

## PRIVACY POLICY

**Last Updated:** April 1, 2025

The Privacy Policy describes how Fireside Home Solutions and any affiliated entities (collectively, “Fireside” “we” and “us”) processes personal information about you. This Privacy Policy applies when you visit or use our websites where this policy is linked or posted (“Sites”). If you have any questions, please contact us as provided below. If you would like to receive this Privacy Policy in a different format, please contact us at [sales@firesidehomesolutions.com](mailto:sales@firesidehomesolutions.com).

**BY USING THE SITES YOU ARE CONSENTING TO THIS PRIVACY POLICY. PLEASE READ IT CAREFULLY.**

### Categories of Personal Information We Process

The type of information that we collect depends on your interaction and relationship with us. We may collect the below categories and types of personal information.

- **Contact information.** We may collect name, postal address, telephone number, email address, and business contact information.
- **Online identifiers.** We may collect online identifiers such as Facebook ID, Google ID, LinkedIn ID, Twitter ID, etc. and your handles or usernames for these social media services.
- **Tax information.** We may collect tax identification number and signature.
- **Financial Information.** We use a third party payment processors to collect credit or debit card number, expiration date, and CVV number, and any information necessary for processing your payment information or online money transfers. If you pay with a credit card or other form of electronic or online payment, the payment information that you provide is transmitted directly to the payment processor who will process and store your personal information.
- **Audio/Visual Data.** We may collect audio, electronic, photographic, visual or similar data including photographs, audio messages, and text messages.
- **Commercial Information.** We may collect records of products or services purchased, obtained, or considered and purchasing histories.
- **Internet or Electronic Usage Data.** We may collect data related to network and website interaction history, IP address, website cookie information, interaction with advertisements and browsing time, and browsing/search history.
- **Geolocation Data.** We may collect geolocation data including the general region or area from which you access our Sites and your precise geolocation when you request a delivery.

### Sources of Personal Information

We collect personal information in the following ways:

- **From You.** We collect personal information that you provide directly to us.

- **Automatically.** When you access our Site, we may collect internet or electronic usage data and geolocation data using tools like browser cookies and pixels. We may also do this in emails that we send to you.
- **From Third Parties.** We may collect personal information from third parties including vendors and service providers.
- **Social Networks.** Depending on the information you choose to share and your privacy settings, we may collect personal information about you. Based on the way you have set your privacy settings on your social media accounts, most social media platforms, like Facebook, analyze data about how you interact with our Sites and combine it with information on other users to provide us information about you. In addition, we may receive information about you if other users interact with us on social media and information about you is visible to us, for example the fact that you are “friends” or other public-facing profile information.
- **Advertising/Analytics Providers.** We may personal information from our advertising and data analytics providers. This includes when conduct email campaigns and receive site feedback. It also includes when we receive marketing and Site usage information, such as trends, usage, and interaction activities from our providers.

### Purposes for Collecting Personal Information

We may use personal information to:

- allow you to schedule service and to purchase and receive products and services that we offer.
- communicate with you and provide you with customer assistance.
- process and collect payments for our products and services.
- analyze preferences, trends, and statistics.
- improve our marketing efforts, prospect for new customers, and to provide you with information about us, including personalized marketing communications.
- manage our customer relationships and engagement
- administer sweepstakes, contests, events, and promotions, and to provide you with information about us, including personalized marketing communications.
- combine information we obtain from different sources with publicly available information, including to create inferences about you.
- improve our Sites and systems, provide and maintain functionality on our Sites and systems, and help us diagnose technical and service problems and administer our Sites and systems.
- improve and analyze our existing products and service offerings.
- detect and prevent fraud, theft, and other misconduct and ensure the security of our Sites and systems.
- comply with our legal obligations, contractual obligations, and other compliance obligations, including reporting requirements.
- defend ourselves against allegations, complaints, claims and in legal proceedings and protect our legal and business rights in legal proceedings.

We may also use personal information for any other reason that we describe to you.

### How We Disclose Personal Information

We disclose personal information in the following circumstances:

- with vendors and service providers who support the operation of our products, services, Site, and our business and who need access to such information to carry out their work for us (including, for example, cloud hosting providers, lawyers, payment processors, delivery vendors, internet service providers, and operating systems and platforms). In some cases, the vendor or service provider may directly collect the information from you on our behalf.
- with third-party analytics or advertising partners, including social media platforms and networks, who provide analytics or advertising services to us.
- with regulatory and government entities including government, administrative, law enforcement and regulatory agencies; tax authorities; and other public agencies or authorities if we think we should in order to comply with any applicable law, regulation, legal process or other legal obligation. This includes cooperating with law enforcement when we think it is appropriate, obtaining legal remedies or limiting our damages, and to enforcing or protecting our contracts, legal rights or the rights of others, including by responding to claims asserted against us.
- with potential investors, purchasers, merger partners, and their advisors in the event we: (i) sell or transfer, or are considering selling or transferring, all or a portion of our business or assets; or (ii) are considering or engaging in any reorganization, conversion, merger, sale, joint venture, assignment, transfer or disposition of all or any portion of our ownership interest, business or operations; or (iii) are soliciting or accepting investments.
- other reasons we may describe to you, including if you consent to the disclosure or direct us to disclose your information.

### How Long We Keep Personal Information

We will retain and use your information for as long as we need it to provide you products or services, or as long as necessary to comply with our legal obligations, contractual obligations, and other compliance obligations, resolve disputes, and enforce our agreements. We use the following criteria to determine retention periods:

- how long the information is needed to provide our products and services and operate our business;
- whether there are contractual or legal obligations that exist that require us to retain the information for period of time;
- whether any law, statute, or regulation allows for a specific retention period;
- whether an individual has agreed to a longer retention period;
- whether the data is considered to be sensitive data; and
- what the expectation for retention was at the time the data was provided to us.

## Our Use of Cookies, Pixels, Analytics, and Other Tracking Technology

**Cookies and Tracking Technology.** When you access the website, we (and third-party companies we work with) may collect and store certain information by using technologies such as server logs, cookies, web beacons, clear gifs, tags, e-tags, flash cookies, log files, pixels, code, JavaScript packages, mobile advertising IDs (such as Facebook cookies or Google's Advertising ID), cross-device linking, and similar technologies. The information collected includes information about your activities on our Sites, IP address, browser or operating system type and version, device IDs, and demographic or inferred-interest information, as well as information or communications you have submitted to us through the Sites.

We use this information to understand general usage and volume statistics, how users navigate to and around our Sites, what content is viewed or accessed, and which products and services have been obtained. We also use these technologies to keep track of your preferences and profile information. We also use these technologies to allow third-parties to provide analytics and advertising services and serve advertisements on our behalf across the Internet and in mobile applications. For example, our advertising partners may use the fact that you visited our Sites to target advertising to you on other websites and mobile apps on your current device or on other devices you use. They may match your browsers or devices if you log into the same online service on multiple devices. These third parties partners may use this information for our and their own advertising, analytics, attribution, and reporting purposes. To learn more about interest-based advertising, tracking technologies, and how to opt out, please visit <http://www.aboutads.info/choices>.

**Browsing or Chat Session Information.** We use technologies that maintain records of your browsing session, chats, and other activities on our Site. These technologies may include session replay that maintains a record of your interactions with our Site; chat providers that maintain a transcript of your chats; cookies, pixels, and other tracking technologies that share some of your interactions with our Site; and other technologies that collect and share your interactions with our Site. We use this information for quality control, customer service, fraud prevention and security, and marketing purposes.

**Do Not Track Signals.** Some browsers have a “do not track” feature. It lets you tell websites you visit that you do not want them to track your online activity. These features are not yet uniform across browsers. Our Sites are thus not currently set up to respond to these signals. For more information on Do Not Track signals, please visit <https://allaboutdnt.com/>.

**Google Analytics.** We use analytics services provided by Google Analytics. If you would like more information on how Google uses data when you visit or use our Site, please visit [www.google.com/policies/privacy/partners](http://www.google.com/policies/privacy/partners). If you would like to opt-out, Google provides an opt-out tool which is available at <https://tools.google.com/dlpage/gaoptout>.

## Links to Other Websites

Our Sites may include links to other websites or applications whose privacy practices may differ from ours. If you submit personal information to any of those websites or applications, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit or application that you use.

## Security

We use reasonable security measures s required by law. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security and encourage you to use website and share information with caution.

## This Website is Not Intended for Children

Our website is not directed to children under the age of 13. We do not knowingly collect or store any personal information from anyone under the age of 13. If we become aware that we have collected or stored personal information from an individual under age 13, we will remove his or her personal information from our files. If you are a parent or guardian and believe we may have inadvertently collected personal information from your child, please notify us immediately by sending an email to [sales@firesidehomesolutions.com](mailto:sales@firesidehomesolutions.com).

## Marketing Communications

**Marketing Emails.** You can opt out of marketing or advertising emails by using the “unsubscribe” link in the email at any time. Once we process your request, we will cease using the information for such purposes at no charge to you. If you opt out of getting marketing messages, you will continue to receive messages from us about your relationship with us where permitted by law.

**Phone Calls and Text Messages.** If you do not want to receive marketing phone calls or text messages from us, please inform us that you no longer want to receive calls from us when you receive a call from us, or reply STOP to a text message from us. Note that if you if you provide us with your email or phone number, we may contact you with relevant updates, such as reminders if you leave products in your cart.

## Processing of Information in the United States

Please be aware that information we obtain about you will be processed in the United States by our service providers or us and that the data protection laws and regulations that apply to your personal information transferred to the United States or other jurisdictions may be different from the laws in your country of residence. The United States may not afford the same level of protection as laws in your own country. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your personal information. By using the Sites or any of our products or services, you are understand and agree that we may share your personal information among our affiliates, our service providers, and other third parties, which may be located in countries outside of your own.

## Contact Us

If you have any questions about this Policy or our data protection or privacy practices, please email us at [sales@firesidehomesolutions.com](mailto:sales@firesidehomesolutions.com).

## Updates to Our Privacy Policy

From time to time we may change our privacy policy. We will notify you of any material changes to our privacy policy as required by law. We will also post an updated copy on the Site where this appears. Please check our Sites periodically for updates. The “Last Updated” legend above indicates when this Privacy Policy was last revised. Any changes will become effective when we post the revised Privacy Policy on any of our Sites.