

Privacy Policy

Revised: 08/26/2024

Your information privacy is important to us. We provide this Privacy Policy to explain how we collect, use, protect, and disclose information and data when you use the <https://www.panda-windows.com> website (“*Site*”) and any other time you interact with our Company (“*Services*”). This Privacy Policy also explains your choices for managing your information preferences, including opting out of certain uses of your Personal Information (defined below). This Privacy Policy applies to all users of the Site and Services. The Site and Services are provided by Panda Windows & Doors--Operations LLC (“*Panda*,” “*Company*,” “*we*,” “*our*” or “*us*”).

BY USING THE SITE OR SERVICES, YOU ARE CONSENTING TO THIS PRIVACY POLICY. PLEASE READ IT CAREFULLY.

1. Personal Information We Collect

We collect the following categories and types of “*Personal Information*”:

- **Contact Information:** your first and last name, mailing address, email address, and phone number;
- **Other identifying information:** IP address, social media user names, passwords and other security information for authentication and access;
- **Financial Information:** credit card, debit card and bank account information;
- **Geolocation data;**
- **Internet or other electronic activity:** your browsing and click history, including information about how you navigate within our Site and Services and which elements of our Site and Services you use the most;
- **Commercial information:** products purchased or viewed on our Site;
- **Audio and visual information:** your videos and photos; and
- **Inferences drawn from the categories described above** in order to create a profile about you to reflect your preferences, characteristics, behavior and attitude.

2. How We Use Personal Information

We use your Personal Information for the following categories of use:

- **Transactional Purposes:** We use your contact information, financial information, and commercial information to:
 - Receive, process, confirm, send and track your order; and
 - Communicate with you about your order.

- **Analytical Purposes:** We use your other identifying information, internet activity and browsing history, commercial information, and geolocation data to analyze preferences, trends and statistics.
- **Marketing and Promotional Purposes:** We use your contact information, commercial information, internet or other electronic activity, geolocation data, and inferences to:
 - Inform you of our new products, services and offers;
 - Provide you with targeted advertising; and
 - Provide you with other information from and about our Company, including personalized marketing communications.
- **Maintenance and Improvement of the Site and Services:** We use your contact information, commercial information, and internet activity and browsing history to:
 - Provide you with the Site and Services, including to send you alerts about your account;
 - Handle your customer services requests; and
 - Help us diagnose technical and service problems and administer our stores, the Site, and the Services.
- **Review and content creation purposes:** We use your contact information, commercial information, and audio and visual information to enable reviews of our products and to display content that you have created and allowed us to display on our Site and Services and on social media.
- **Security and Fraud Prevention:** We use your contact information, other identifying information, commercial information, financial information, geolocation data, internet activity and browsing history, and inferences to protect the Site and services, our Company, and others and to prevent fraud, theft and misconduct.

3. Sources of Personal Information

We collect Personal Information from the following sources:

- **We collect information directly from you.** We collect contact information directly from you. We also collect financial information from you.
- **We collect information from you passively.** We collect internet or other electronic activity passively using tools like browser cookies. This activity is further described in the Cookies and Advertising and Online Tracking sections below.

4. Categories of Third Parties We Share Personal Information With

Service Providers

From time to time, we may establish a business relationship with other businesses whom we believe trustworthy and who have confirmed that their privacy practices are consistent with ours (“**Service Providers**”). For example, we may contract with Service Providers to provide certain services, such as hosting and maintenance, data storage and management, and marketing and promotions. We only provide our Service Providers with the information necessary for them to perform these services on our behalf. Each Service Provider must agree to use reasonable security procedures and practices, appropriate to the

nature of the information involved, in order to protect your Personal Information from unauthorized access, use, or disclosure. Service Providers are prohibited from using Personal Information other than as specified by us.

Our Affiliates

We may share Personal Information with businesses controlling, controlled by, or under common control with our Company.

Corporate Transactions

If our Company is merged, acquired, or sold, or in the event of a transfer of some or all of our assets, we may disclose or transfer Personal Information in connection with such transaction. You will have the opportunity to opt out of any such transfer if, in our discretion, it will result in the handling of your Personal Information in a way that differs materially from this Privacy Policy.

Compliance with Laws and Law Enforcement

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We may disclose Personal Information and any other information about you to government or law enforcement officials or private parties if, in our discretion, we believe it is necessary or appropriate in order to respond to legal requests (including court orders and subpoenas), to protect the safety, property, or rights of our company or of any third party, to prevent or stop any illegal, unethical, or legally actionable activity, or to comply with the law.

5. Cookies

We use cookies (a small text file placed on your computer to identify your computer and web browser) and may use anonymous identifiers (a random string of characters that is used for the same purposes as a cookie). We use cookies and other similar technologies to analyze use of and improve This Site and the Services and as described in the Advertising and Online Tracking Section of this Privacy Policy. Most web browsers are initially set up to accept cookies. Your browser may give you the ability to control cookies or other tracking tools. How you do so depends on the type of tool. Certain browsers can be set to reject browser cookies. If you block cookies, certain features on our Site or Services may not work. If you block or reject cookies, not all of the tracking described here will stop. Some of our Service Providers may use their own cookies, anonymous identifiers, or other tracking technology in connection with the services they perform on our behalf.

This Site may provide functionality to allow you to set your cookie preferences. This functionality relies on browser cookies to store your preferences. If you subsequently clear or delete your browser's cookies, the record of your cookie preferences will also be deleted, and we will not be able to honor your request until you update your preferences again.

We use third-party data analytics tools to analyze how users use the Site and Services. For example, we use Google Analytics to provide statistics and analytical tools to analyze how users use the Site. For more information about how to opt out of having your information used by Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

Options you make are browser and device specific.

6. Session Replay Technology

We use session replay technology on our Site. Session replay technology, also referred to as session playback or user experience (UX) replay, collects information regarding records and tracks your interactions with a website or application. It then transforms those logged user events (such as mouse movements, clicks, page visits, scrolling, tapping, etc.) into a reproduction of what you actually did on the website or application. We use session replays for quality control, customer service, fraud prevention and security, and marketing purposes. Our session replay technology is owned and operated by a third-party who acts as our service provider. The information collected by this technology may be collected by, transferred to, and stored by our third-party service provider.

7. ChatBot Technology

We use chatbots to help provide customer service and support, including through the use of a virtual assistant. A chatbot is a software application that mimics human conversations in text or voice interactions on our website or through our customer service hotline. It enables the communication between a human and a machine, which can take the form of messages or voice commands. The chatbot is designed to work without the assistance of a human operator. It responds to questions posed to it in natural language as if it were a real person using a combination of pre-programmed scripts and machine learning algorithms. When asked a question, the chatbot will answer using the knowledge database that is currently available to it. If the conversation introduces a concept it isn't programmed to understand; it will pass it to a human operator. If you use our chatbot service, we will collect any information you provide to us. We will also create and store a transcript of your chat interaction with us which will be shared with and stored by our third-party service provider. We use these transcripts and the information you provide for quality control, customer service, fraud prevention and security.

8. Advertising and Online Tracking

We may place advertisements and allow third-party companies to serve ads and collect certain information when you visit the Site. These companies may use certain information (e.g. click stream information, web browser type, time and date, subject of advertisements clicked or scrolled over) during your visits to this Site and other websites in order to provide advertisements about goods and services likely to be of interest to you (i.e., for cross-contextual behavioral advertising). These companies may also collect information about your activities on our Site on your current device and combine it with information about your activities on other websites, mobile apps, and devices. These companies typically collect such information using server logs, cookies, web beacons, tags, pixels, mobile advertising IDs (such as Facebook cookies or Google's Advertising ID), cross-device linking, and similar technologies. They may match your browsers or devices if you log into the same online service on multiple devices or if your devices share similar attributes that support an inference that they are used by the same person or household. This means that information about your activity on websites or apps on your current browser or device may be combined and used with information collected from your other browsers or devices. These third party partners use this information for our and their own advertising, analytics, attribution, and reporting purposes. Our systems do not recognize browser "Do Not Track" signals, but several of our Service Providers who utilize these cookies on this Site enable you to opt out of targeted advertising practices. To learn more about these advertising practices or to opt out of this type of advertising, you can visit www.networkadvertising.org or www.aboutads.info/choices /(for US residents).

Some browsers or browser extensions also allow you to tell websites not to share your information for cross-contextual behavioral advertising through the "global privacy control" signal. We will respond to this signal in a frictionless manner. If you configure this setting on your browser, certain features on our site may not work and you will receive less targeted advertising.

Options you make are device specific.

Residents of some jurisdictions (e.g., California, Virginia, Colorado) have the ability to opt out of cross-contextual behavioral advertising through other means. Please see the Right to Opt-out of Sale or Sharing section below.

9. Managing Your Information Preferences

You can opt out of receiving marketing e-mails from us by following the link provided at the bottom of all marketing e-mails you receive from us. You are able to opt out of receiving marketing e-mails from us, however, you cannot opt out of receiving all e-mails from us, such as e-mails about the status of your account. If you have questions or concerns regarding this Privacy Policy, please e-mail us at that same address.

10. Be Careful When You Share Information with Others

Please be aware that whenever you share information on any public area of the Site or Services, that information may be accessed by others. In addition, please remember that when you share information in any other communications with third parties, that information may be passed along or made public by others. This means that anyone with access to such information can potentially use it for any purpose, including sending unsolicited communications.

11. Security

We maintain physical, electronic, and procedural safeguards to protect the confidentiality and security of information transmitted to us. However, no data transmission over the Internet or other network can be guaranteed to be 100% secure. As a result, while we strive to protect information transmitted on or through the Site or Services, we cannot and do not guarantee the security of any information you transmit on or through the Site or Services, and you do so at your own risk.

12. Links

Our Site and Services may contain links to other websites or allow others to send you such links. A link to a third party's website does not mean that we endorse it or that we are affiliated with it. We do not exercise control over third-party websites. You access such third-party websites or content at your own risk. You should always read the privacy policy of a third-party website before providing any information to the website.

13. Children's Privacy

The Site and Services are intended for users who are 18 years old or older. We do not knowingly collect Personal Information from children under the age of 13. If we become aware that we have inadvertently received Personal Information from a child under the age of 13, we will delete such information from our records. California users under the age of 18 may request the removal of their content or information publicly posted on the Site or Services by e-mailing us at info@panda-windows.com.

14. Processing in the United States

Please be aware that your Personal Information and communications may be transferred to and maintained on servers or databases located outside your state, province, or country. If you are located outside of the United States, please be advised that we process and store all information in the United States. The laws in the United States may not be as protective of your privacy as those in your location.

By using the Site or Services, you are agreeing to the collection, use, transfer, and disclosure of your Personal Information and communications will be governed by the applicable laws in the United States.

15. United States Privacy Rights

If you are a resident of California, Colorado, Connecticut, Utah, Virginia, or jurisdictions with similar laws, you may have certain additional privacy rights under the applicable privacy laws in your state (“**State Privacy Laws**”). This section generally describes those rights and how you can exercise them.

These rights are not absolute. In some situations we may not be able to process your request. This may include if a legal exception applies. We’ll let you know when or if a right doesn’t apply to you. You will not be discriminated against for exercising a privacy right. Those rights are:

1. **Access:** to learn the categories of information we collect and use, and for those in California, the categories of sources of collection and disclosure and the business purpose for collection;
2. **Portability:** a copy of (Virginia) or specific pieces of (California) Personal Information collected;
3. **Deletion:** to have us delete information we collected from you; and
4. **Correction:** asking us to fix your information.

We will also maintain a record of your rights requests.

Please note that if we delete your Personal Information, some of our services will not work the same. For example, your previous opt out requests will not be saved and saved preferences and information will no longer be available.

Exercising your Rights:

To exercise your rights, submit a verifiable consumer request to us by either:

- Calling us toll-free at 1-888-246-1651; or
- Email us at info@panda-windows.com.

Your verifiable consumer request must:

- Provide sufficient identifying information (including full name, phone number and email address) to allow us to reasonably verify you are the person about whom we collected and retained Personal Information, and/or your authority to make such request on behalf of the data subject, and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

Note that we will only use Personal Information provided in a verifiable consumer request to verify the requestor’s identity or authority to make the request or to review and comply with the request.

You may authorize someone to act as your agent and submit a request on your behalf. Due to the sensitivity of such requests, you must verify the agent’s authorization before we will act. Accordingly:

- You or your agent must supply proof that the agent is registered with the Secretary of State to act on your behalf; or

- You or your agent must supply other written permission for a specific agent to act on your behalf; and
- We will use your email address to connect directly with you to verify agent identity and authority.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm with a level of confidence appropriate to the sensitivity of the information that the Personal Information we have collected and retained in our systems and databases relates to you.

Making a verifiable consumer request does not require you to create an account with us, but if you have an account with us, we may require you to log-in to such account in order to verify your identity or authority or to provide or delete your information.

Right to Opt-out of the Sale or Sharing of Personal Information

Residents of certain jurisdictions (e.g., Colorado, Virginia) have the right to opt out of the “sale” or “sharing” of their personal data, as such terms are defined under State Privacy Laws.

Under California law, “share” means disclosing your personal information by us to a third party for cross-context behavioral advertising, in exchange for money or anything else of value. Thus, when we use the term “share” under this section, we are using it in the narrow meaning of how it is defined under California law. Other State Privacy Laws do not use the term “share,” but describe the concept as using personal information for targeted advertising.

The term “sell” has a different meaning under certain State Privacy Laws. For example, under the laws of California and Colorado, “sell” means exchanging your personal information by us with a third party for money or anything else of value, while under Virginia law, “sell” is the exchange of personal information for money only.

Currently, we participate in digital advertising networks to deliver advertising that is tailored to your interests. The participation in certain ad networks can constitute a “sale” or “sharing” of personal data under State Privacy Laws. The categories of third parties to whom information may be disclosed in this context is our third party partners (e.g., advertisers and marketing partners and data analytics providers).

We may “sell” and/or “share” the following categories of Personal Information:

- Online Identifiers;
- Geolocation information;
- Internet/electronic activity;
- Commercial information.

To opt-out of cookie and tracking technology-based sales and sharing, you will need to disable cookies set by third parties on our Site. Exercising your rights through our webform or toll-free number will not opt you out of this sharing because we may not be readily able to associate your personal information with all of your IP addresses or Device IDs. To complete your opt-out, please click the Cookie Preferences link at the bottom of our webpages and change your cookie preferences to turn off the cookies listed in the Sale/Sharing of personal information section.

You can also opt-out by broadcasting the Global Privacy Control (on the browsers and/or browser extensions that support such a signal). Note that we will only apply the request to that specific device or browser and only for cookie or pixel based selling and sharing of personal information, and will need to turn it on for each browser you use. We may not be readily able to associate an opt-out preference signal with other personal information such as your email address. Thus, please refer to the “Exercising Your Rights” above if you would like to extend your opt-out request beyond the online advertising practices described above.

Please note that your opt-out preferences are website/device specific. If you clear your cookie history on a particular browser or device, your opt out request will no longer be saved.

Please note that, otherwise, Panda does not presently exchange personal information for money with anyone, nor does Panda otherwise “share” or “sell” Personal Information, as such terms are defined under applicable State Privacy Laws. Also, Panda does not currently disclose Personal Information to third parties for their direct marketing purposes.

Right to Opt-out of Profiling

Residents of some jurisdictions (e.g., California, Colorado, Virginia) - subject to certain exceptions - may have a right to opt out of forms of automated processing performed on Personal Information to evaluate, analyze or predict personal aspects related to your economic situation, health, personal preferences, interests, reliability, behavior, location or movements (“**Profiling**”).

We engage in cookie-based or digital advertising-based Profiling. To opt out of this practice, please follow the instructions detailed above regarding opting out of the sale or sharing of your personal information.

We may also engage in Profiling when we assess your interaction with this Site and our Services for the purpose of providing you information on additional products and services which may be of interest to you. Note, you can opt out of marketing emails as explained in the “Managing Your Marketing Preferences” section above.

Panda do not otherwise engage in Profiling.

Right to Appeal

Residents of some jurisdictions (e.g., Virginia, Colorado) have a right to appeal our decision on a privacy rights request. If we were unable to fulfill your request, you may appeal our request by emailing us at info@panda-windows.com within fourteen days of our decision, and provide a detailed reason for your appeal, as well as your state of residence.

Notice to Nevada Residents/Your Nevada Privacy Rights

If you are a Nevada resident, please note that Panda does not sell for monetary consideration the Personal Information of Nevada consumers for the purpose of resale to other entities.

Financial Incentives

We may offer various financial incentives permitted by State Privacy Laws that can result in different prices, rates, or quality levels. Any permitted 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 opt in consent, which you may revoke at any time.

16. Privacy Policy Changes

We may change this Privacy Policy from time to time. If we decide to change this Privacy Policy, we will inform you by posting the revised Privacy Policy on the Site. Those changes will go into effect on the “Revised” date shown in the revised Privacy Policy. By continuing to use the Site or Services, you are consenting to the revised Privacy Policy.

17. Contact Us

If you have any questions or concerns, you may contact us at info@panda-windows.com.

Please print a copy of this privacy policy for your records and PLEASE check the Site frequently for any changes.