

Crossville, Inc.

Privacy Policy

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1. Introduction

Crossville, Inc. (“Crossville”, “we”, “us”, “our”) respects the privacy of its customers, business partners, and online visitors, and is committed to protecting your privacy and using the information you share with us responsibly.

This Privacy Policy (“Policy”) covers both our online and offline data collection activities and describes how we will collect, use, and share your personal information. Where applicable, this Policy also describes your choices and rights regarding the use, access, and correction or deletion of your personal information. Please note that this Policy does not apply to Crossville employees or applicants for employment.

IMPORTANT: BY SUBMITTING INFORMATION TO US AND/OR USING OUR WEBSITES, YOU GIVE YOUR CONSENT THAT YOUR PERSONAL INFORMATION MAY BE COLLECTED, USED, AND SHARED BY US IN THE MANNER AND FOR THE PURPOSES DESCRIBED IN THE FOLLOWING POLICY. 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 INFORMATION.

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

Please note: This Policy does not apply to, and Crossville is not responsible for, any third-party websites which may be accessible through links from our Websites. If you follow a link to any of these third-party websites, you should review the website’s privacy policy before submitting any personal information through such website.

2. Definition of Personal Information

Personal information 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 use personal information whenever you explicitly provide it to us. This includes:

- Information you voluntarily provide through our Websites, such as when you select any of the following options and submit the requested information: “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 any of our facilities.
- 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 also collect and use personal information from third party sources. This includes:

- Information you provide indirectly to Crossville at tradeshows through badge scans and/or by submitting information through the show’s mobile application or website.
- Content you post or submit to us (such as messages, comments, and “likes”) in connection with Crossville’s social media sites on Facebook, Twitter, Pinterest, YouTube, and/or Instagram.
- Information provided to any on-line marketplace in connection with a request for samples of Crossville products.
- Information provided to any third-party distributor of Crossville products in connection with the purchase of such products.
- Information provided to any of Crossville’s National Account Programs in connection with the purchase of 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.
- Information from publicly available sources.

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, to invoice and collect payment for the requested products and services, and to be able to contact you.

3.3 Email Marketing

We may send marketing messages to your email address containing information such as newsletters, educational materials about products and services offered by Crossville, product advertising, and survey requests. In such instances, 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. You can opt out or withdraw your consent to receive such emails at any time by clicking the “Unsubscribe” link provided in every marketing email.

3.4 Information We Collect By Automated Means When You Use Our 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. For example, we collect information concerning the specific pages you visit on the

Websites, and the amount of time you spend on each page. Additional details are provided in Section 4 below.

3.5 Other Ways We Use Information

In addition to the uses discussed above and elsewhere in this Policy, we use personal information for the following business and operational purposes:

(i) to operate, evaluate and improve our business; (ii) to protect the security or integrity of our Websites; (iii) to comply with our legal obligations, policies and procedures; (iv) to pursue available remedies or limit damages we may sustain; (v) to protect our operations or those of any of our Affiliates; (vi) to protect and defend the rights, privacy, safety, or property of Crossville, our Affiliates, customers, you, and others; (vii) to protect against, identify, and investigate fraud and other unlawful activity, claims and other liabilities; and (viii) to exercise, establish, or defend Crossville's legal rights.

We may also use the personal information we collect for those specific purposes that we provide you notice of at the time of collection, or for purposes compatible with the context in which the personal information was collected.

4. Tracking Data and Cookies

We use "cookies," which are text files placed on your computer, to help us analyze how users use our Websites, as well as 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.

Specific information about the third-party cookies we commonly use on our Websites can be found below. This list is not exhaustive, but is intended to illustrate the primary purposes for which we typically set third-party cookies.

4.1 Google Analytics

We use Google Analytics, a web analytics service that uses cookies to track and report website traffic, in order to help us understand how users access and use our Websites. We use this information to improve our Websites, evaluate the performance of our marketing campaigns, and guide advertising decisions. The cookies report website trends; they do not identify individual visitors. For information regarding Google's uses of data, please click [here](#). To opt-out of having your site activity available to Google Analytics, you can download and install the Google Analytics opt-out browser add-on, available [here](#).

Additionally, we use certain Google Analytics advertising features, such as remarketing to run advertising campaigns to users of our Websites. Based on your prior visits to our Websites, you

may be served targeted advertising when you browse other sites on the Internet. For more information, including information on how to opt-out of personalized ads, please refer to Google's [privacy policy](#) and [opt-out page](#).

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.

4.3 LinkedIn Insight Tag

The LinkedIn Insight Tag is a piece of lightweight JavaScript code that we have added to our Websites that allows us to perform campaign reporting and unlock valuable insights about website visitors that may come via the campaigns we run on LinkedIn. LinkedIn's Cookie Policy can be found [here](#). LinkedIn members can control the use of their personal data for advertising purposes through their account settings.

4.4 Hotjar

Hotjar is a technology service that helps us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like), thereby enabling us to make improvements to our Websites. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular, a device's IP address [captured and stored only in anonymized form], device screen size, device type [unique device identifiers], browser information, geographic location [country only], and preferred language used to display our Websites). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or match it with further data on an individual user. For further details, please click [here](#) to see Hotjar's privacy policy. You can opt out of the creation of a user profile, Hotjar's storing of data about your usage of our site, and/or Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

5. How We Share Your Personal Information With Others

We may share your personal information for our business and operational purposes, with the categories of third parties described below.

- **Affiliates.** We may share your personal information with our parent company and companies under common control of our parent company.
- **Service Providers.** We may share your personal information with third parties that we use to help us run our business, including vendors and other companies that provide us with services such as: website hosting; operating systems and platforms; email delivery; information technology services and related infrastructure. We share your personal information with these Service Providers only to the extent such information is needed by the Service Provider to carry out the service(s) it is performing on our behalf. Each of

these Service Providers are obligated to keep your personal information confidential and secure.

- **Legal/Compliance Related Recipients.** We may share your personal information with law enforcement authorities, government entities, or other third parties as we deem necessary or appropriate: (1) to comply with a search warrant, court order, subpoena, or other legal process; (2) to comply with applicable law, including laws outside your country of residence; (3) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (4) to pursue available remedies or limit damages we may sustain; (5) to protect our operations or those of any of our Affiliates; (6) to protect and defend the rights, privacy, safety or property of Crossville, our Affiliates, customers, you and others; (7) to protect against, identify, and investigate fraud and other unlawful activity, claims and other liabilities; or (8) to exercise, establish, or defend Crossville’s legal rights.

- **Transaction Participants.** We may share your personal information with a third party in connection with the sale or transfer of all or a portion of our business or assets to such third party.

- **Other Third Parties.** We may also share your personal information with other categories of third parties with your consent or as described to you at the time of collection of your personal information.

6. Privacy of Children

The Websites are not directed to children, which for purposes of this Policy are individuals under the age of 18. We do not knowingly collect (nor do we intend to collect) any personal information from children. If you are less than 18 years old, please do not send any personal information 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 an individual under the age of 18, we will delete that information from our database.

7. Security

We store and process personal information on Crossville’s servers located in the United States, and the servers of third parties with whom we have contracted to support Crossville's business operations (see “How We Share Your Personal Information With Others,” above).

To protect your privacy, we use industry standard physical, electronic, and organizational safeguards to protect your personal information 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.

8. How Long We Store Information

We may retain personal information 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 information 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 information when such data is no longer necessary, or when requested to do so.

9. Your Rights

9.1 Additional Privacy Notice for California Residents (see [Addendum I](#))

9.2 Additional Privacy Notice for Nevada Residents (see [Addendum II](#))

9.3 Additional Privacy Notice for Residents of Canada (see [Addendum III](#))

9.4 Additional Privacy Notice for Individuals Located in the European Union (“EU”) (see [Addendum IV](#))

9.5 Additional Privacy Notice for Residents of Brazil (see [Addendum V](#))

10. Legal Basis for Processing Personal Information (EU and Brazil Only)

We will only use your personal information where we are permitted to do so by applicable law. Under the GDPR and the LGPD, our use of your personal information must be justified under one or more of several enumerated legal grounds. Accordingly, please note that our legal basis for collecting and using the personal information described above will depend on the specific personal information concerned and the specific context in which we collect it. However, we will normally collect and use personal information from you on the following legal bases:

- When necessary to achieve our legitimate interests where such interests are not overridden by your data protection interests or fundamental rights and freedoms. Our legitimate interests are described in more detail in Sections 3, 4 and 5 of this Privacy Policy, but typically include: (i) fulfilling our obligations; (ii) improving, maintaining, providing and enhancing our products and services; (iii) supporting our marketing activities; and (iv) providing a stable, consistent, and secure user experience in connection with our Websites, and helping us modify or enhance our Websites and their content.
- When necessary for the performance of a contract with you.
- When necessary to comply with our legal obligations.
- When we have your consent to do so.

11. Changes to this Policy

We reserve the right to amend this Policy at our discretion and at any time. When we make changes to this Policy, we will post the revised Policy on our Websites and include the date the Policy was last updated. We may also notify you by email that our Policy has changed.

12. How to Contact Us

If you have any questions or concerns regarding this Policy, please contact us by email at: marketing@crossvilleinc.com, or at the following mailing address: Crossville, Inc., Attn: Marketing, 346 Sweeney Drive, Crossville, TN 38555.

ADDENDUM I

9.1 Additional Privacy Notice for California Residents

Overview

This Additional Privacy Notice for California Residents (“California Privacy Notice”) supplements our Privacy Policy and applies solely to residents of the State of California. We adopt this California Privacy Notice to comply with the California Consumer Privacy Act of 2018, as amended (“CCPA”).

For purposes of this California Privacy Notice, personal information means 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 consumer or household. Personal information does not include: (1) publicly available information from government records; (2) consumer information that is deidentified or aggregate consumer information; or (3) information excluded from the CCPA’s scope, such as information collected pursuant to certain business-to-business transactions.

Please note that this California Privacy Notice does not apply to personal information concerning or relating to Crossville’s employees or applicants for employment. The treatment of personal information of those individuals is detailed in the separate privacy notice we provide to our California employees and applicants for employment.

Personal Information We Collect and Disclose

The CCPA describes several categories of personal information. The following chart lists those categories and identifies which categories we have collected, as well as those we have disclosed to third parties for our business purposes, during the past 12 months.

Category	Examples	Collected	Disclosed	Disclosed to the Following Third Parties for a Business Purpose
Identifiers	A real name, postal address, unique personal identifier, online identifier, internet protocol address, email address, account name, or other similar identifiers.	Yes	Yes	Affiliates; Service Providers; Legal/Compliance Related Recipients
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	A name, signature, address, telephone number, as well as government issued identification numbers and financial information. <i>Note: Some personal information included in this category may overlap with other categories.</i>	Yes	Yes	Affiliates; Service Providers; Legal/Compliance Related Recipients
Characteristics of protected classifications under California or federal law	Age (40 and over), race, color, ancestry, national origin, religion or creed, marital status, medical condition, disability, sex, gender (including gender identity and gender expression), sexual orientation, veteran or military status, genetic information.	No	N/A	N/A
Commercial information	Records of products or services purchased, obtained, or considered.	Yes	Yes	Affiliates; Service Providers; Legal/Compliance Related Recipients
Biometric information	Genetic, physiological, biological, or behavioral characteristics that can be used to establish individual identity, such as: imagery of the iris, retina, fingerprint, face, hand, palm, vein patterns, and voice recordings from which an identifier template can be extracted.	No	N/A	N/A
Internet or other electronic network activity information	Browsing history, search history, and information regarding a consumer's interaction with a website, application, or advertisement.	Yes	Yes	Affiliates; Service Providers
Geolocation data	Physical location or movements.	Yes	No	N/A
Audio, electronic, visual, thermal, olfactory, or similar information	Video or audio recordings made with your consent.	Yes	Yes	Affiliates; Other Third Parties
Professional or employment-related information	Work history, prior employer, performance evaluations.	No	N/A	N/A
Education information	Information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g; 34 C.F.R. Part 99).	No	N/A	N/A
Inferences drawn from any of the above information	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	No	N/A	N/A

We obtain the categories of personal information listed above from the following **categories of sources**:

- **Direct interactions with you**, such as the information you voluntarily provide when you contact us, request information, place an order for Crossville products, or provide information to us at a trade show or in some other context;
- **Automated means** when you visit our Websites, such as logging the IP address of the device you use to connect to the Internet; and
- **Third parties**, such as social media networks, data analytics providers, and publicly available sources.

For additional information about the data we collect, please see Sections 3 and 4 of our Privacy Policy entitled, *What Information We Collect and How We Use It* and *Tracking Data and Cookies*.

We collect and use personal information for our business and operational purposes, as described in Sections 3 and 4 of our Privacy Policy. In addition, we may collect and use personal information for the following **business purposes** as set forth in California Civil Code § 1798.140(d):

- Audits relating to a current interaction or transaction with you;
- Detecting security incidents and protecting against malicious, deceptive, fraudulent, or illegal activity;
- Debugging to identify and repair errors that impair the functionality of our systems;
- Short-term, transient use;
- Providing services, such as maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, and providing other similar services;
- Carrying out internal research for technological development;
- Undertaking activities to verify or maintain the quality or safety of a product or service that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance such product or service.

Sale of Personal Information

Crossville does not sell your personal information.

Rights under the CCPA

1. *Right to Know*: You have the right to know what personal information we collect, use, and disclose. Specifically, you have the right to request any or all of the following for the 12-month period preceding your request:

- a. The categories of personal information we have collected about you.
- b. The categories of sources from which we collected your personal information.
- c. Our business or commercial purposes for collecting your personal information.
- d. The categories of your personal information disclosed for a business purpose.
- e. The categories of third parties with whom your personal information was disclosed for a business purpose.
- f. The specific pieces of personal information we have collected about you.

2. *Right to Delete:* You have the right to request that we delete any of the personal information we collected from you, subject to the exceptions set forth in the CCPA (California Civil Code § 1798.105(d)). These exceptions include instances where it is necessary for us to maintain your personal information in order to provide a good or service you requested, perform a contract with you, or comply with a legal obligation.

3. *Right to Non-Discrimination:* Crossville will not discriminate against any individual who exercises any of the privacy rights conferred by the CCPA.

How to Exercise Your Rights

If you are a California resident and wish to exercise any of the rights described above, please submit your request using one of the following methods: (1) by email at marketing@crossvilleinc.com; or (2) by phone at 800-579-3013.

Your request should include your name, address, phone number, email address, and relationship to Crossville. After you submit your request, we will take steps to verify your identity to ensure that you are the individual about whom Crossville has collected information. If we are unable to verify your identity, we may contact you for additional information. If we are ultimately unable to verify your identity, we will inform you of such and your request will be denied.

You can designate an authorized agent to make a CCPA request on your behalf if the authorized agent is a natural person or a business entity registered with the California Secretary of State to conduct business in California. To make a request on your behalf, the authorized agent must first provide a copy of either: (1) a written statement signed by you authorizing such agent to submit a request on your behalf; or (2) a valid power of attorney issued pursuant to California Probate Code sections 4000 to 4465. The authorized agent must email one of the aforementioned documents to us at marketing@crossvilleinc.com and include a phone number where the agent may be reached during regular business hours. Prior to fulfilling a CCPA request submitted by your authorized agent, we may require you to verify your own identity and/or directly confirm that you provided the authorized agent with permission to submit a request on your behalf.

In most cases, we will respond to a Request to Know or Request to Delete within 45 days. If additional time is needed to respond to your request, we will notify you within 45 days.

ADDENDUM II

9.2 Additional Privacy Notice for Nevada Residents

Although we do not “sell” any “covered information” of Nevada residents, as those terms are defined under Nevada law (NRS Chapter 603A), in the unlikely event that we change our practice and you would like to be notified of such change, please send your name and email address to us at: marketing@crossvilleinc.com. We will contact you if we change our practice, at which time you will be given an opportunity to exercise your opt-out rights under NRS Chapter 603A. It is your responsibility to keep your notice contact information current, so please update your email address as necessary by sending any changes to us by email at: marketing@crossvilleinc.com.

ADDENDUM III

9.3 Additional Privacy Notice for Residents of Canada

This Additional Privacy Notice for Residents of Canada (“Canada Privacy Notice”) supplements our Privacy Policy and applies solely to residents of Canada. We adopt this Canada Privacy Notice to comply with the Personal Information Protection and Electronic Documents Act (“PIPEDA”).

Please note that personal information we obtain about you will be processed and stored in the United States (see Section 7 of our Privacy Policy), and such information may be subject to disclosure pursuant to a lawful access request by U.S. courts or government authorities (see Section 5 of our Privacy Policy).

If you are a resident of Canada, you have the following rights regarding your personal information: (1) the right to request access to the personal information we hold about you; (2) the right to challenge the accuracy and completeness of such information; and (3) the right to have such information amended as appropriate. To exercise any of these rights or register a privacy-related complaint, please contact us by email at: marketing@crossvilleinc.com. Please note that we may need to verify your identity before we process your request.

ADDENDUM IV

9.5 Additional Privacy Notice for Individuals Located in the European Union (“EU”)

This Additional Privacy Notice for Individuals Located in the European Union (“EU Privacy Notice”) supplements our Privacy Policy and applies solely to individuals located in the EU. We adopt this EU Privacy Notice to comply with the General Data Protection Regulation (“GDPR”).

If you are located in the EU, you have the following rights in relation to your personal information. Note that the term “personal information” as used in this Policy and EU Privacy Notice is equivalent to the term “personal data” as defined in the GDPR.

- Right of Access – the right to be informed of and request access to the personal information we process about you;
- Right to Rectification – the right to request that we amend or update your personal information where it is inaccurate or incomplete;
- Right to Erasure – the right to request that we delete your personal information;
- Right to Restrict – the right to request that we temporarily or permanently stop processing all or some of your personal information;
- Right to Object – the right, at any time, to object to us processing your personal information on grounds relating to your particular situation;
- Right to Data Portability – the right to request a copy of your personal information in electronic format and the right to transmit that personal information 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 information 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](#).

If you are located in the EU and wish to exercise any of the rights described above, please contact us by email at: marketing@crossvilleinc.com. Please note that we may need to verify your identity before we process your request.

ADDENDUM V

9.6 Additional Privacy Notice for Residents of Brazil

This Additional Privacy Notice for Residents of Brazil (“Brazil Privacy Notice”) supplements our Privacy Policy and applies solely to residents of Brazil. We adopt this Brazil Privacy Notice to comply with the Lei Geral de Proteção de Dados (“LGPD”).

If you are a resident of Brazil, you have the following rights regarding your personal information:

- Right to confirmation of the existence of processing;
- Right of access to data;
- Right to correction of incomplete, inaccurate or outdated data;
- Right to anonymization, redaction or elimination of unnecessary or excessive personal data, or of data that is not being processed in compliance with the LGPD;
- Right to data portability;
- Right to deletion of personal data processed with your consent;
- Right to disclosure of third parties with whom personal data is shared;
- Right to information about consent choices and the consequences of refusing consent;
and
- Right to revocation of consent.

If you have any questions or wish to exercise any of the rights described above, please contact us by email at: marketing@crossvilleinc.com. Please note that we may need to verify your identity before we process your request.