request a loan to pay for our products

Categories of Personal Information We May Maintain about You	Do We or May We Sell or Share?	Categories of Third Parties to Whom We May Sell or Share this Information	Categories of Entities to Whom We May Disclose this Information
<p>CUSTOMER RECORDS: Paper and electronic customer records containing personal information, such as name, signature, address, telephone number, employment, employment history, or financial information.</p>	<p>YES</p>	<ul style="list-style-type: none"> • advertising networks • data analytics providers • social networks • data brokers 	<ul style="list-style-type: none"> • service providers • advisors and agents • government entities and law enforcement • members of our family of companies • franchisees • internet service providers • operating systems and platforms • your financial institution (if you seek a loan)
<p>PROTECTED CLASSIFICATIONS: Characteristics of protected classifications under California or federal law such as sex, age, national origin, disability (if you voluntarily choose to disclose as part of our providing service to you).</p>	<p>NO</p>	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • service providers • advisors and agents • government entities and law enforcement • members of our family of companies • franchisees
<p>PURCHASE HISTORY AND TENDENCIES: Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>YES</p>	<ul style="list-style-type: none"> • advertising networks • data analytics providers • social networks • data brokers 	<ul style="list-style-type: none"> • service providers • advisors and agents • government entities and law enforcement • members of our family of companies • franchisees • internet service providers • operating systems and platforms
<p>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.</p>	<p>YES</p>	<ul style="list-style-type: none"> • advertising networks • data analytics providers • social networks • data brokers 	<ul style="list-style-type: none"> • service providers • advisors and agents • government entities and law enforcement • members of our family of companies • franchisees • internet service providers

Categories of Personal Information We May Maintain about You	Do We or May We Sell or Share?	Categories of Third Parties to Whom We May Sell or Share this Information	Categories of Entities to Whom We May Disclose this Information
			<ul style="list-style-type: none"> operating systems and platforms
AUDIO/VISUAL: Audio, electronic, visual, thermal, olfactory, or similar information, such as call recordings.	YES	None	<ul style="list-style-type: none"> service providers advisors and agents government entities and law enforcement members of our family of companies franchisees
PROFILES AND INFERENCES: 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	<ul style="list-style-type: none"> advertising networks data analytics providers social networks data brokers 	<ul style="list-style-type: none"> service providers advisors and agents government entities and law enforcement members of our family of companies franchisees internet service providers operating systems and platforms
SENSITIVE PERSONAL INFORMATION: Personal information that reveals a person’s social security number, driver’s license number, or passport number; bank account number, credit card number, debit card number that allows access such as withdrawal of funds from an account; racial or ethnic origin or religious beliefs.	NO	N/A	N/A

Sources From Which We Collect Information About You

As further described in the section above, the Information We Collect About You, we may collect personal information from the following sources: directly from you; advertising networks; data analytics providers; social networks; internet service providers; operating systems and platforms; government entities (e.g., if we were to receive a subpoena); data brokers; other customers (e.g., a referral); franchisees; other members of our family of companies; marketing companies; and financial institutions (e.g., notifying us if your loan to purchase a product has gone through or sometimes requesting information from us about the product that you wish to purchase).

Our Sale or Sharing of Your Information

Under the Applicable State Privacy Laws, a “**sale**” includes disclosing or making available personal information to a third-party in exchange for monetary or other benefits or value. A “**sharing**” or “**targeted advertising**” includes disclosing or making available personal information to a third party for cross-context behavioral advertising, whether or not for monetary or other valuable consideration.

We do not disclose your information to third parties in exchange for monetary compensation; we may disclose or make available certain categories of personal information to third parties in exchange for a benefit, such as when we make browsing information available to third party ad companies (through third party tags on our Site) in order to improve and measure our ad campaigns and reach customers and potential customers with more relevant ads and content. As defined by the Applicable State Privacy Laws, we may “**sell**” and “**share**” the categories of personal information set forth above; as indicated in the table, our “**sale**” and “**sharing**” of your personal information is largely for advertising purposes.

We do not knowingly sell or share any personal information of persons under the age of 16.

Please note that we reserve the right to provide your data (which may include selling your data to another entity) in the event of a corporate transaction as set forth above in our privacy policy. Doing so would not be considered a “**sale**” for purposes of the Applicable State Privacy Laws.

Business and Commercial Purposes for Which We Use Your Information

We use and disclose your personal information (except sensitive personal information) for the business and commercial purposes set forth above in this Policy under the section entitled, How We Use Your Information. In summary, we use your information for transactional purposes (e.g., providing our services to you), administrative purposes, legal, customer service, marketing/advertising, and analytics, as described above in more detail.

We collect and process your sensitive personal information described above for evaluating credit applications, receiving payments or issuing refunds related to your purchases, performing employment related functions (including evaluating job applications), and conducting other activities necessary to complete customer transactions. For each of these purposes, we may disclose your information to the service providers and third parties described above to assist us with these functions.

How Long Do We Retain Your Personal Information

We intend to retain each category of personal information described above only for as long as necessary to fulfill the purpose for which it was collected, or a related and compatible purpose consistent with the average consumer’s expectation, and to comply with applicable laws and regulations. We consider the following criteria when determining how long to retain personal information: why we collected the personal information; the nature of the personal information; the sensitivity of the personal information; our legal obligations related to the personal information, and risks associated with retaining the personal information.

Data Subject Rights

The Applicable State Privacy Laws grant residents in the states of California, Colorado, Connecticut, Utah, and Virginia certain rights and impose restrictions on particular business practices as set forth below.

Right to Opt-out. Residents in the states of California, Colorado, Connecticut, Utah, and Virginia have the right to opt-out of our sale or sharing of their personal information, cross-context behavioral or targeted advertising, as well as automated decision making or profiling for purposes of analyzing or predicting an

individual's characteristics or future behavior that affect a person's substantive rights. If you opt-out of the sale or sharing of your personal information, we will wait at least twelve (12) months before asking you if we may sell or share your personal information. Residents in the states of California, Colorado, Connecticut, Utah, and Virginia may exercise their opt-out rights on the Your Privacy Choices webform applicable to each brand, as listed below in the "[Submitting Requests](#)" section or at the bottom of each of our webpages, or by calling us (toll-free) at 1-844-340-9567.

Right to Opt-In. If you change your mind after opting-out, please email privacy@authoritybrandsllc.com to opt in to the sale or sharing of your personal information. Additionally, we do not sell personal information about residents who we know are younger than 16 years old without opt-in consent from a parent or guardian.

How We Respond to Opt-Out Preference Signals. Some devices and web browsers allow users to pre-set and to automatically send opt-out preference signals to websites and applications that indicate the users do not want the website or application that they visit to track their online activity and behavior or sell or share personal information collected from tracking technologies to or with third parties.

Notice at Collection. We are required to notify residents in the states of California, Colorado, Connecticut, Utah, and Virginia, 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.

Requests to Delete, to Correct Inaccurate Information, and Requests to Know. Subject to certain exceptions, residents in the states of California, Colorado, Connecticut, Utah, and Virginia have the right to make the following requests, at no charge:

Right of Deletion: 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 Correct Inaccurate Information: The right to request that we correct any inaccurate personal information we may retain about you.

Right to Know – Right to a Copy: 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 by mail or 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: 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.

California – Right to Limit the Use of Your Sensitive Personal Information. The CCPA recognizes your right to instruct us to limit the use and disclosure of your sensitive personal information to only that which

is necessary to perform the services or provide the goods reasonably expected by an average consumer or for specific business purposes defined by applicable law. We do not use Sensitive Personal Information for purposes beyond those authorized by the CCPA.

Virginia, Colorado, and Connecticut – Right to Appeal: To appeal our decision on your data subject requests, you may contact [Contact Us by email](#) or by phone at 1-844-340-9567. Please include a copy of your data subject request and our responses to you, so that we may adequately address your appeal. We will respond to your appeal in accordance with the Applicable State Privacy Laws.

Submitting Requests. Requests to exercise the right of deletion, right to a copy, and/or the right to access personal information may be submitted on our Your Privacy Choices webform at each brand’s webform as well as by contacting us at 1-844-340-9567 (toll free). We will respond to verifiable requests received from you as required by the Applicable State Privacy Laws.

Brand	Website URL
Authority Brands	https://www.authoritybrands.com/privacy-policy/consumer-protection/
ASP	https://www.asppoolco.com/privacy-policy/consumer-protection/
Benjamin Franklin Plumbing	https://www.benjaminfranklinplumbing.com/privacy-policy/consumer-protection/
Buymax	https://www.buymax.com/privacy-policy/consumer-protection/
Color World Painting	https://www.colorworldpainting.com/privacy-policy/consumer-protection/
Doodycalls	https://www.doodycalls.com/privacy-policy/consumer-protection/
DryMedic	https://www.drymedic.com/privacy-policy/consumer-protection/
Homewatch CareGivers	https://www.homewatchcaregivers.com/privacy-policy/consumer-protection/
Junkluggers	https://www.junkluggers.com/privacy-policy/consumer-protection/
Lawn Squad	https://www.lawnsquad.com/privacy-policy/consumer-protection/
Mister Sparky	https://www.mistersparky.com/privacy-policy/consumer-protection/
Monster Tree Services	https://www.monstertreeservice.com/privacy-policy/consumer-protection/
Mosquito Squad	https://www.mosquitosquad.com/privacy-policy/consumer-protection/
One Hour Heating & Air Conditioning	https://www.onehourheatandair.com/privacy-policy/consumer-protection/
Screenmobile	https://www.screenmobile.com/privacy-policy/consumer-protection/
STOP Restoration	https://www.stoprestoration.com/privacy-policy/consumer-protection/
SuccessWare	https://www.successware.com/privacy-policy/consumer-protection/
The Cleaning Authority	https://www.thecleaningauthority.com/privacy-policy/consumer-protection/
Woofie’s	https://www.woofies.com/privacy-policy/consumer-protection/

When you submit a request to know, access or delete personal information, we will take steps to verify your request by matching the information that you provide with information in our records. You must complete all of the required fields in our webform or otherwise provide us with the requested information at the phone number above. We may contact you to verify your request as needed. In some cases, we

may request additional information from you to verify your identity. We will contact you using the information contained in your submission if we are unable to verify your identity.

Authorized agents may submit a request on your behalf. To do so, the authorized agent should complete the form and then email us with proof of their authorization. We may require that the relevant consumer also verify that the agent has the requisite authority. We also may contact the consumer for identity verification purposes.

Non-Discrimination. Businesses may not discriminate against residents who exercise their rights under the Applicable State Privacy Laws. Discrimination may exist where a business denies or provides a different level or quality of goods or services, or charges (or suggests that it will charge) different prices or rates or impose penalties on residents who exercise their data subject rights, unless doing so is reasonably related to the value provided to the business by the residents' data. We do not discriminate against individuals for exercising their privacy rights.

Disclosure of Financial Incentives: If businesses offer any financial incentives for the collection, sale or deletion of residents' personal information, residents have the right to be notified of any financial incentives offers and their material terms, the right not be included in such offers without prior informed opt-in consent, and the right to be able to opt-out of such offers at any time. Businesses may not offer unjust, unreasonable, coercive or usurious financial incentives. We do not offer any financial incentives at this time.

California – “Shine the Light” Request

California residents may request a list of certain third parties to which we have disclosed personal information about you for their own direct marketing purposes. You may make one request per calendar year. In your request, please attest to the fact that you are a California resident. You may request this information in writing by contacting us at: privacy@authoritybrandsllc.com.

IMPORTANT INFORMATION FOR NEVADA RESIDENTS

Under Nevada law, you have the right to direct us to not sell your personal information to third parties. We do not sell Covered Information to another person for monetary consideration and we are not Data Brokers as defined under Nevada law. You may [Contact Us](#) if you have questions about our privacy practice concerning Nevada residents.

IMPORTANT ADDITIONAL INFORMATION FOR CANADIAN RESIDENTS

If you are using the Site in Canada, the following additional terms apply:

Children. Our services are not designed for children under 14. If we discover that a child under 14 has provided us with personal information, we will delete such information from our systems.

Our Data Governance Policies and Practices. The Company is committed to protecting your personal information and has implemented a comprehensive set of policies and practices to do so. These measures take into account the volume, sensitivity, intended use, and format of the information, and generally include the following:

- A privacy framework governing the protection of personal information throughout its lifecycle. This framework defines, among other things, the roles and responsibilities of the Company's personnel, provides a process for handling privacy complaints, and addresses the retention and destruction of personal information;
- Other internal policies and procedures that define the roles and responsibilities of the Company's personnel throughout the information life cycle and limit their access to such information on a "need-to-know" basis;
- When information is collected or stored in electronic format, technical safeguards such as encryption, firewalls, passwords, antivirus software and similar measures;
- A designated Privacy Officer to monitor compliance with applicable data protection laws; and
- Employee privacy and data security training.

Transfer Outside Your Jurisdiction. We and our service providers (including members of our family of companies) may access, store and otherwise process personal information outside of Canada and your province of residence, including in the United States where we or our service providers are located. For information about how we or our service providers (including service providers outside Canada) process personal data, please contact us using the contact information set out below. We and our service providers may disclose your personal information if we are required or permitted by applicable laws or legal process, which may include lawful access by foreign courts, law enforcement or other government authorities in the jurisdictions in which we or our service providers operate.

Your Rights. Subject to limited exceptions under applicable law, you have the right to access, update, rectify and correct inaccuracies in your personal information and to withdraw your consent to our collection, use and disclosure of your personal information, subject to legal or contractual requirements. To exercise these rights, you may contact us using the contact information set out below. We may require certain personal information for the purpose of verifying the identity of the individual making the request.

Privacy Officer. If you are a resident of Canada, you can contact our Privacy Officer at: privacyofficer@AuthorityBrands.co with any questions or inquiries about our privacy practice.