

PRIVACY POLICY

KraftMaid Cabinetry is concerned about privacy issues and wants you to be familiar with how we collect, use and disclose information. This Privacy Policy describes our practices in connection with information that we collect from you through www.kraftmaidinfo.com and the other websites operated by us from which you are accessing this Privacy Policy (the “**Websites**”), through the software applications made available by us for use on or through computers and mobile devices (the “**Apps**”), through our page(s), through app(s) on social media platforms (collectively, our “**Social Media Pages**”), through any on-line auction or shopping website pages such as eBay, as well as HTML-formatted email messages that we send to you that link to this policy (collectively, including the Websites, the Apps and our Social Media Pages, the “**Site**”). In addition, the “Choices” section below applies with respect to any of your Personal Information collected from you by us, whether collected through the Site or through offline means, such as at a trade show. By providing Personal Information to us through the Site, you acknowledge that we may collect, use and disclose such information in accordance with this Privacy Policy.

We are not responsible for the data collection, usage and disclosure policies and practices (including the data security practices) of any third party, including Facebook, Apple, Google, Microsoft, RIM or any other app provider, social media platform provider or wireless service provider, including without limitation the use and disclosure of any Personal Information that you disclose to such third party through or in connection with the Apps or our Social Media Pages.

UPDATES TO THIS PRIVACY POLICY

We may change this Privacy Policy from time to time. Please take a look at the “*LAST UPDATED*” legend at the top of this page to determine when this Privacy Policy was last revised. Any changes to this Privacy Policy will become effective when we post the revised Privacy Policy on the Site. Your use of the Site following these changes means that you accept the revised Privacy Policy.

PERSONAL INFORMATION

Personal Information We Collect

“**Personal Information**” is information that identifies you as an individual. We and our service providers may collect Personal Information from you (either directly or indirectly from third parties, e.g., as a result of a social media platform provider being authorized to submit Personal Information to us), including:

- Name
- Profile picture
- Postal address (including billing and shipping addresses)
- Telephone number (including mobile phone number)
- Email address
- Credit and debit card number
- Social media account ID

Please note that we may use a third-party payment service to process payments made through the Site. If you wish to make a payment through the Site, your Personal Information may be collected by such third party and not by us, and will be subject to such third party's privacy policy, rather than this Privacy Policy. We have no control over, and shall not be responsible for, such third party's collection, use and disclosure of your Personal Information.

If you submit any Personal Information of or relating to third parties to us or our third-party service providers in connection with the Site, you represent that you have the authority to do so and to permit us to use such information in accordance with this Privacy Policy.

How We Collect Personal Information

We and our third party service providers may collect Personal Information in a variety of ways, including:

- **Through the Site:** You may provide Personal Information to us through the Site, e.g., when you ask for product information or make a purchase.
- **From Other Sources:** We may receive your Personal Information from other sources, such as public databases; data aggregators; joint marketing partners; social media platform providers; people with whom you are friends or otherwise connected on social media platforms; and other third parties.

How We Use Personal Information

Your Personal Information may be used:

- To operate the Site and provide related services, such as, for example, completing and fulfilling your purchases, processing your payments, delivering your orders to you, communicating with you regarding your purchases, providing you with related customer service and initiating refunds.
- To respond to your inquiries and fulfill your requests, such as, for example, responding to your product information requests and registering your products.
- To facilitate on-line product visualization applications and preferred products catalogs.
- To send to you administrative information, for example, information regarding the Site and changes to our terms, conditions, and policies.
- To send to you marketing communications that we believe may be of interest to you.
- To personalize and optimize your experience on the Site by presenting products and offers tailored to you and to help ensure that the Site is of interest to you.
- To allow you to participate in sweepstakes, contests, incentive programs and similar promotions and to administer these activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose your Personal Information, so we suggest that you read such additional rules carefully.
- To facilitate social sharing functionality.
- To allow you to send an electronic postcard or otherwise share a message to a friend through the Site, as well as to allow you to provide us with contact information of your friends who are interested in hearing from us. By using these functionalities, you are telling us that you are entitled to use and provide us with your friends' contact information.
- For our business purposes, such as data analysis, audits, developing new products, product improvements and innovations, understanding consumer preferences, enhancing the Site, improving our services (such as such as customer service and product support), identifying usage trends, analyzing and managing our businesses and determining the effectiveness of our promotional campaigns.
- As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our Terms of Use; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

How Personal Information Is Disclosed

Your Personal Information may be disclosed:

- To our affiliates for the purposes described in this Privacy Policy, including to permit our affiliates to send marketing materials to you. If you wish to opt-out from our sharing of your Personal Information with our affiliates for their marketing purposes, please see the "Choices" section

below for information on how to opt-out. You may access a list of certain affiliates at http://www.masco.com/our_companies/index.html.

- To our third-party service providers who provide services such as website hosting (including dealer locator sites), data analysis, payment processing, order fulfillment, infrastructure provision, IT services, customer service, email delivery services, credit card processing, auditing services, ethics hotline administration, human resource functions administration, advertising provision, contests or incentive program administration and other similar services to enable them to provide services.
- To third-party dealers and retailers that offer our products for sale to permit them to contact you regarding such products. These third-party dealers and retailers may contact you directly by email, phone or postal mail. Any Personal Information that you provide to a third-party dealer or retailer will be collected by, and controlled by the privacy policy of, that third party. We recommend that you review the privacy policy of third parties who may contact you about our or our affiliates' products or services.
- To other unaffiliated third parties to permit such third parties to send marketing materials to you. If you wish to opt-out from our sharing of your Personal Information with dealers, retailers and other unaffiliated third parties for their marketing purposes, please see the "Choices" section below for information on how to opt-out.
- To third parties sponsors of sweepstakes, contests, incentive programs and similar promotions in which you participate through the Site.
- To identify you to anyone to whom you send an electronic postcard or other message through the Site.
- To our third-party business partners with whom we provide co-branded pages on the Site, if you choose to provide Personal Information through such pages. Personal Information collected through these co-branded pages is collected by us as well as by the applicable third-party partner. Our collection, use and disclosure of the Personal Information is subject to this Privacy Policy, and the third party's collection, use and disclosure of the Personal Information is subject to its privacy policy. We are not responsible for such third party's collection, use and disclosure of your Personal Information.
- By you, on message boards, chat, profile pages and blogs and other services to which you are able to post information and materials (including, without limitation, our Social Media Pages). Please note that any information you post or disclose through these services will become public information, and may be available to visitors to the Site and to the general public. We urge you to be very careful when deciding to disclose your Personal Information, or any other information, on the Site.
- To a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).
- As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

OTHER INFORMATION

Other Information We Collect

"Other Information" is any information that does not reveal your specific identity or does not directly relate to an individual, such as:

- Browser and device information
- Information collected through cookies, pixel tags and other technologies

- Demographic information and other information provided by you
- Aggregated information

How We Collect Other Information

We and our third party service providers may collect Other Information in a variety of ways, including:

- **Through your browser or device:** Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version and the name and version of the Site (such as the App) you are using. We use this information to ensure that our Site functions properly.
- **Using cookies:** Cookies are pieces of information stored directly on the computer that you are using for recordkeeping and other purposes. We and our service providers may use cookies and other technologies to collect information such as browser type, time spent on the Site, pages visited, and language preferences, as well as to use the collected information for security purposes, to facilitate navigation, to display information more effectively, to personalize your experience while visiting the Site and for online tracking purposes, among other things. Using cookies, we and our service providers can recognize your computer to assist your use of the Site, and can also gather statistical information about Site usage in order to continually improve the design and functionality of the Site, to understand how customers use the Site and to assist us with resolving questions regarding the Site. Cookies further allow us to select which of our advertisements or offers are most likely to appeal to you and display them while you are on the Site. We may also use cookies in online advertising to track consumer responses to our advertisements and we may use cookies or other files to track your use of other websites.

If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to decline the use of cookies. Please refer to your browser instructions or help screen to learn more about such procedure. To learn more about cookies, please visit <http://www.allaboutcookies.org/>. If you choose to decline cookies, some or all of the features, functionality and promotions available through the Site may not be available to you.

- **Using pixel tags and other similar technologies:** Pixel tags (also known as web beacons and clear GIFs) may be used in connection with some Site pages and HTML-formatted email messages to, among other things, track the actions of Site users and email recipients, measure the success of our marketing campaigns and compile statistics about Site usage and response rates. Some uses of cookies and pixel tags in connection with the Site may be under the control of unaffiliated third-party entities that we retain to manage certain programs and fulfill specific visitor requests. We cannot be responsible for third-party uses of cookies and pixel tags.
- **IP Address:** Your “IP Address” is a number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP). An IP Address is identified and logged automatically in our server log files whenever a user visits the Site, along with the time of the visit and the page(s) that were visited. Collecting IP Addresses is standard practice on the Internet and is done automatically by many web sites. We use IP Addresses for purposes such as calculating Site usage levels, helping diagnose server problems, and administering the Site.
- **From you:** Information such as your postal or zip code, as well as other information, such as your date of birth and gender, is collected when you voluntarily provide this information. Unless combined with Personal Information, this information does not personally identify you or any other user of the Site.

- **By aggregating information:** Aggregated Personal Information does not personally identify you or any other user of the Site, (for example, we may aggregated Personal Information to calculate the percentage of our users who have a particular telephone area code).

How We Use and Disclose Other Information

Please note that we may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, then, in addition to the uses listed in the “How We Collect Other Information” section above, we may use and disclose Other Information for all the purposes for which we use and disclose Personal Information.

In some instances, we may combine Other Information with Personal Information (such as combining your name with your geographical location). If we combine any Other Information with Personal Information, the combined information will be treated by us as Personal Information as long as it is combined.

THIRD PARTY SITES

This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third party operating any site to which this Site contains a link. The inclusion of a link on the Site does not imply endorsement of the linked site by us or by our affiliates.

In some cases, we may provide hosting services for websites operated by third parties (such as contractors who sell our products). We consider such sites to be third-party sites, and the Personal Information that you provide through such sites is collected by the applicable third party, and not by us. We are neither responsible nor liable for any such third party’s collection, use or disclosure of your Personal Information. By hosting these third-party sites, we are not endorsing any such sites or third parties, or making any representations about their privacy practices. Please review the privacy policies of such third parties for more information about their privacy practices.

THIRD PARTY ADVERTISERS

We may use third-party advertising companies to serve advertisements regarding goods and services that may be of interest to you when you access and use the Site and other websites, based on information relating to your access to and use of the Site and other websites. To do so, these companies may place or recognize a unique cookie on your browser (including through use of pixel tags). If you would like more information about this practice and to learn about your choices in connection with these practices, please visit http://www.networkadvertising.org/managing/opt_out.asp and <http://www.aboutads.info/>.

SECURITY

We seek to use within our organization reasonable organizational, technical and administrative measures to protect Personal Information under our control. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure.

Please note that we are not responsible for the data security measures of our distributors, retailers, or any other third parties, including any app provider, social media platform provider or wireless service provider.

If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us in accordance with the “*Contacting Us*” section below.

CHOICES

If you do not wish to receive marketing-related emails from us, or if you would prefer that we do not share your Personal Information with our affiliates or with other third parties for such affiliates' or other third parties' direct marketing purposes, you may opt-out of receiving such marketing-related emails or from such sharing by contacting us at Marketing@Kraftmaid.com. Please clearly specify in your request what you are opting out from.

We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt-out as described above, we will not be able to remove your Personal Information from the databases of our affiliates or other third parties with which we have already shared your Personal Information (i.e., to which we have already provided your Personal Information as of the date that we implement your opt-out request). Please also note that if you do opt-out of receiving marketing-related messages from us, we may still send you important administrative messages, and you cannot opt-out from receiving administrative messages.

RETENTION PERIOD

We seek to retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or not prohibited by law.

USE OF SITE BY MINORS

The Site is not directed to individuals under the age of thirteen (13), and we request that these individuals do not provide Personal Information through the Site.

CROSS-BORDER TRANSFER

The Site is controlled and operated by us from the United States, and is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States. Your Personal Information may be stored and processed any country where we have facilities or in which we engage service providers, and by using our Site you consent to the transfer of information to countries outside of your country of residence, including the United States, which may have different data protection rules than in your country.

SENSITIVE INFORMATION

We ask that you not send us, and you not disclose, any sensitive Personal Information (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health or criminal background) on or through the Site or otherwise to us.

CONTACTING US

If you have any questions about this Privacy Policy or how we process your Personal Information, please contact us by marketing@kraftmaid.com.