



## Privacy Policy

*Effective Date:* February 12, 2019

This Privacy Policy is intended to help you understand how Bard Manufacturing Company, Inc. (“Bard”) collects, uses, and shares information, including through the [bardhvac.com](http://bardhvac.com) website (the “Website”). When we refer to “you” or “your” in this Privacy Policy, we mean the individual user of the Website. References to “our,” “us,” or “we” are intended to refer to Bard.

### **What Information Does Bard Collect?**

The information that Bard collects depends upon your particular interaction with our website. If you choose to contact us with a request or to register to receive certain information, Bard collects personal information, such as your first and last name, job title, company name, address, phone number, fax number, zip code, country of residence, and email address (“Personal Information”). Bard also collects information about your use of the Website, including (1) technical information, such as the date and time you access the Website, your internet protocol address, browser name, and computing device type, and (2) service usage information, such as records and history about transactions that you have made on our Website, demographic, geographic and psychographic information and any other feedback you supply to us, including particular interests you may have as it relates to Bard and Bard Products (collectively, “Browsing Information”).

To the extent you are a Bard Distributor or Dealer and choose to purchase Bard apparel and/or promotional items, the Website contains links to two different online stores, which are operated by third party merchants in accordance with the terms of use and privacy policies posted on each respective third party site.

### **How Does Bard Use My Information?**

To the extent you provide it to us, Bard uses and stores Personal Information in a customer management system. Bard uses Personal Information you provide to us to send you any information you have specifically requested from us, including any e-newsletters or in responding to your inquiries of us. With your affirmative consent, we will contact you, via email, with marketing and promotional content concerning Bard products and services. As part of our affirmative consent process, once you opt-in to receive a communication from us, we will contact you via email to confirm your email preference. You have the option to withdraw your affirmative consent at any time by contacting us at the address provided in this Privacy Policy or clicking the “unsubscribe” link at the bottom of any e-newsletter or promotional email you receive from Bard.

We use your Browsing Information to identify and troubleshoot issues with our Website, to improve and optimize our Website to create the best browsing experience for you, to understand our Website activity and usage, to customize the products and services you see while browsing the Website, and to help us identify fraudulent, malicious, or criminal activity occurring on our Website.

### **Does Bard Share My Information with Third Parties?**

Bard shares Personal Information and Browsing Information we collect about you with third parties who perform services for us and with whom we contract for the purposes detailed in this Privacy Policy. We use third parties to host our email, and to analyze our web traffic.

We share Browsing Information with select third parties, including our Website analytics provider through Cookies.

In the event that Bard, or substantially all of Bard's assets be sold, or Bard reorganizes or merges into another organization, then customer information, including Personal Information and Browsing Information, will likely be among Bard's transferred assets.

On rare occasions, we may be required to disclose your Personal Information and/or Browsing Information to law enforcement and as necessary to comply with a judicial or administrative proceeding, court order or legal process served on us. We may also need to disclose this information to protect our rights.

### **Internet Cookies and Analytics**

Our Website utilizes internet cookies, which are small files that we transfer to your computer's hard drive through your web browser to enable us to recognize you when you return to our Website. Internet cookies enable us to identify return users to the Website and provide a more personalized experience browsing our Website. Our Website utilizes cookies and web beacon technology to track which pages on our sites visitors view. We also utilize an Analytics services provider, who also uses cookie information to provide us with Browsing Information. Most internet browsers permit users to erase or block internet cookies. If you choose to configure your browser to remove or reject cookies, you will be able to continue browsing the Website, but you will not be able to utilize the full functionality of our Website, including certain features that require cookies to properly function or operate.

### **How Does Bard Protect Kids' Privacy?**

Bard will never knowingly request personally identifiable information from anyone under the age of 13 or otherwise classified as a minor under applicable law. If you are under 13 years old or classified as a minor under applicable law, you should not provide information to us. If a child has provided us with personally identifiable information, that child's parent or guardian should contact us at the contact details provided below to have such information deleted from our records.

### **Sensitive Information**

We ask that you do not send or otherwise disclose to us, any sensitive Personal Information, including any information related to your racial, ethnic origin, political opinion, religion, or other beliefs, sexual orientation, health or medical condition, or criminal background on or through the Website or via any communications to us.

### **"Do Not Track" Signals**

Certain web browsers include functionality, which enables a web user to utilize that they do not wish to be tracked by particular website and with respect to collection of their information over time and across third-party websites or online services. We do not honor "Do Not Track" signals from internet web browsers.

## **Links to Third Party Internet Sites**

The Website contains hyperlinks to third party websites (each, a “Third Party Website”). Bard is not responsible for any content or the privacy policies contained on any Third Party Website. These hyperlinks are for the convenience of our Users. Furthermore, Bard does not warrant the accuracy of any content or advertisement set forth on any Third Party Sites. Bard encourages all users, as a general matter, to review the privacy policies for any such Third Party Sites before providing any Personal Information.

## **Changes to this Privacy Policy**

Bard expressly reserves the right to make changes to this Privacy Policy. When we make changes to our Privacy Policy, we will update the Effective Date displayed at the top left-hand corner of the first page of this Privacy Policy. In the event we make a material change to this Privacy Policy, we will post a banner or popup on the main page of our Website to provide you with notice that the Privacy Policy has changed.

## **Accessing, Changing or Suppressing Your Personal Information**

If you would like to review, correct, update, suppress, delete or otherwise limit our usage of your Personal Information, which you have provided to us, please contact us via any one of the methods listed under the heading “contact us” in this Privacy Policy. Please clearly describe your request and include enough details so that we may locate your information or be able to contact you (to the extent not prohibited by applicable law) if we require additional information to carry out your request.

## **European Union Data Rights**

The European Union’s (“EU”) General Data Protection Regulation (“GDPR”) requires that certain information be provided to a data subject when personal data is collected from such data subject, which is detailed below. References to terms such as “controller,” “personal data,” “processor,” and “supervisory authority” are intended to have the same meanings assigned those terms in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016.

- The controller of the personal data collected on this Website is Bard Manufacturing Company, Inc., 1914 Randolph Dr., Bryan, Ohio 43506, telephone number: (419) 636-1194.
- Personal data is processed for the purposes detailed in this Privacy Policy. The legal basis for the processing that is set forth herein is by your affirmative, opt-in consent, and by contract with us, pursuant to our Terms of Use.
- We provide personal data to third parties in accordance with this Privacy Policy, including to third party service providers that render services to us.
- The personal data we collect is stored until you contact us to request deletion of the information.
- Where personal data collected from you on our Website or through communications with us is deemed required or mandatory for you to provide to us, this data is necessary in order for us to provide a requested service to you or to enable you to engage in a particular function on our Website. If you choose against providing us with the required information, you will not be permitted to receive the particular service or engage in a specific function.
- Bard is located in the United States and maintains its data in the United States. If any information is transferred to a third country or international organization, Bard will comply with applicable data privacy laws, including execution of the Standard Contractual Clauses as approved by the European Commission.

### *EU Data Rights*

Individuals located within the EU have certain data rights. Specifically, you have the right to:

- request access to your personal data;
- request rectification of inaccuracies in your personal data;
- to object to a processing activity;
- data portability for the personal data we maintain about you;
- request erasure of your personal data;
- impose a restriction of processing as it concerns your personal data;
- lodge a complaint against us with a supervisory authority; and
- the extent our processing of your personal data is based upon your consent, you have the right to withdraw your consent at any time.

If you want to exercise any of your data rights, please contact us using the contact details provided at the bottom of this Privacy Policy.

### **Contact Us**

If you have any questions about this Privacy Policy or would like to contact us about your information or to exercise your data rights, please contact us using one of the following methods:

*Write us at:* Bard Manufacturing Company, Inc., 1914 Randolph Dr., Bryan, Ohio 43506

*Email us at:* [bard@bardhvac.com](mailto:bard@bardhvac.com)

*Call us at:* (419) 636-1194