

KM COATINGS, INC. PRIVACY POLICY

Effective January 1, 2022

KM Coatings Inc., ("KM Coatings," the "Company, "we" or "us") cares about your privacy and the protection of your personal information. KM Coatings also knows that it is the Company's responsibility to make it clear as to how we protect your information. KM Coatings' Privacy Policy explains what personal information the Company collects, how it is collected, and how it is collected, used, maintained, protected, and shared. You may also have certain rights and choices under this Privacy Policy when it comes to your personal information.

You can review KM Coatings' Privacy Policy at any time, and if you still have questions, you can also contact KM Coatings for more information.

Application of the Privacy Policy

The Company's Privacy Policy applies to information collected when you use KM Coatings' website, as well as to any information KM Coatings collects about you from third parties. This Privacy Policy does not apply, however, to non-KM Coatings products, services, or websites you may access through the Company's website.

Types of Personal Information that is Collected

When you utilize KM Coatings' website, we do collect some of your personal information, which can include information that does not actually personally identify you. This can include IP addresses and device information. The personal information we collect may also include information that which does personally identify you, including your name, address, telephone number, and email address.

We collect this information to respond to customer requests, concerns, as well as to better meet our customers' needs and interests.

1. Account Information – information used to identify you and to maintain your account and any warranties associated with your account.
2. Analytics – information related to your business, account, or your use of KM Coatings' products, warranties, and technical support.
3. Warranty Information – information related to any warranties that you purchased, hold or manage.

4. Contact Information – Information such as your name, telephone number, and email address that KM Coatings uses to stay in touch with you.
5. Demographic and Interest Information – Information KM Coatings obtains from third parties to better tailor our marketing toward you.

*California requires that KM Coatings use different terms in some instances to describe the type of information that KM Coatings collects. For more information, please see the Special Information Regarding California Privacy Rights.

How Information is Collected

Your personal information may be collected in a number of different ways:

- 1) Directly from you when you create a contractor account on the Company's website, when you sign up to receive communications from KM Coatings including our newsletter, or when you interact with KM Coatings' customer service.
- 2) Information that you provide when interacting with us on our social media pages, message boards, and other forums.
- 3) From third parties, such as social networks and other publicly available data, and online advertising companies who may share information about the marketing and advertisements you have seen or clicked on.

How and When We Use Information, Including for Marketing and Advertising

KM Coatings uses the information it collects to communicate with you, to improve our products and services, to develop new products, give recommendations, and to deliver focused advertising and marketing for our own products.

When and with Whom We Share Information

KM Coatings does not sell, and has never sold, information that identifies who you are to anyone. Although permitted by federal law, KM Coatings does not disclose your name and address to non-government entities such as charities or businesses, for their own marketing purposes.

KM Coatings does share personal information with others when you direct us to do so; when required by law to respond to legal process; to protect KM Coatings' rights, personnel, and property; and to comply with applicable law. If KM Coatings shares your personal information with other companies for their own marketing and advertising activities, we will first get your consent. This may be through opt-in or opt-out settings, depending on the type of personal information shared.

Social Media Companies

You might interact with KM Coatings on social media sites that causes your information to be published to those social media networks. For example, If you click on a "like" button on KM Coatings' Twitter page, or on a KM Coatings post, this would publish to your Twitter account that you "like" our page or post. On those parts of KM Coatings' website with social network functionality, a social network may be able to collect information about you. For example, Twitter may be able to collect data about your visit to that page, even if you don't click on the "like" button. To control this sharing of information, you should review the privacy policy of the relevant social network.

Potential Purchasers of our Business

If we enter into a potential or actual merger, acquisition, or sale of all or a portion of our assets, then information about you will, in most cases, be shared or transferred as part of the transaction. This includes information that personally identifies you.

Government Entities When Required by Law

There are times when we may be required by law to disclose information about you to third parties. This may happen with or without your consent, and with or without notice, in compliance with the terms of valid legal process such as a subpoena, court order, or search warrant.

If you are a registered contractor, KM Coatings may be required to disclose information that personally identifies you to a government entity in response to a court order. A non-government entity, such as a civil litigant, can seek information that personally identifies you only pursuant to a court order. If KM Coatings is required to give information that personally identifies you to a private third party in

response to a civil court order, we will notify you prior to making such disclosure unless legally prohibited from doing so. We may also disclose information that personally identifies you as permitted by law and without your consent when it is necessary to protect our customers, employees, or property; in emergency situations; or to enforce KM Coatings' rights.

How KM Coatings Protects Your Information

We follow industry-standard practices to secure the information we collect to prevent the unauthorized access, use, or disclosure of any personal information we collect and maintain. These security practices include technical, administrative, and physical safeguards, which may vary, depending on the type and sensitivity of the information. Although we take the responsibility of safeguarding your personal information seriously, no security measures are 100% effective and we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose your information.

How Long We Keep Your Information

We keep your personal information for different lengths of time depending on the type of information and the business and legal requirements. For example, if you are a contractor, we keep information that personally identifies you for at least as long as you are enrolled in our approved contractor program. Other information is deleted automatically after a set period of time, often set by law, unless we are legally required to hold it longer, such as for pending litigation. We destroy, de-identify, or anonymize the information when it no longer needed in identifiable form.

California Residents' Privacy Rights

The California Consumer Privacy Act of 2018 ("CCPA") provides California residents with rights to receive certain disclosures regarding the collection, use and sharing of "Personal Information" as well as rights to access, delete, and restrict the sale of certain Personal Information KM Coatings collects about them. You may submit a request to exercise these rights by calling us at [KM Coatings customer service number (800) 222-9782]. The CCPA defines "Personal Information" to mean "information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household." If you are a California resident, you have a right not to

receive discriminatory treatment for the exercise of the privacy rights conferred by the CCPA.

California residents also have the right to request information regarding third parties to whom KM Coatings has disclosed certain categories of personal information during the preceding year for the third parties' direct marketing purposes under California's "Shine the Light" law (Cal. Civ. Code 1798.83). Personal Information under this California law means "any information that when it was disclosed, identified, described, or was able to be associated with an individual." We do not disclose this type of personal information to third parties for their own purposes and KM Coatings permits you to opt out of any disclosures of non-identifiable personal information. However, if you are a California resident and would like to inquire further, please email: marketing@kmcoatingsmfg.com or call 602.253.1168.

Changes in Privacy Statement/Acknowledgment

KM Coatings retains the right to change this Privacy Policy at any time and without prior notice to you to reflect changes in personal information practices or relevant laws. If the changes are significant, we may provide a more prominent notice which may include email notification of changes to our Privacy Policy changes. The practices and policies contained in this Privacy Policy replace all previous notices or statements with respect to the same subject. Your access, use, or interaction with us, our third-party providers or our website following the posting of such changes, or the updated Privacy Policy will constitute your affirmative consent to and acceptance of any such changes.

How to Contact KM Coatings with Questions About this Privacy Policy

Call KM Coatings at 602.253.1168 or send us an email at
marketing@kmcoatingsmfg.com.