

Crossville, Inc.
Privacy Policy

Effective as of: December 28, 2018

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1. Introduction

Crossville, Inc. (“Crossville”, “we”, “us”, “our”) respects the privacy of its customers, business partners, and online visitors and complies with all applicable laws and regulations pertaining to the protection of Personal Data, including the European Union’s (“EU”) General Data Protection Regulation (“GDPR”).

This Privacy Policy (“Policy”) covers both our online and offline data collection activities and describes how we will collect, use, and share your Personal Data. For EU residents, this Policy also describes your choices and rights regarding the use, access and correction or deletion of your Personal Data.

IMPORTANT: BY SUBMITTING DATA TO US AND/OR USING OUR WEBSITES, YOU GIVE YOUR CONSENT THAT ALL PERSONAL DATA THAT YOU SUBMIT MAY BE PROCESSED BY US IN THE MANNER AND FOR THE PURPOSES DESCRIBED IN THE FOLLOWING POLICY. IF YOU ARE LOCATED IN THE EU, TO THE EXTENT REQUIRED BY LAW, YOU WILL BE ASKED TO PROVIDE CLEAR AND UNEQUIVOCAL AFFIRMATIVE CONSENT TO THE COLLECTION, PROCESSING, AND SHARING OF YOUR PERSONAL DATA.

All websites owned and operated by Crossville are subject to this Policy, including: www.crossvilleinc.com; www.crossvillestudios.com; and www.crossville-connections.com (collectively, the “Websites”).

2. Definition of Personal Data

Personal Data is information that can be used to identify you, directly or indirectly, alone or together with other information. This includes, but is not limited to, information such as your name, address, phone number, email address, country of residence, and IP address.

3. What Information We Collect and How We Use It

3.1 Information We Collect Directly From You

We will collect and process Personal Data whenever you explicitly provide it to us. This data includes:

- Information you provide when you select any of the following options on our Websites: “Subscribe,” “Contact,” “Sign-up,” “Order a Sample,” or “Contact Us.”
- Information you provide (online or offline) when you contact Crossville for technical support, to request information, or for any other purpose.
- Information you provide (online or offline) when you place an order for Crossville products, either directly or through a Crossville distributor.
- Information you provide when you visit our facility.
- Information you provide directly to Crossville at a tradeshow, conference or event.

3.2 Information We Collect About You Indirectly or Through a Third Party

We will collect and process Personal Data that you provide to us indirectly or through a third party. This data includes:

- Information you provide to Crossville at tradeshow through badge scans and/or by submitting information through the show’s mobile application or website.
- Social media messages to Crossville via Crossville’s social media sites on Facebook, Twitter, Pinterest, YouTube, and/or Instagram.
- Information provided to any of Crossville’s National Account Programs in connection with purchasing Crossville products.
- Information submitted through third-party digital publications and/or online directories in which Crossville participates, provided that, where necessary, you have given permission to those third parties to share your information.

The information collected in connection with any of the above (3.1 and 3.2) may include your name and contact information, details about your request and/or your order, as well as any other information necessary to fulfill your request, to provide you with the requested product, service, or support, and to be able to contact you. Our use of your Personal Data in connection with any of the above is done so on the legal bases of consent (where required), our legitimate business interests, or where it is necessary for the performance of an agreement with you.

3.3 Your Use of Crossville's Websites

When you use our Websites, we collect information about your activities during your visit in order to personalize your website experience, such as recording your preferences and settings, and to collect statistics to help us improve and further develop our Websites, products and services.

Our use of your Personal Data in connection with the above is done so on the legal bases of our legitimate interests as described above, or with your consent (where required).

3.4 Email Marketing

Subject to your separate consent (where required) or where otherwise permitted by law, we may send marketing messages to your email address containing information, such as newsletters, educational materials about products and services offered by Crossville, and/or product advertising. In such case we may also use your collected information to customize such marketing messages, as well as collect information on whether you opened such messages and which links in their text you followed.

Our use of your Personal Data in connection with the above is done so on the legal bases of our legitimate interests in direct marketing activities, or with your consent (where required).

You can opt out or withdraw your consent to receive marketing emails at any time by clicking the "Unsubscribe" link provided in every marketing email.

4. Tracking Data and Cookies

We use "cookies," which are text files placed on your computer, to help us analyze how users use our services, as well as to improve the services we are offering, to improve marketing, analytics or website functionality. The use of cookies is standard on the internet. Although most web browsers automatically accept cookies, the decision of whether to accept or not is yours. You may adjust your browser settings to prevent the reception of cookies, or to provide notification whenever a cookie is sent to you. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to access the full functionality of our Websites.

Our use of your Personal Data in connection with the above is done so on the legal bases of our legitimate interests in providing a stable, consistent, and secure user experience in connection

with our Websites, and helping us modify or enhance our Websites and their content, or with your consent (where required).

Specific information about the third-party cookies we use on our Websites can be found below.

4.1 Google Analytics

Our Websites use Google Analytics, a web analytics service that uses cookies to collect information about how visitors engage with our Websites so that we can improve them. The cookies report website trends; they do not identify individual visitors. For information regarding Google's uses of data, please click [here](#).

4.2 Facebook Pixel

Our Websites use the Facebook Pixel, which is an analytics tool that helps us measure the effectiveness of our advertising. Facebook's Cookie Policy can be found [here](#), and also includes information on how you can control Facebook's use of data to show you ads.

5. Privacy of Children

We do not knowingly collect (nor do we wish to collect) any Personal Data from children under the age of 18. If you are less than 18 years old, please do not send any Personal Data to us, including information such as your name, address, or email address. In the event that we learn we have collected any personal information from a child under the age of 18, we will delete that information from our database.

6. Security

Your information is stored on Crossville's servers located in the United States. To protect your privacy, we use industry standard physical, electronic, and organizational safeguards to protect your Personal Data against loss or theft, as well as unauthorized access and disclosure. Although we strive to protect your information, we cannot ensure or warrant the security of such information, as no system is ever completely secure. If you are concerned that your privacy may have been breached, please contact us as provided below.

7. How Long We Store Data

We may retain Personal Data about you as long as it is necessary for us to fulfill the purposes outlined in this Policy. In addition, we may retain your Personal Data for an additional period as is permitted or required to, among other things, comply with our legal obligations, resolve disputes, and enforce agreements. Where required by applicable law, we shall delete your Personal Data when such data is no longer necessary, or when requested to do so.

8. How We Share Your Personal Data With Others

We may share your Personal Data with third parties as follows:

- We may share your Personal Data with our parent company, affiliated companies, and authorized Crossville Distributors for business and operational purposes.

- We may share your Personal Data with third-party service providers (“TPSPs”) that we use to help us run our business (TPSPs provide services to us such as information technology services and related infrastructure; email delivery; auditing; tax; and other similar services). This information sharing is limited to only the information needed by TPSPs to carry out the services they are performing for us. Each of these TPSPs are obligated to keep your Personal Data confidential and secure.

- We may disclose your Personal Data if required to do so by law, such as to comply with a subpoena or in the good-faith belief that such action is necessary to conform to the edicts of the law, protect your safety or the safety of others, investigate fraud or comply with a judicial proceeding, court order or legal process served on Crossville or to protect and defend the rights or property of Crossville.

9. Your Rights

If you are a resident of the EU, you have the following rights in relation to your personal data.

Right of Access – the right to be informed of and request access to the Personal Data we process about you;

Right to Rectification – the right to request that we amend or update your Personal Data where it is inaccurate or incomplete;

Right to Erasure – the right to request that we delete your Personal Data;

Right to Restrict – the right to request that we temporarily or permanently stop processing all or some of your Personal Data;

Right to Object – the right, at any time, to object to us processing your Personal Data on grounds relating to your particular situation;

Right to Data Portability – the right to request a copy of your Personal Data in electronic format and the right to transmit that Personal Data to third parties;

Right to Not be Subject to Automated Decision-Making – the right to not be subject to a decision based solely on automated decision-making, including profiling, where the decision would have a legal effect on you or produce a similarly significant effect;

Right to Lodge a Complaint - in the event you consider our processing of your Personal Data not to be compliant with the applicable data protection laws, you can lodge a complaint:

- Directly with Crossville by using the contact information provided below.
- With the competent data protection authority. The name and contact details of the Data Protection Authorities in the EU can be found [here](#).

10. Changes to this Policy

If we make any material changes to this Policy, we will notify you by email or by means of a notice on our Websites prior to the change becoming effective.

11. How to Contact Us

If you have any questions regarding this Policy or how to remove or modify your Personal Data or related consents, or wish to exercise any of the rights described in paragraph 9 above, please contact us by e-mail at marketing@crossvilleinc.com or at the following mailing address: Crossville, Inc., Attn: Marketing, 346 Sweeney Drive, Crossville, TN 38555.