

## **1. Overview**

MaxHome takes your privacy seriously and we do not want to violate your trust. We pledge to protect the security and privacy of any personal data associated with customers and visitors.

## **2. Scope**

This Privacy Policy applies to MaxHome. This Privacy Policy explains who we are, how we collect, share and use personal data about you, and how you can exercise your privacy rights.

## **3. What Does MaxHome Do?**

MaxHome is proud to be a leading home improvement company serving residents throughout the Houston, New Orleans, and Baton Rouge areas. Our ultimate goal has always been to provide our customers with only the best home improvement products available at the highest level of service. For more information about MaxHome please see our website at [www.maxhomenow.com](http://www.maxhomenow.com)

## **4. Privacy Compliance**

MaxHome complies with applicable U.S. privacy laws regarding the collection, use, and retention of personal data.

All MaxHome employees who have access to personal data covered by this Privacy Policy are responsible for conducting themselves in accordance with the provisions of this Policy.

### Notice of Types of Personal Data We Collect and How We Collect It

This policy covers personal data that MaxHome collects through your use of MaxHome websites and in connection with off-line communications. The personal data that we collect may vary based on the interaction by the individual customer or visitor with our websites and requests for our services. As a general matter, MaxHome collects the following types of personal data from its individual customers or visitors: names, addresses, telephone numbers, email addresses and any other data that can be linked to an individual. Personal data does not include data that is encoded, anonymized, aggregated, or publicly available data that has not been combined with non-public personal data.

MaxHome information is readily available without registration. However, if you have questions for a MaxHome representative or request a quote, we request your personal data so that we can respond directly to your inquiry. We may also use this data to analyze who is visiting our websites and how it is being used. This enables us to respond more effectively to potential customers.

When you place a telephone order with one of our Customer Service representatives, we may ask for your contact data. This will allow us to send you informational services. When you place an order with Customer Service, we will ask you if you would prefer telephone or e-mail order processing services (electronic quotes, purchase order confirmations, and shipping notifications via e-mail). We may contact you to introduce ourselves and to ask if we may be of assistance. And, unless you unsubscribe, we may send you electronic newsletters, industry updates, product updates, invitations to events, invitations to participate in customer surveys, and special MaxHome promotions and offers.

If you are applying for a position at MaxHome, we will collect and use your personal data for recruitment purposes - in particular, to determine your qualifications for employment and to reach a hiring decision. This includes assessing your skills, qualifications and background for a particular role, verifying your information, carrying out reference checks or background checks (where applicable) and generally managing the hiring process and communicating with you about it. Certain background and reference information may be collected from recruitment agencies, academic institutions, referees and other third parties during your recruitment. If you are hired at MaxHome, the data collected during the recruitment process will form part of your ongoing staff member record. If you are not chosen for a position, we may still keep your CV/application to allow us to consider you for other suitable openings within MaxHome in the future. MaxHome may retain CVs and applications for up to two years after inactivity.

MaxHome may also gather personal data via third parties, including but not limited to, recruiting agencies, lead capture services and social media providers.

As a visitor to our websites, we may collect common data from web browsing sessions for the purposes of troubleshooting or preventing fraud. This includes, but is not limited to computer IP address, usernames (if required for authentication), and user-agent strings. This data will be kept for a period of one year, unless additional time is required by regulation.

Sensitive data (e.g. medical or health condition) will not be requested or received from our websites.

## Cookies and similar tracking technology

We use cookies and similar tracking technology (collectively, "Cookies") to collect and use personal data about you, including to serve interest-based advertising.

### Why do we use cookies?

We use first party and third-party cookies for several reasons. Some cookies are required for technical reasons for our websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our websites. Third parties serve cookies through our websites for advertising, analytics and other purposes. This is described in more detail below.

The specific types of first- and third-party cookies served through our websites and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific website you visit):

<b>Types of cookie</b>	<b>How to refuse</b>
<b>Essential website cookies:</b> These cookies are strictly necessary to provide you with services available through our websites and to use some of its features, such as access to secure areas.	Because these cookies are strictly necessary to deliver the websites to you, you cannot refuse them. You can block or delete them by changing your browser settings however, as described below under the heading "How can I control cookies?"
<b>Performance and functionality cookies:</b> These cookies are used to enhance the performance and functionality of our websites but are non-essential to their use. However, without these cookies, certain functionality may become unavailable.	To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"
<b>Analytics and customization cookies:</b>	To refuse these cookies, please follow the

<p>These cookies collect information that is used either in aggregate form to help us understand how our websites are being used or how effective are marketing campaigns are, or to help us customize our websites for you.</p>	<p>instructions below under the heading "How can I control cookies?"</p>
<p><b>Advertising cookies:</b> These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.</p>	<p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"</p>
<p><b>Social networking cookies:</b> These cookies are used to enable you to share pages and content that you find interesting on our websites through third party social networking and other websites. These cookies may also be used for advertising purposes too.</p>	<p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"</p>

What about other tracking technologies, like web beacons or flash cookies?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our websites or opened an e-mail that we have sent them. This allows us, for example, to monitor the traffic patterns of users from one page within our websites to another, to deliver or communicate with cookies, to understand whether you have come to our websites

from an online advertisement displayed on a third-party website, to improve a website's performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

Our websites may also use so-called "Flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention and for other website operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the [Website Storage Settings Panel](#). You can also control Flash Cookies by going to the [Global Storage Settings Panel](#) and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time).

Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

### Targeted advertising

Third parties may serve cookies on your computer or mobile device to serve advertising through our websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other websites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

### How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided in the cookie table above.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

### Choice

MaxHome does not require customers or visitors to its website to provide MaxHome with personal data. The decision to provide personal data is yours. If you do not wish to provide the personal data requested, however, you may not be permitted to proceed with the activity or receive the benefit for which the personal data is requested.

If MaxHome intends to use personal data submitted by individuals for reasons that are not consistent with the above, the affected individual will be given the opportunity to opt-out of that use or transfer.

### Data Security

MaxHome will take reasonable measures to provide personal data with reasonable protection from accidental loss or destruction, improper use, alteration, or disclosure.

### Data Integrity

MaxHome will use personal data only in ways that are compatible with the purposes for which it was collected or subsequently authorized by the individual. MaxHome will take reasonable steps to ensure that personal data is relevant to its intended use, accurate, complete, and current.

We retain personal data we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested or to comply with applicable legal, tax or accounting requirements).

### Access and Correction

Upon request, MaxHome will grant an individual reasonable access to personal data that it holds regarding that individual, as required by law. If an individual becomes aware that data that we maintain about him or her is inaccurate, or if an individual

would like to update or review his or her personal data, the individual may contact us via website chat or the phone number found on the MaxHome website.

You may also update your personal data by contacting your customer service representative. MaxHome will endeavor to respond in a timely manner to all reasonable requests to view, modify, or delete personal data.

## **5. Links to Non-MaxHome Websites**

The MaxHome websites may provide links to non- MaxHome sites we believe may be of interest to you. If you access those links, you will leave MaxHome websites. MaxHome does not endorse or make any representations about third party websites. The personal data you choose to give to third parties is not covered by the MaxHome Privacy Policy. We encourage you to review the privacy policy of any company before submitting your personal data. Some third parties may choose to share their personal data with MaxHome; the sharing of that data is governed by the third party's privacy policy.

## **6. Changes to This Policy**

MaxHome may amend this policy if necessary due to business necessity and/or to remain compliant with applicable data protection laws and changes to processes and such changes will be updated on MaxHome's websites as appropriate.

This Privacy Policy is effective August 14, 2020.