

# THE PERRY COMPANY

## PRIVACY POLICY

Protecting individual privacy is important to The Perry Company. This Privacy Policy explains the online information collected by The Perry Company. Specifics about our Privacy Policy are stated below.

### 1. **Cookies and Tracking Information Collected When You Visit Our Website -**

What are cookies? Cookies are blocks of data that are created by a web server while a user is browsing a website. These blocks of data are put on a user's computer or other device by the user's web browser. Cookies will track your movements while browsing our website. This information is stored on the user's hard drive. We use cookies and other analytics such as pixels and/or GIF files that collect certain information, including personal data about you.

If you do not wish to have a cookie placed on your computer when you browse this website, you may disable cookies altogether using the preferences on your computer. By disabling the cookies and other analytics that we use on our website you may not be able to use portions of the website, or use functions on the website. Also, we will not be able to tailor your use of the website to your specific needs. If you want to disable some of the cookies, please use the manage button we provide.

When you provide us with your personal information, you do so voluntarily. This information helps us provide you with tailored information to better serve your interests. This voluntary information consists of your full name, your address, your phone number, and your email address. Credit card information is collected for online sales. If you are interested in becoming a dealer, we collect additional information consisting of the proposed dealership name, email, contact name, phone number, city, and original equipment manufacturer ("OEM") status. This information is only used to contact the person submitting the form, prescreen dealer eligibility, and send promotional emails with your written permission. When you click "accept" or submit forms on this website, or in response to an email communication, you voluntarily consent to providing your personal information. Further, by visiting our website our server automatically collects information including your (i) full name, (ii) email address, (iii) phone number, (iv) domain name, (v) IP address, (vi) browser, (vii) platform name, as well as the pages you visit on this website, and the last URL you visited prior to clicking on and visiting our website. We may also collect information from public sources which public information is not covered by this Privacy Policy.

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- We collect your personal information to enhance your experience using our website. We are able to send you product and marketing information and generally, tailor our services to your needs. Also, if you are interested in becoming a dealer, we will follow up with you for more information than we initially requested on this website. Please see the Cookies and Tracking Information above for more information on why we collect

personal information. You can opt out of providing your personal information however doing so limits our ability to provide you with the enhanced experience tailored to your needs or interests.

- 3. How We Use Personal Information** - The website Contact Form collects your full name, email address, and phone number. Credit card information is only collected when you check out. The Become a Dealer Form collects the dealership name, email, contact name, phone number, and the city. We also collect other information such as the products you carry and your Original Equipment Manufacturer (“OEM”) status. This information is only used to (i) contact the person submitting the form, (ii) prescreen dealer eligibility, and (iii) send marketing related materials if you give us permission. When you submit the Contact Form and/or the Become a New Dealer Form you consent to our contacting you and processing your personal information. You can contact us with information that must be updated, corrected or deleted. If you do not wish to continue to receive marketing related materials, please send a written request to the contact us email address listed below with your request, or we can send you instructions on how to unsubscribe. If you have any questions or concerns feel free to contact us.
- 4. Why We Share Information** – In the process of your use of our website, we may share your personal information with our offices, or third parties that provide services to users of our website. We will not sell, transfer, transact or share your personal information without your written consent that you voluntarily give by clicking the “accept” button on our website or submit the Contact Form or Become a Dealer Form.

We will, however, share your personal information in accordance with applicable law. We may share your personal information with third parties to assist us in performing services for you. We will request that the third party not sell, retain, store or use your personal information for any other purpose than assisting us in providing services to you. We do not investigate, confirm, monitor or control the practice of these third parties. We may also share your personal information with entities, including financial institutions as necessary, insurance companies as necessary, or companies involved in the tractor, construction, and UTV/ATV accessories industry.

We may share your personal information with entities with which we have marketing arrangements. In these cases, we will only provide the information necessary to provide the services that you requested. Generally, third party participants do not use the information we provide for any purpose other than the arrangement to which the parties agreed. We do not investigate, confirm, monitor or control the practice of these third parties. Notwithstanding the terms of this Privacy Policy, we reserve the right to preserve and/or disclose any information about you or your use of this website, without your permission, whether or not in writing, if in our reasonable business judgement such disclosure is necessary (i) in compliance with applicable law, rules and/or regulations, (ii) in compliance with legal process, and/or (iii) in connection with defending the rights, safety, and/or the safety of property of us and our related entities, as well as the rights, safety, and/or the safety of property of users of our website.

- 5. How We Protect Your Personal Information** - We comply with applicable United States laws regarding protection of personal information. We cannot guarantee that your personal information is totally protected. However, we take reasonable steps to protect your personal

information. Your personal information is stored on secure servers that are not publicly accessible. The information is available to those within The Perry Company on a “need to know” basis.

6. **Links to Other Websites** – This website may have links to other websites that may be of interest to you. Those other websites will be subject to their own privacy policies and terms of use. The Perry Company Privacy Policy and Terms of Use, including the Fortress Pro Privacy Policy and Terms of Use, will not apply and we will not be liable for any third party website. The Perry Company does not investigate, confirm, monitor or control the practices of these third parties. It is a good idea to review the privacy practice and terms of use of any website you visit.
7. **Updating, Unsubscribing and or Opting-Out** – If your personal information needs to be updated or you wish our services, send us an email to the contact address below and we will assist you with these requests. Also, if you no longer wish to receive emails, marketing materials or telephone calls from us, concerning our website, products or services, you can opt-out of receiving marketing or product promotional information by sending an email to the contact us email address listed below. You can also opt-out by following instructions set out in our email to you regarding your opt-out decision. Either method will allow you to opt-out. If you opt out, we reserve the right to contact you for such issues as technical assistance that you might need, other matters that may affect our service to you, or your use of this website.
8. **Other Possible Disclosure of Personal Information** – The Perry Company will comply with applicable laws, rules and regulations, and will act in accordance with this Privacy Policy concerning the use and disclosure of your personal information. Further, in the event The Perry Company is acquired by a third party, and The Perry Company assets are assigned as part of such an acquisition, your personal information, including information generated by your use of this website of a business transaction under with The Perry Company will probably be part of such an acquisition. In accordance with applicable confidentiality provisions in connection with any such transaction, The Perry Company will update this website to notify you of the possible transfer of your personal information. If due to the transaction, the use of your personal information differs from the use at the time your personal information is collected, you will be given the option to opt out. If you choose to opt out, we will send opt out instructions to you.
9. **Child Privacy** – The Perry Company website is neither designed for nor intended for use by children under the age of 18. We will not knowingly collect the personal information of a child under the age of 18. Children under 18 should not provide any personal information to The Perry Company. We ask that you contact us immediately if you have information that our website is being used to collect personal information from a child under the age of 18.
10. **The Perry Company Changes to Privacy Policy** – We reserve the right to modify, amend or alter this Privacy Policy. A change will be noted at the bottom of this Privacy Policy stating that it is an Updated Notice with the date of the Updated Notice.
11. **How to Contact Perry Company** - If you have any questions or need more information please contact us at [info@perry-co.com](mailto:info@perry-co.com).

We thank you for visiting our website. By doing so you acknowledge that you have had an opportunity to, and have read, this Privacy Policy. You further agree that we may collect, use and process your personal information as set out in this Privacy Policy. If you do not agree to these terms you can set your preferences, and/or cease visiting this website.

Dated: 05/21/2024

*The Perry Company*