

MARKETLAB PRIVACY POLICY

Effective Date: 12/27/23

Last Updated: 12/27/23

This Privacy Policy describes how Marketlab, Inc. and its affiliated brands ("Company," "we," or "us") collects and processes personal information in relation to your use of our services and websites. If you do not agree to this Privacy Policy, your choice is to not utilize our services or website or provide personal information in connection with them. By utilizing our services and website, you agree to this Privacy Policy and expressly consent to the processing of personal information according to this Privacy Policy.

California Notice at Collection: To understand (i) the categories of personal information collected by the Company, (ii) the business or commercial purposes for such collection, (iii) whether your personal information is shared or sold, and (iv) how long the Company keeps your personal information, please see Section 1 beginning on this page through Section 4 of this Privacy Policy.

If you are a California resident, the supplemental privacy notice also applies to you. Please review the supplemental privacy notice describing how we process personal information for California residents. To exercise your rights, please follow the instructions provided under the section "Exercising Your Rights."

Supplemental Privacy Notice

- California
- Exercising Your Rights

1. Personal Information We Collect.

A. Information You Choose to Give Us

- Contact information, including name, employer name, address, city, state, zip code, email address, telephone and fax number.
- Information provided or accessed in connection with the services we provide, including online forms, account information, survey responses, communications with our employees
- Payment information to complete purchase transactions.
- Information required to process job applications and evaluate employee candidates.

B. Information Automatically Collected by Using Our Website

- Your device data and how you interact with our website, including IP address, browser type, and unique device identifier.
- Cookies and similar technology. Please review the cookie technology section below for more information.
- Usage information, including the pages or content you view and searches on our website.

C. Information We Collect from Third Parties

- Contact information, including but not limited to name, title, address, city, state, zip code, department, and facility name

2. How We Use Information We Collect.

We may process this information to:

- Fulfill or meet the reason you provided the information. For example, if you provide your personal information to purchase our services, we will use that information to process your payment and facilitate delivery. We may also save your information for these purposes.
- Create, maintain, customize, and secure your account with us.
- Process your requests, purchases, transactions, and payments and prevent transactional fraud.
- Provide you with support and respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- Help maintain the safety, security, and integrity of our website, services, databases and other technology assets.
- Test, research, analyze, and conduct product development to develop and improve our website, and related services.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- Evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

- Communicate with you about your job application with us and evaluate your potential employment with us.
- Send promotional messages, marketing, advertising, and other information that may be of interest to you based on your preferences.
- Personalize, measure, and improve our advertising to you.
- Fulfill any other use that we describe when you provide the information.

3. Disclosing, Sharing, and Selling Information.

A. Disclosing Personal Information

We may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

We disclose personal information with the following categories of third parties for the listed business purposes:

- with our service providers and partners in order to conduct business, including conducting audits, performing industry analysis, and evaluating the results of marketing efforts. We may also share your information with customer relationship management, consultants, financial, legal, data analytics and other similar providers we use to support our business.
- with Software/IT service providers we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- with banks and credit card processors to the extent necessary for Company to deliver the services and process financial transactions.
- when we believe sharing is necessary to protect our rights, preserve safety, investigate fraud or other wrongdoing.
- when required by law, which includes complying with any court order, law, or legal process, including responding to a government or regulatory request.
- in connection with the sale, transfer or financing of Company's business or its assets, including a bankruptcy proceeding or to our affiliates.
- to enforce or apply our agreements, including for billing or collection purposes.
- for any other purpose we disclose to you when you provide the information.

B. Sharing Personal Information for Personalized Advertising

In this Privacy Policy, "sharing" means disclosing personal information to third parties for the purpose of personalized advertising. In the preceding twelve months, Company has shared personal information with third parties for the purposes of personalized advertising.

C. Selling Personal Information

In the preceding twelve months, Company has sold personal information to third parties. The Company does not knowingly collect or sell personal information pertaining to minors under the age of 16.

4. Information Security and Retention.

We use reasonable administrative, technical, and physical security to protect the personal information we retain and to help ensure that it is used in accordance with this Privacy Policy.

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless longer retention is required by law or for auditing purposes. To determine the appropriate retention period for personal information, we consider the applicable laws and regulations, the nature of the information, and the obligation to protect from unauthorized use or disclosure while maintaining the ability to provide services in conjunction with the retained information.

5. Cookies and Tracking Technologies.

A. Cookies

Our websites may use "cookies" and other tracking technologies to gather information about your interactions. This information may include demographic data, browser type, IP address, pages visited, activities conducted on the page, and the day and time of your visit. Our websites may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to make your experience on the website more personal and interactive. We honor "do not track" signals from a web site browser. Please refer to your computer browser help instructions for more information on cookies and other related technologies and how to manage their use. If you refuse or delete cookies, you will need to repeat the process if you use another computer or change browsers. If you refuse or delete cookies, some of the functionality of our websites could potentially be impaired.

B. Analytics Services

Please note that we use an analytics service, Google Analytics, to gather information about our website visits. To learn more about Google Analytics, including opting out of Google Analytics, click here <https://tools.google.com/dlpage/gaoptout?hl=en>

C. Web Beacons

Pages of our websites may also contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that allow us, for example, to count users who have visited those pages. We may use this information to provide a better website user experience, and tailor our marketing communications.

6. Your Rights.

If you are a California resident, you have rights related to your personal information. These rights are described in the supplemental privacy notice. You may exercise any of the rights consistent with applicable law by contacting us at 800-237-3604 or service@marketlab.com and following the instructions provided in the supplemental privacy notice document, under the "Exercising Your Rights" section. We may ask you to verify your identity before taking further action on your request.

7. Other Important Information.

A. Linked Websites

Our websites may contain links to other websites. We assume no responsibility for the content, privacy policies, or practices of any third-party websites. You expressly relieve Company from any and all liability arising from your use of any third-party website, or from the content of any third-party website.

B. Children's Privacy

Our website does not target or knowingly collect any information from individuals under the age of 18.

C. Changes to our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page with a notification that the Privacy Policy has been updated on our website home pages. If we make material changes to how we treat the personal information we collect, we will notify you through a prominent notice on our website home pages, in addition to any other means necessary to fulfill our legal requirements. The date the Privacy Policy was last revised is identified at the top of the page.

8. Contact Information.

For questions regarding this Privacy Policy, you may contact us at any of the following addresses. To exercise your consumer rights, depending on where you live, please follow the instructions provided in the supplemental privacy notice, under the "Exercising Your Rights" section.

800-237-3604

service@marketlab.com

6850 Southbelt Dr
Caledonia, MI 49316

SUPPLEMENTAL PRIVACY NOTICE

Last Updated: 12/27/23

If you reside in California, this page applies to you and supplements our Privacy Policy. To exercise any of the rights described below consistent with applicable law, please follow the instructions provided in the "Exercising Your Rights" section of this document.

California

Last Updated: 12/27/23

This supplements the information contained the Privacy Policy and applies solely to individuals who reside in the State of California. To exercise any of the rights described below consistent with applicable law, please follow the instructions provided in the "Exercising Your Rights" section of this document.

1. Personal Information We Collect

We collect 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**").

In the last twelve months, we have collected and disclosed to service providers or third parties the following categories of personal information from consumers:

Category	Examples	Collected	Disclosed
Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES	YES
Personal information categories	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number,	YES	YES

<p>listed in the California Customer Records statute.</p>	<p>driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.</p> <p>Some personal information included in this category may overlap with other categories.</p>		
<p>Protected classification characteristics under California or federal law.</p>	<p>Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).</p>	<p>NO</p>	<p>NO</p>
<p>Commercial information.</p>	<p>Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>YES</p>	<p>YES</p>
<p>Biometric information.</p>	<p>Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.</p>	<p>NO</p>	<p>NO</p>
<p>Internet or other similar network activity.</p>	<p>Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.</p>	<p>YES</p>	<p>YES</p>

Geolocation data.	Physical location or movements.	NO	NO
Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO	NO
Professional or employment-related information.	Current or past job history or performance evaluations.	NO	NO
Non-public education information (per the Family Educational Rights and Privacy Act).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO	NO
Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	NO	NO
Sensitive Personal Information.	(1) Social Security number, driver's license number, state identification number, passport number; (2) account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; (3) precise geolocation information; (4) racial or ethnic origin, religious, or philosophical beliefs, or union membership; (5) contents of mail, email, and text messages unless the business is the intended recipient of the communication; (6) genetic data; (7) biometric data for the purposes of uniquely identifying a consumer; (8) health information; (9) sex life or sexual orientation information.	YES	YES

We obtain this information from the various categories of sources:

- Directly from you. For example, when placing an order through our website.
- Indirectly from you. For example, from your browsing pattern and history within our website.

2. How We Use, Disclose, Share, and Sell Information We Collect.

Please read the Privacy Policy to learn how we use, disclose, share, and sell personal information we collect.

3. Your Rights.

A. Right to Access and Data Portability

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting, selling, or sharing the personal information.
- The categories of third parties with whom we disclose that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).
- Whether we sold, shared, or otherwise disclosed your personal information for a business purpose.

B. Right to Delete

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies. We may deny your deletion request if retaining the information is necessary for us to:

- Complete the transaction for which we collected the information.
- Provide a good or service that you requested.
- Take actions reasonably anticipated, given our ongoing business relationship.
- Fulfill a written warranty or product recall conducted under federal law.

- Perform our contract with you.
- Protect against malicious, deceptive, fraudulent, or illegal activity.
- Debug products to identify and repair errors that impair existing functionality.
- Exercise free speech or ensure that other consumers may exercise their free speech.
- Comply with the California Electronic Communications Privacy Act.
- Engage in public or peer-reviewed public interest research if deletion may seriously impair the research's achievement and if you previously provided informed consent.
- Use the information internally, as reasonably expected by consumers.
- Use the information internally, compatible with the law and context you provided it.
- Comply with a legal obligation.

C. Right to Correct

You have the right to request that we correct inaccurate personal information, taking into account the nature of the personal information and the purposes for processing the personal information. Once we receive and confirm your verifiable consumer request, we will use commercially reasonable efforts to correct the inaccurate personal information.

D. Right to Non-Discrimination

We will not discriminate against you for exercising any of these rights. Unless permitted by California law, we will not:

- Deny you goods or services.
- Provide you a different level or quality of goods or services.
- Charge you different prices or rates for goods or services, including granting discounts or benefits, or imposing penalties.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by California law that can result in different prices, rates, or quality levels. Any permissible financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior affirmative consent, which you may revoke at any time.

E. Right to Opt Out of the Sale of Personal Information

You have the right to opt out of the sale of your personal information. To exercise this right, you may follow the instructions provided in the "Exercising Your Rights" section below or utilize this interactive form <https://my.datasubject.com/6ok3HTiK0lUc491m/27169>.

Company does sell personal information.

F. Right to Opt Out of Sharing Personal Information for Personalized Advertising

You have the right to opt out of the sharing of your personal information. To exercise this right, you may follow the instructions provided in the "Exercising Your Rights" section below or utilize this interactive form <https://my.datasubject.com/6ok3HTiK0lUc491m/27169>.

Company does share personal information for personalized advertising.

G. Right to Limit the Processing of Sensitive Personal Information

You have the right to limit the processing of your sensitive personal information to that which is necessary to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services. To exercise this right, you may follow the instructions provided in the "Exercising Your Rights" section below or utilize this interactive form <https://my.datasubject.com/6ok3HTiK0lUc491m/27169>.

Company does not process sensitive personal information beyond what is necessary to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services.

H. Rights Under California's "Shine the Light" Law

California's "Shine the Light" law (Civil Code Section § 1798.83) permits California residents that use our website to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes.

Exercising Your Rights

If you are a California resident, the rights described in this supplement apply to you. To exercise your rights compatible with applicable law, please submit a verifiable consumer request via 800-237-3604 or service@marketlab.com.

A. Verifiable Consumer Requests

Your verifiable consumer request must provide sufficient information that allows us to reasonably verify you are the person about whom we collected information, and describe your request in sufficient detail that allows us to properly respond to it. We cannot respond

to your request if we cannot verify your identity and confirm that the information relates to you.

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. To designate an authorized agent, please contact us via the methods noted above. If you are a California resident, you can designate an authorized agent to make a request on your behalf only if: (1) the authorized agent is a natural person or a business entity registered with the Secretary of State of California; and (2) you sign a written declaration that you authorize the authorized agent to act on your behalf. If you use an authorized agent under California law to submit a request to exercise your rights, please have the authorized agent take the following steps in addition to the steps described above:

- Mail a copy of your signed written declaration authorizing the authorized agent to act on your behalf; and
- Provide any information we request in our response to your email to verify your identity. The information requested will depend on your prior interactions with us and the sensitivity of the personal information at issue.

If you provide an authorized agent with power of attorney pursuant to California Probate Code sections 4121 to 4130, it may not be necessary to perform these steps and we will respond to any request from such authorized agent in accordance with the CCPA.

California residents may make a verifiable consumer request twice within a 12-month period, free of charge, unless the request is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

B. Response Time

We will respond to verifiable consumer requests within the time allotted under applicable law, generally forty-five (45) days of its receipt. If we require more time (up to 45 days), we will inform you of the reason and extension period in writing in compliance with applicable law.

C. Response Content

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to

transmit the information from one entity to another entity without hindrance in compliance with applicable law.

D. Method of Response

You do not need to create an account with us to make a verifiable consumer request. However, if you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.