

# Anvil Paints & Coatings Privacy Policy

Last updated: July 23, 2024

Anvil Paints & Coatings, a brand of Holcim Solutions and Products US, LLC, respects the privacy of our users and has developed this Privacy Policy to demonstrate our commitment to protecting your privacy. This privacy policy is intended to describe for you, as an individual who is a user of anvilpaints.com, or any of our related sites, mobile applications, or other online services, the information we collect, how that information may be used, with whom it may be shared and your choices about such uses and disclosures.

We encourage you to read this Privacy Policy carefully when using our website or services or transacting business with us. By using our website, mobile applications or other online services, you are accepting the practices described in this Privacy Policy.

If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact us.

## Information We Collect About You

We may collect and store any personal information you enter on our website or provide to us in some other manner, including personal information, comment or other submission you upload or post to the website. This includes identifying information, such as your name, address, e-mail address and telephone number; your likeness; and, if you transact business with us, financial information such as your payment method (valid credit card number, type, expiration date or other financial information). This information may be sent to our servers located in the United States.

## Children's Privacy

Our services do not address anyone under the age of 13. We do not knowingly collect personal identifiable information from children under 13. In the case we discover that a child under 13 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to take necessary actions.

## Information Collected Automatically

We automatically collect information from your browser when you visit our website. This information includes your IP address, your browser type and language, access times, the content of any undeleted cookies that your browser previously accepted from us (see "Cookies" below), and the referring website address.

From time to time, we may release non-personally identifying information in the aggregate, for example, by publishing a report on trends in the usage of our website.

## **Cookies**

When you visit our website, we may assign your computer one or more cookies to facilitate access to our site and to personalize your online experience. Through the use of a cookie, we also may automatically collect information about your online activity on our site, such as the landing pages you visit, the links you click and the searches you conduct within the site. Most browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies. If you choose to decline cookies, please note that you may not be able to sign in or use some of the interactive features offered on our website.

## **SMS Text Messaging**

You may opt-in to receive project-specific communications from Anvil Paints & Coatings via SMS text messaging. Please note that message and data rates may apply. If you no longer wish to receive text messages, please submit a contact form on the Anvil Paints & Coatings website.

## **Other Technologies**

We may use standard Internet technology, such as web beacons and other similar technologies, to track your use of our site. We also may include web beacons in promotional e-mail messages or newsletters to determine whether messages have been opened and acted upon. The information we obtain in this manner enables us to customize the services we offer our website visitors to deliver targeted advertisements and to measure the overall effectiveness of our online advertising, content, programming or other activities.

## **How We Use the Information We Collect**

In general, we may use information that we collect about you to:

- Deliver the products and services that you have requested;
- Manage your account and provide you with customer support;
- Perform research and analysis about your use of, or interest in, our products, services, and content, or products, services and content offered by others;
- Communicate with you by e-mail, postal mail, telephone and/or mobile devices about products or services that may be of interest to you;
- Develop and display content and advertising tailored to your interests on our site and other sites through third-party remarketing services;
- Enforce our terms and conditions;
- Manage our business, and/or
- Perform functions as otherwise described to you at the time of collection.

Please review "Your Choices About Collection and Use of Your Information" below.

## **With Whom We Share Your Information**

We want you to understand when and with whom we may share personal or other information we have collected about you or your activities on our website or while using our services.

## **Personal Information**

We do not share your personal information with others except as indicated below, or when we inform you and give you an opportunity to opt out of having your personal information shared. We may share personal information with:

- **Authorized service providers:** We may share your personal information with our authorized service providers that perform certain services on our behalf. These services may include fulfilling orders, processing credit card payments, delivery, providing customer service and marketing assistance, performing business and sales analysis, supporting our website functionality. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.
- **Direct mail partners:** From time to time we may share our postal mailing list with selected providers of goods and services that may be of interest to you. If you prefer not to receive mailings from these providers, you can notify us at any time by submitting a contact form on the Anvil Paints & Coatings website
- **Other Anvil Paints & Coatings brands:** We have sister brands that we may share information we collect, including personal information. Sharing information with our sister brands enables us to provide you with information about a variety of products and services that might interest you.

## **Other Situations**

We also may disclose your information:

- In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us, in our sole discretion.
- When we believe disclosure is appropriate in connection with efforts to investigate, prevent, report or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our website terms and conditions or other agreements or policies.
- In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, restructuring, reorganization or asset sale.
- We may share aggregated and non-personal information we collect under any of the above circumstances. We may also share it with third parties and our sister brands to develop and deliver targeted advertising on our websites and on websites of third parties. We may combine non-personal information we collect with additional non-personal information collected from other sources. We also may share aggregated information with third parties, including advisors, advertisers and investors, for the purpose of conducting general business analysis. For example, we may tell our advertisers the number of visitors to our website and the most popular features or

services accessed. This information does not contain any personal information and may be used to develop website content and services that we hope you and other users will find of interest and to target content and advertising.

*Note: Any third parties to whom we may disclose personal information may have their own privacy policies which describe how they use and disclose personal information. Those policies will govern use, handling and disclosure of your personal information once we have shared it with those third parties as described in this Privacy Policy. If you want to learn more about their privacy practices, we encourage you to visit the websites of those third parties. These entities or their servers may be located either inside or outside the United States.*

## **Third-Party Websites**

There are a number of places on our website or through our services where you may click on a link to access other websites that do not operate under this Privacy Policy. For example, if you click on a link on our website, you may be taken to a website that we do not control. These third-party websites may independently solicit and collect information, including personal information, from you and, in some instances, provide us with information about your activities on those websites. We recommend that you consult the privacy statements of all third-party websites you visit by clicking on the "privacy" link typically located at the bottom of the webpage you are visiting.

## **How You Can Access Your Information**

If you have an online account with us, you have the ability to review and update your personal information online by logging into your account. You can also review and update your personal information by contacting us. More information about how to contact us is provided below.

If you have an online account with us, you also may choose to close your account at any time by contacting us at 800.822.6776. After you close your account, you will not be able to sign in to our website or access any of your personal information. However, you can open a new account at any time.

## **Your Choices About Collection and Use of Your Information**

You can choose not to provide us with certain information, but that may result in you being unable to use certain features of our website because such information may be required in order for you to register as a member; purchase products or services; or initiate other transactions on our website.

## **How We Protect Your Personal Information**

We take appropriate security measures (including physical, electronic and procedural measures) to help safeguard your personal information from unauthorized access and disclosure. For example, only authorized employees are permitted to access personal

information, and they may do so only for permitted business functions. In addition, we use encryption in the transmission of your sensitive personal information between your system and ours, and we use firewalls to help prevent unauthorized persons from gaining access to your personal information.

We want you to feel confident using our website to transact business. However, no system can be completely secure. Therefore, although we take steps to secure your information, we do not promise, and you should not expect, that your personal information, searches, or other communications will always remain secure. Users should also take care with how they handle and disclose their personal information and should avoid sending personal information through unsecure email. Please refer to the Federal Trade Commission's website at <https://www.ftc.gov/bcp/menus/consumer/data.shtm> for information about how to protect yourself against identity theft.

## **Visiting Our Websites from Outside the United States**

This Privacy Policy is intended to cover collection of information on or via our website from residents of the United States. If you are visiting our website from outside the United States, please be aware that your information may be transferred to, stored and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. Please be assured that we seek to take reasonable steps to ensure that your privacy is protected. By using our services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this privacy policy.

## **No Rights of Third Parties**

This Privacy Policy does not create rights enforceable by third parties or require disclosure of any personal information relating to users of the website.

## **Changes to This Privacy Policy**

We will occasionally update this Privacy Policy to reflect changes in our practices and services. When we post changes to this Privacy Policy, we will revise the "Last Updated" date at the top of this Privacy Policy. If we make any material changes in the way we collect, use, and/or share your personal information, we will prominently post notice of the changes on our website. We recommend that you check our website from time to time to inform yourself of any changes in this Privacy Policy.

## **How to Contact Us**

If you have any questions about this Privacy Policy or our information-handling practices, or if you would like to request information about our disclosure of personal information to third parties for their direct marketing purposes, please contact us by submitting a contact form on the Anvil Paints & Coatings website or postal mail as follows:

**Anvil Paints & Coatings**  
1255 Starkey Road  
Largo, FL 33771