

# PRIVACY POLICY

Last Revised: 11/15/2022

AutoMagic, a division of Illinois Tool Works Inc. (“AutoMagic,” “we,” “us,” or “our”) respects your privacy and is committed to following the data protection laws that apply to us. This Privacy Policy describes the information we collect, how we use and share it, and your rights with respect to the information we collect about you. This Privacy Policy applies to any information we collect or maintain about you, including (1) personal information that you provide to us on AutoMagic.com (“Website”) and other websites, applications, communications, and online services that link to this Privacy Policy (collectively with the Website, the “Website and Online Services”), (2) information collected through your use of or interaction with the Website and Online Services, (3) information obtained from our approved partners and other reliable third-party sources, (4) information collected offline (e.g., if we collect information while on-site during a service call), and (5) information collected through a call center. This Privacy Policy also explains the use of cookies and similar technologies on the Website and Online Services (see PASSIVE INFORMATION COLLECTION below).

This Privacy Policy applies only to the Website and Online Services that link to this Privacy Policy – not to any third-party sites that may be accessible from the Website and Online Services.

After reading this Privacy Policy, which is incorporated into and is a part of this Website's Terms and Conditions of Use, you will know:

1. [What information we collect from or about you and how we use it](#)
2. [What choices you have about how we use your information](#)
3. [How we protect your information](#)
4. [What we do about children visiting the Website and Online Services](#)
5. [Additional information applicable to California residents](#)
6. [How you can contact us](#)
7. [Changes in the Privacy Policy](#)

CALIFORNIA RESIDENTS: Section 5 and the Supplemental Notice for California Residents, attached to and a part of this Privacy Policy, provide additional information about how we collect and share your personal information and your rights under California law with respect to your personal information.

## 1. Information We Collect From You and How We Use It

### YOUR CONSENT

By using, visiting, or interacting with the Website and Online Services or providing personal information to us through your use of the Website and Online Services, you are consenting to the collection, use, and disclosure of your personal information described in this Privacy Policy.

If you do not consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy, do not use the Website or contact us as described in Section 6 below.

### ACTIVE INFORMATION COLLECTION

Like many other websites, we actively collect information from our visitors both by asking specific questions on the Website and Online Services and by permitting you to communicate directly with us via e-mail, “Contact Us” forms, or other methods made available to you on our Website and Online Services.

Some of the information that you submit may be personal information (that is, information that can be uniquely identified with you, such as your name, address, e-mail address, phone number, etc.). We use this information for the purposes for which you provide it and for any other purpose described at the time information is submitted by you, as otherwise set forth in this Privacy Policy, or as permitted or required by applicable law.

We generally collect and use personal information provided to us on the Website and Online Services for the following purposes:

- to establish, develop, and preserve our business relationships with our customers and other individuals with whom we conduct business, and to respond to your inquiries;
- to provide our products and services, including, as necessary, to establish or verify the credit of persons who use, or intend to use, our products or services;
- to allow individuals to apply for employment with us;
- to authenticate the identity and preserve the privacy of customers or potential customers who contact us by telephone, electronic means, or otherwise;
- to allow customers and Website visitors to register for and attend training sessions and classes;
- for quality assurance purposes;
- to manage our business and ensure the efficiency, reliability, and security of our systems;
- to meet legal and regulatory requirements and to allow us to meet contractual requirements relating to our products and services;
- to ensure our records are accurate and protect customers and our business from error and fraud;
- to understand and assess the interests, wants, and changing needs of our customers and Website visitors with a view to improving our products and services and developing new ones;
- to provide our customers and Website and Online Services visitors with personalized products and services as well as product recommendations; and
- to notify our customers and Website visitors about changes to the Website and Online Services or upcoming products and services offered or provided by us, our affiliates, or our business partners that may be of interest to our customers and Website visitors.

#### PASSIVE INFORMATION COLLECTION

Some of the information we collect depends on the settings on your web browser or mobile device. Please check your web browser or mobile device if you want to learn what information your browser or mobile device sends or how to change your settings. In addition to the information sent by your web browser or mobile device, as you navigate through a website or mobile app, certain information can be passively collected (that is, gathered without you actively providing the information) using various technologies and means, such as navigational data collection.

Like most website operators, we and our approved partners use cookies and similar technologies, local shared objects (or any other successor tracker technology), Software Development Kits, and pixel tags that automatically receive and track certain data about how you and other visitors interact with our Website and Online Services, preferences expressed, and settings chosen. For example, we may collect information about the technology you use (such as browser, type of computer, operating systems, mobile device and network used, and Internet service providers) and server log data (such as access dates and

times, online features or pages viewed, system activity, and the third-party site or service you were using before interacting with our Website). These technologies are described in more detail below.

“**Cookies**” are small text files that are stored on your browser or device by websites, mobile apps, online media, and advertisements. There are different types of cookies. Cookies served by the entity that operates the website or app you are visiting or using are called “**first party cookies**” (so cookies served by us while you are using our Website are first party cookies). Cookies served by companies that are not operating the website or app you are visiting or using are called “**third party cookies**” (so, a website analytics provider may set a cookie on your computer via our Website while you visit our Website). Cookies may also endure for different periods of time. “**Session Cookies**” last only as long as your browser or app is open. These are deleted automatically once you close your browser or app. Other cookies are “**persistent cookies**” meaning that they survive after your browser or app is closed (for example, they may recognize your computer when you re-open our online services).

“**Local shared objects**” (also called Flash cookies or HTML5 cookies) and any other successor technology refers generally to the collection of cookie-like data stored on a browser or computer by web sites, ads, or third parties.

“**Pixel tags**” (also called beacons or pixels) are small blocks of code installed on (or called by) a web page, app, or advertisement which can retrieve certain information about your device and browser, including device type, operating system, browser type and version, web site visited, time of visit, referring web site, IP address, and other similar information (including the small text file (the cookie) that uniquely identifies the device). Pixels provide the means by which third parties can set and read browser cookies from a domain that they do not themselves operate and collect information about visitors to that domain, typically with the permission of the domain owner. “**Software Development Kits**” (also called SDKs) function like pixels and cookies, but operate in the mobile app context where pixels and cookies cannot always function. The primary app developer can install pieces of code (the SDK) from partners in the app, thereby allowing such partners to collect certain information about user interaction with the app, information about the user device, and network information.

In this Privacy Policy, these and similar technologies are collectively referred to as “**cookies and technologies**.” Please see our Cookies policy for more information.

#### INFORMATION WE COLLECT FROM OTHER SOURCES

We may also receive information from other sources and combine it with information we collect through our Website and Online Services. For example, we may obtain information about you from commercially available sources such as data aggregators and public databases (for example, job applicant information received from LinkedIn in connection with our hiring decisions). This information may include your name, demographic information, interests, and public data (such as social media and shopping behavior).

#### RETENTION OF PERSONAL INFORMATION

We retain the personal information collected on the Website and Online Services as long as necessary to provide the services, products, and information you request or as permitted by applicable law.

#### DISCLOSURE OF PERSONAL INFORMATION

We will not sell or otherwise disclose personal information collected from the Website and Online Services to any third person, except as permitted by this Privacy Policy, as permitted or provided by applicable law, or with your consent.

We may disclose personal information you provide to us via this Website and Online Services or that we collect through your use of the Website and Online Services as follows:

- to affiliates, business partners, service providers, and contractors who support our business, in which case we will limit the amount of information disclosed to that which is necessary in order for them to provide the services or products we have engaged them to provide. We will strive to protect personal information rendered accessible by contractual agreements requiring confidentiality and security practices that help keep data inaccessible to others;
- to respond to law enforcement requests, where required by applicable laws, court orders, or governmental regulations;
- in the event of a sale, merger, liquidation, dissolution, reorganization, assignment, or other transfer of our business to which the information relates, in which case we will require any such buyer to agree to treat it in accordance with this Privacy Policy and use it for the same purposes as we are entitled to do so under this Privacy Policy; and
- to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful, and in situations involving threats of physical safety of any person or when we believe that disclosure is reasonably necessary to protect our rights and property.

We are not liable for disclosure of information obtained due to errors in transmission or the unauthorized intervention of third parties.

We may provide aggregate statistics about our customers, sales, online traffic patterns, and related information to reputable third parties, but these statistics will not include any personally identifying information.

We may allow others to provide audience measurement and analytics services for us, to serve advertisements on our behalf on our Website and Online Services and across the Internet, and to track and report on the performance of those advertisements. These entities may use cookies, pixel tags, and other technologies to identify your computer when you use or interact with our Website and Online Services, as well as when you visit other web sites and services. When third-party ad providers collect data on our Website and Online Services for their own purposes (not solely on our behalf), that data collected and maintained by those third-party ad providers will be subject to the terms of use and privacy policies of those providers.

The Website and Online Services may use social media plugins (for example, the Facebook “Share” button, “Share to Twitter” button) to enable you to easily share information with others. When you visit our Website, the operator of the social plugin can place a cookie on your computer, enabling that operator to recognize individuals who have previously visited our Website. If you are logged into the social media website (for example, Facebook, Twitter, Google+) while browsing on our Website, the social plugins allow that social media website to receive information that you have visited our Website. The social plugins also allow the social media website to share information about your activities on our Website with other users of their social media website. For example, Facebook social plugin allows Facebook to show your comments on our pages to your Facebook friends. We do not control any of the content from the social media plugins. For more information about social plugins from other social media websites you should refer to those sites' privacy and data sharing statements.

We may transfer the information described in this Privacy Policy to, and process and store it in, the United States and other countries, some of which may have less protective data protection laws than the region in which you reside. Where this is the case, we will take appropriate measures to protect your information in accordance with this Privacy Policy. Nonetheless, your personal information may be subject to foreign laws and may be accessible by foreign government authorities, courts, law enforcement, and regulatory agencies.

## **2. Choices You Have About How We Use Your Information**

We strive to provide you with as many choices and as much control as possible regarding the personal information we collect about you.

You may send us an e-mail message at [info@automagic.com](mailto:info@automagic.com) to request access to, correct, or delete any personal information that you have provided to us. To protect your privacy, we will only respond to e-mail messages sent from the e-mail account you used to set up your account.

You have the right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the 'unsubscribe' or 'opt-out' link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing), then please contact us using the contact details in Section 6 below.

If you do not wish for us to collect cookies, you may set your browser to refuse cookies, or to alert you when cookies are being sent. If you do so, please note that some parts of this Website may then be inaccessible or not function properly. Removing or rejecting browser cookies does not necessarily affect third-party Flash cookies (see "Local shared objects" above) which may be used by us or our partners in connection with our Website and Online Services. You may need to take additional steps to delete or disable Flash cookies.

You can also generally opt-out of receiving personalized ads from third party advertisers and ad networks that honor such requests by visiting: [www.aboutads.info/choices](http://www.aboutads.info/choices) (if you are in the United States), <http://youradchoices.ca/choices/> (if you are in Canada), or <http://youronlinechoices.eu/> (if you are in Europe).

DO NOT TRACK: Some web browsers may transmit "do-not-track" signals to websites with which the browser communicates. Our Website and Online Services do not currently respond to these "do-not-track" signals.

## **3. How We Protect Your Information**

We work hard to protect your personal information. All information collected through the Website and Online Services is stored within a secured database that is not accessible to the outside world. Resumes are stored on file systems that are not publicly accessible. Our servers are protected behind both hardware and software firewalls. Low-level access to information is restricted to authorized support personnel only.

The safety and security of your information also depends on you. Never share your password with anyone else, notify us promptly if you believe your password security has been breached, and remember to log off this Website before you leave your computer.

Our Website and Online Services contain links to other websites operated by third parties that may be of interest to you. We cannot control these third-party sites, which may collect personal information from you. When you follow a link and leave this Website or Online Service, you do so at your own risk. We encourage you to read that third party's privacy policy or contact them directly regarding their privacy practices.

## **4. What We Do About Children Visiting This Website**

This Website is not intended for children under the age of 13. We will not knowingly collect information from Website and Online Services visitors in this age group. We encourage parents to talk to their children about their use of the Internet and the information they disclose online. If your child has submitted

personal information and you would like to request that such information be deleted from our records, you may do so by writing us at the address in Section 6 below.

## 5. CALIFORNIA RESIDENTS

The California Consumer Privacy Act of 2018 (CCPA) gives California residents the right to know what personal information we collect about them, including whether it is being sold or disclosed to third parties. The CCPA also grants certain other rights to California residents, including the right to delete their personal information (subject to certain exceptions) and the right to prevent us from selling their personal information. Companies are also prohibited from retaliating or discriminating against consumers for exercising their rights under the CCPA.

California residents also have certain rights with respect to our use and disclosure of personal information:

- **Right to Notice.** Before or at the time we collect personal information from you, you have the right to receive notice of the personal information to be collected and the purposes for which we use it. The Supplemental Notice for California Residents attached to this Privacy Policy is intended to satisfy this requirement.

You also have the right to request that we disclose to you the categories of personal information we have collected about you in the preceding 12 months, along with the categories of sources from which the personal information was collected, the purpose for collecting or selling the personal information, the categories of third parties with whom we shared the personal information, and the categories of third parties with whom we sold the personal information.

- **Right of Access.** You have the right to request that we disclose or provide you with access to the specific pieces of personal information we have collected about you in the preceding 12 months.
- **Right to Deletion.** You have the right to request that we delete the personal information we collect from you. However, in certain situations we are not required to delete your personal information, such as when the information is necessary in order to complete the transaction for which the personal information was collected, to provide a good or service requested by you, to comply with a legal obligation, to engage in research, to secure our Website and Online Services, or to otherwise use your personal information internally in a lawful manner that is compatible with the context in which you provided the information.
- **Right to Opt-Out of the Sale of Personal Information.** We do not sell your personal information. If we sold your personal information to third parties, you would have the right, at any time, to direct us not to sell your personal information.
- **Right Not to Be Subject to Discrimination.** You have the right to be free from discrimination or retaliation for exercising any of your rights under the CCPA as described above.

To exercise any of the rights described above, you can call us toll-free at 1-844-676-0349 or use this online submission form <https://www.automagic.com/opt-out-preferences/>. California residents who are unable to review or access this Privacy Policy, including the Supplemental Notice for California Residents, due to a disability may contact [info@automagic.com](mailto:info@automagic.com) to access this Privacy Policy in an alternative format.

We value the security and confidentiality of your personal information. Therefore, if you exercise your right to notice, right of access, or right to deletion, we must first verify your identity to make sure that you are the person about whom we have collected personal information. We verify every request carefully and ask that you provide a scanned copy of a government ID along with your request for verification purposes.

## 6. How You Can Contact Us

If you have any questions, comments, or concerns about this Privacy Policy, our information practices, our Website and Online Services, or our service providers, contractors, and business partners, please contact us at the information below and address your request to:

AutoMagic, a division of Illinois Tool Works Inc.  
 Attn: Customer Service  
 6600 Cornell Road  
 Cincinnati, OH 45242  
 Toll-Free: (513) 489-7600  
 info@automagic.com

**7. Changes In The Privacy Policy**

We reserve the right to update or modify this Privacy Policy, at any time and without prior notice, by posting the revised version of this Privacy Policy on this Website. If we modify this Privacy Policy, the modifications will only apply to personal information we collect after we have posted the revised Privacy Policy on this Website.

| <h2 style="margin: 0;">Privacy Policy</h2> <h3 style="margin: 0;">Supplemental Notice for California Residents</h3> <p style="margin: 0;">Last Updated 11/15/2022</p> |  |                               |  |                    |  |
|---|--|-------------------------------|--|--------------------|--|
| <b>Why?</b>   | <p>This Supplemental Notice for California Residents provides certain information required under the California Consumer Privacy Act of 2018 (CCPA) and applies to both our online and offline activities involving personal information about California residents. This Supplemental Notice is incorporated into and a part of our Privacy Policy. For more information about our collection, use, and disclosure of information, as well as your rights under the CCPA, please review our Privacy Policy.</p>   |                               |  |                    |  |
| <b>What?</b>  | <p>The personal information that we collect or disclose depends on your relationship and interaction with us. If you interact with us in more than one way, please review each category that applies to you.</p> <p>In addition to the information described below, we collect and disclose any and all personal information (regardless of your relationship or interaction with us) as necessary or appropriate to: comply with laws and regulations; monitor, investigate, and enforce compliance with and potential breaches of our policies and legal and regulatory requirements; comply with civil, criminal, judicial, or regulatory inquiries, investigations, subpoenas, or summons; and exercise or defend our legal rights and those of our employees, affiliates, customers, contractors, and agents.</p>   |                               |  |                    |  |
| <b>Personal Information</b>   | <p>In this Supplemental Notice, “personal information” (or “PI”) means any information that identifies, relates to, describes, or is capable of being associated with you or your household, whether directly or indirectly. Here are the definitions of some of the categories of personal information we collect, use, and share about California consumers that are not otherwise defined in the charts below:</p> <table style="width: 100%; border: none;"> <tr> <td style="vertical-align: top; padding-right: 20px;"><b>Commercial Information</b></td> <td>Commercial information, including records of products or services purchased or considered, or other purchasing or consuming histories or tendencies.</td> </tr> <tr> <td style="vertical-align: top; padding-right: 20px;"><b>Identifiers</b></td> <td>Identifiers, such as real name, alias, postal address, unique personal identifier, online identifier, internet protocol (IP) address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.</td> </tr> </table> | <b>Commercial Information</b> | Commercial information, including records of products or services purchased or considered, or other purchasing or consuming histories or tendencies. | <b>Identifiers</b> | Identifiers, such as real name, alias, postal address, unique personal identifier, online identifier, internet protocol (IP) address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers. |
| <b>Commercial Information</b>   | Commercial information, including records of products or services purchased or considered, or other purchasing or consuming histories or tendencies.   |                               |  |                    |  |
| <b>Identifiers</b>  | Identifiers, such as real name, alias, postal address, unique personal identifier, online identifier, internet protocol (IP) address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.   |                               |  |                    |  |

|  |                              |   |
|--|------------------------------|---|
|  | <b>Inferences</b>            | Inferences drawn from PI to create a profile reflecting an individual’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.     |
|  | <b>Network Activity Data</b> | Internet or other electronic network activity information, such as browsing or search history, and information regarding an individual’s interaction with an internet website, application, or advertisement. |

### Applicants

| Categories of PI Collected   | Purposes for Collecting or Sharing PI  |
|--|--|
| Identifiers  | <ul style="list-style-type: none"> <li>- Evaluate a potential employment or contractor relationship.</li> <li>- Perform background checks and verify past employment, educational history, and qualifications.</li> <li>- Determine potential compensation and benefits.</li> <li>- Assess your fitness and physical capacity for work.</li> <li>- Communicate with you about your application.</li> </ul> |
| Medical Information, including medical history, mental or physical condition, or treatment.                        | <ul style="list-style-type: none"> <li>- After an offer, to assess your fitness and physical capacity for work.</li> </ul>   |
| Demographic Information protected under California or federal law, such as race, gender, disability, and religion. | <ul style="list-style-type: none"> <li>- Filing of state or federal government-mandated reports.</li> <li>- Evaluating diversity and inclusion initiatives.</li> </ul>   |
| Job history, professional skills, and educational background.  | <ul style="list-style-type: none"> <li>- Evaluate a potential employment or contractor relationship.</li> </ul>  |

### Employees and Contractors

| Categories of PI Collected                              | Purposes for Collecting or Sharing PI   |
|---|---|
| Identifiers   | <ul style="list-style-type: none"> <li>- Compensation and benefits.</li> <li>- Management of your job performance.</li> <li>- Communication with you/your designated emergency contacts in the event of illness, absence, natural disaster, etc.</li> <li>- Authentication of your identity and access to Company systems, networks, databases, equipment, and facilities.</li> <li>- Workforce management, including personnel planning, productivity monitoring, and evaluation.</li> <li>- Tracking and administering training.</li> <li>- Monitoring and securing Company systems, networks, databases, confidential information, equipment, facilities.</li> <li>- Arranging work-related travel, events, and meetings.</li> <li>- Assessing your fitness for work, and other occupational medicine purposes (including work-related injury and illness).</li> </ul> |
| Health insurance information, including claims history. | <ul style="list-style-type: none"> <li>- Benefits planning and administration.</li> </ul>   |



| Categories of PI Collected   | Purposes for Collecting or Sharing PI   |
|--|---|
| Financial information, including bank account number.  | - Compensation and benefits administration.   |
| Medical Information, including medical history, mental or physical condition, or treatment.                        | - Assessing your fitness for work, and other occupational medicine purposes (including work-related injury and illness).                                  |
| Demographic Information protected under California or federal law, such as race, gender, disability, and religion. | - Filing of state or federal government-mandated reports.<br>- Evaluating diversity and inclusion initiatives.  |
| Job history, professional skills, and educational background.  | - Management of your job performance.   |
| Internet activity on Company computers or Company phones, such as browsing history and search history.             | - Monitoring and securing Company systems, networks, databases, confidential information, equipment, facilities.<br>- Management of your job performance. |

### Website Visitors

| Categories of PI Collected | Sources of PI     | Purposes for Collecting or Sharing PI   | Third Parties to Whom We Disclose PI | Third Parties to Whom We Sell PI |
|----------------------------|-------------------|---|--------------------------------------|----------------------------------|
| Identifiers                | - Website visitor | - For our everyday business purposes such as to process your requests, inquiries, or other communications.<br>- To process and manage your purchases, transactions, and payments with us.<br>- Ad impressions and determining unique visitors to our website.<br>- To help maintain the security of our website and business, and to detect security incidents and other fraudulent activity.<br>- To monitor and improve our website functionality and personalize your website experience.<br>- For marketing purposes, to deliver content and product and service offerings, including targeted ads. | N/A                                  | N/A                              |
| Financial Information      | - Website visitor | - To process your purchases and payments with us  | - N/A                                | N/A                              |
| Commercial Information     | - Website visitor | - For our everyday business purposes such as to process your requests, inquiries, or other communications.  | - N/A                                | N/A                              |
| Network Activity Data      | - Website visitor | - Ad impressions and determining unique visitors to our website.<br>- To help maintain the security of our website and business, and to detect  | - Marketing partners                 | N/A                              |

| Categories of PI Collected | Sources of PI     | Purposes for Collecting or Sharing PI   | Third Parties to Whom We Disclose PI | Third Parties to Whom We Sell PI |
|----------------------------|-------------------|---|--------------------------------------|----------------------------------|
|                            |                   | <p>security incidents and other fraudulent activity.</p> <ul style="list-style-type: none"> <li>- To monitor and improve our website functionality and personalize your website experience.</li> <li>- For marketing purposes, to deliver content and product and service offerings, including targeted ads.</li> </ul> |                                      |                                  |
| Inferences                 | - Website visitor | - For marketing purposes, to deliver content and product and service offerings, including targeted ads.   | - Marketing partners                 |                                  |

### Product Registrations

| Categories of PI Collected | Sources of PI          | Purposes for Collecting or Sharing PI  | Third Parties to Whom We Disclose PI | Third Parties to Whom We Sell PI |
|----------------------------|------------------------|--|--------------------------------------|----------------------------------|
| Identifiers                | - Registration process | <ul style="list-style-type: none"> <li>- To process and manage warranty claims or recalls.</li> <li>- For marketing purposes, to deliver content and product and service offerings, including targeted ads.</li> </ul> | - Marketing partners<br>-            | - N/A                            |
| Commercial Information     | - Registration process | - To process and manage warranty claims or recalls.  | - N/A                                | - N/A                            |

### Customer Service Communications

| Categories of PI Collected | Sources of PI | Purposes for Collecting or Sharing PI   | Third Parties to Whom We Disclose PI | Third Parties to Whom We Sell PI |
|----------------------------|---------------|---|--------------------------------------|----------------------------------|
| Identifiers                | - Customer    | <ul style="list-style-type: none"> <li>- To process and manage warranty claims or recalls.</li> <li>- To process and manage your purchases, transactions, and payments with us.</li> <li>- For marketing purposes, to deliver content and product and service offerings, including targeted ads.</li> </ul> | - Marketing partners                 | - N/A                            |
| Financial Information      | - Customer    | - To process and manage your purchases, transactions, and payments with us.   | - N/A                                | -                                |
| Commercial Information     | - Customer    | - To process and manage warranty claims or recalls.   | - N/A                                | - N/A                            |