

# **American Air Filter Company, Inc. Partner Portal Website Privacy Policy**

Last modified: April 2018

## **Introduction**

This is our “Privacy Policy” which governs our use of information you provide in connection with the AAF Partner Portal Website (the “Website”). The purpose of the Privacy Policy is to disclose to you what information we may collect, how we may collect it, with whom we may share it, and certain other matters related to such information, including the choices you have regarding our collection of information and our use and disclosure to other parties of information we may have collected from you. The terms “you” and “your” refer to all individuals or entities accessing the Website. The terms “we,” “us,” “our,” “AAF” or “the Company” refer to American Air Filter Company, Inc. d/b/a AAF International, and its affiliates.

By using the Website, you consent to the collection, use and transfer of your information in accordance with this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Website.

The Website is owned by AAF. We have contracted with third parties, and may contract with additional third parties in the future, to operate certain aspects of the Website or related services on our behalf or to provide other services to us.

## **Privacy Statement**

We respect your privacy and are committed to protecting it through our compliance with this policy. This policy describes:

- The types of information we may collect or that you may provide when you download, install, register with, access, or use the Website.
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- Through the Website;
- In email, text and other electronic messages between you and the Website, including on forms you fill out online;
- If you access the Website through mobile devices;
- When you interact with our advertising and applications on social media or third-party applications, websites and services, if those applications or advertising including links to this policy or of information from social media or third parties; and
- When you contact us by email, by text or by telephone in connection with inquiries of any sort.

This policy DOES NOT apply to information that you provide to or is collected by any third party. Third parties may have their own privacy policies, which we encourage you to read before providing information on or through them. **YOU AGREE THAT YOUR USE OF THIRD PARTY APPLICATIONS, SITES AND RESOURCES AND ANY CONTENT, INFORMATION, DATA, ADVERTISING, PRODUCTS, SERVICES OR OTHER MATERIALS ON OR AVAILABLE THROUGH SUCH APPLICATIONS, SITES AND RESOURCES IS AT YOUR OWN RISK AND IS SUBJECT TO THE TERMS AND CONDITIONS OF USE AND PRIVACY POLICY APPLICABLE TO SUCH APPLICATIONS, SITES AND RESOURCES.**

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, register with, or use this Website. By downloading, registering with, or using this Website, you agree to this privacy policy.

This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates. If we make a material change to the way in which we collect, use and/or share your personal information, we will post a notice on the Website and may send a text or an email to users who have provided contact information. We will assume that you have given your permission for your information to be used under the terms of the Privacy Policy, as modified, if you do not respond to the text or email, if one is sent, within 30 days, or continue to use the Website 30 days after a notice is posted. Please note that you should always update your personal information to provide us with current contact information.

### **Persons Under the Age of 18**

The Website is not intended for persons under 18 years of age, and we do not knowingly collect personal information from anyone under 18. If we learn we have collected or received personal information from a person under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a person under 18, please contact us at 1-888-223-2003 or via email at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com).

### **Information We Collect and How We Collect It**

We collect several types of information from and about users of the Website, including information:

- By which you may be personally identified, such as name, postal address, email address, telephone number, or credit card information and billing and shipping addresses in connection with a purchase if at any time items may be purchased through the Website, and any other identifier by which you may be contacted online or offline (“personal information”);
- That is about you but does not identify you individually, such as searches you perform, clicks on categories or brands, product detail clicks, add to cart clicks, order clicks, and login and logoff information; and/or
- About your internet connection, the equipment you use to access the Website, and usage details.

We collect this information:

- Directly from you when you provide it to us;
- Automatically as you use the Website which may include usage details, IP addresses, and information collected through cookies, web beacons and other tracking technologies; and/or
- From third parties, for example, our business partners to the extent orders are made in connection with third party services.

We may aggregate this information with information collected by us through our website, by our affiliates through other websites, in connection with other products or through other means.

This information may include:

- Information that you provide by filling in forms in the Website. This includes information provided at the time of registering to use the Website, subscribing to our service, requesting further services, or ordering or purchasing products. We may also ask you for information when you report a problem with the Website.
- Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through the Website.
- Your search queries on the Website.

You may provide information to be published or displayed (“**Posted**”) on public areas of websites you access through the Website (collectively, “**User Contributions**”). Your User Contributions are Posted and transmitted to others at your own risk. Although you may set certain privacy settings for such information by logging into your account profile, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of third parties with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

### **Information Collection and Tracking.**

When you download, access, and use the Website, it may use technology to automatically collect:

- **Usage Details.** When you access and use the Website, we may automatically collect certain details of your access to and use of the Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on or through the Website.
- **Device Information.** We may collect information about your device and internet connection, including the device’s unique device identifier, IP address, operating system, browser type, network information, and/or the device’s telephone number. We may create and assign to your device an identifier that is similar to an account number. We may collect the name you have associated with your device, device type, telephone number, country, and any other information you choose to provide, such as user name, character name, geo-location, or email address. As you may access the Website with more than one device, we can track data

from all devices that you use and aggregate it in your customer profile and elsewhere in our system.

- **Stored Information and Files.** The Website also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Location Information.** The Website may collect real-time information about the location of your device.
- **Email Communications.** When you open email from us, we may receive a confirmation notifying us that you opened the email. We also may keep track of what emails we send you. Additionally, we keep a record of what communications you have selected to receive or not to receive. If we send emails other than in direct response to emails you send us and you would like to opt-out of receiving such emails, please click on the “unsubscribe” link in the email and follow the instructions.
- **Social Network Site (SNS) Notifications/Text Message.** We may receive and store the information you provide, including your mobile telephone number, when you opt in to have SNS notifications/text messages sent directly to your device. If available, these messages notify you of events or other matters. You can adjust the types of notifications you receive and when you receive them by editing your SNS notification settings. If we use these and you no longer wish to receive SNS notifications or text messages from us, please log in to your account and change your settings or click on the “opt out” link contained in a message received by you.
- **Information about You Received from an SNS.** If available, when you access the Website through an SNS, such as Facebook, you allow us to access and import certain information from your profile for that SNS which may affect the privacy settings you establish on the SNS. You can find out more about the settings on the SNS. For example, we may access and store some or all of the following information depending on your settings and the SNS:
  - Your first and last name;
  - Your profile picture or its URL;
  - Your user ID number, which is linked to publicly available information such as name and profile photo;
  - The login email you provided to the SNS when you registered;
  - Your physical location and that of your access device;
  - Your gender;
  - Your birthday; and
  - Where and when you stream or upload a video or other content to a third-party service such as Facebook or YouTube.

By entering the Website through an SNS if available, you are authorizing us to collect, store and use any information that the SNS provides to us through the SNS interface with AAF. You agree to this when you “accept or “allow” (or similar term) one of our applications on the SNS.

- **Information Posted by Visitors.** We may make available through the Website opportunities such as message boards to which you are able to post information, photos, images, and other materials. Please note that any information, photos, images, or materials you disclose through such services, through social media or otherwise on the Website become public information, and may be available to visitors to the Website all over the world and to the general public. In addition, when you choose to make a posting on such services, certain personal data will be available for other users to view. We urge you to exercise discretion and caution when deciding to disclose personal data, or any other information, on the Website. **WE ARE NOT RESPONSIBLE FOR THE USE OF ANY PERSONAL DATA YOU VOLUNTARILY DISCLOSE THROUGH THE WEBSITE.**
- **Information We Collect Through Automatic Data Collection Technologies.** As you navigate through and interact with the Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including: details of your visits to the Website, including traffic data, location data, logs, and other communication data, and the resources that you access and use on the Website; and information about your computer and internet connection, including your IP address, operating system, and browser type.

We also may use these technologies to collect information about your online activities over time (behavioral tracking), however we do not track your activities across third-party websites, other than third party websites related to products or services which are provided through the Website or our website or the websites of our affiliates. As we do not track activity across third party websites (except if branded as, or part of providing products or services through, one of our websites), “do not track” settings are generally not applicable; we do track actions on the Website or our websites.

The information we collect automatically is statistical data and may include personal information. In

addition, we may maintain statistical data, or associate it, with personal information we collect in other ways or receive from third parties. It helps us to improve the Website and our offerings and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns;
- Store information about your preferences, allowing us to customize the Website according to your individual needs;
- Speed up your searches; and
- Recognize you when you return to the Website.

We may collect information from you in several different areas on the Website, including but not limited to those described below.

- **Registration.** You may be asked to complete a registration form and provide personally identifiable information; you may also be asked to choose a user ID and password in order to use the Website or join a group or to take advantage of certain features we may choose to offer through the Website. Your decision to register is voluntary and you will have the opportunity to decide whether or not to disclose information to us and what communications you would like to receive. However, please be advised that certain offerings on the Website require registration and if you elect not to provide such information, you will not be able to take advantage of those offerings.
- **Surveys or Voting.** From time-to-time, we may request personally identifiable information from you in conjunction with a survey or voting poll. Participation is voluntary, and you will have the opportunity to decide whether or not to disclose information.
- **Contests or Sweepstakes.** We may periodically operate contests and sweepstakes through the Website that will require registration or the submission of personal information. Your personally identifiable information would be used to contact you for winner notification, prize delivery confirmation, or other related purposes (see the rules of the specific contest for details).
- **Browser Cookies.** As with many applications or websites, the Website or website may use a technology called “cookies.” A cookie is a collection of information that gets stored on the hard drive of your device when browsing the Internet. These small bits of code automatically identify your browser to the Website or website whenever your device is used to visit it. Cookies also let us know how many people visit the Website or website and where visitors go, as well as non-personally identifiable information, like how many times or how long a user has been on certain pages. For registered users, cookies can make using the Website easier by saving information such as your passwords or preferences. By tracking how and when you use the Website, cookies help us determine which areas are popular and which are not. Improvements and updates to the Website may be based on data obtained from cookies. Accepting cookies may allow you, among other things, to personalize your experience on the Website. Cookies may also allow the Website to present to you advertising which may be of interest. If you do not want information collected through the use of cookies, your browser should contain an option that allows you to disable or delete cookie data at any time. Note that even if you disable or delete cookies, we may still be able to recognize users of the Website by cross-referencing other data we collected. Some areas of the Website, however, may not work correctly or provide you with a personalized experience if you have disabled the use of cookies.
- **Flash Cookies/Local Shared Objects (LSOs).** We may use local shared objects, also known as Flash cookies, to store your preferences or display content based upon what you view on the Website to personalize your visit. Third parties, with whom we may partner to provide certain features on our site or to display advertising based upon your browsing activity, use Flash cookies to collect and store information. Flash cookies are different from browser cookies because of the amount and type of data, and how data is stored. Cookie management tools provided by your browser will not remove Flash cookies. To learn more about and how to manage settings for Flash cookies, you can visit [adobe.com](http://adobe.com). Disabling cookies may affect features or functionality of the Website.
- **Web Beacons and Other Tracking Technology.** The Website may use a variety of technical methods for tracking purposes, including Web Beacons. Web Beacons are small pieces of data that are embedded in images on the Website. We also may use these technical methods to analyze the traffic patterns on the Website, such as the frequency with which users visit various parts of the Website. These technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. We also may use these technical methods in HTML emails that we send to determine whether the recipients have opened those emails and/or clicked on links in those emails. The information from use of these technical methods may be collected in a form that is personally identifiable.

Some web browsers (including Safari, Internet Explorer, Firefox, and Chrome) incorporate a “do not track” (“DNT”) or similar feature that signals to digital services that a visitor does not want to have online activity tracked. If a digital service that responds to a particular DNT signal receives the DNT signal, the browser can block that digital service from collecting certain personal information about the browser’s user. Not all browsers offer a DNT option and DNT signals are not yet uniform. For this reason, we and many other digital service operators may not respond to DNT signals. For more information about DNT signals, visit <http://allaboutdnt.com>.

- **IP Addresses and Click-Stream Data.** We may collect IP addresses and/or click-stream data. An IP address is a number associated with the service through which you access the Internet, like your ISP (Internet service provider), your company or your employer. Standing alone, your IP address is not generally personally identifiable. At times, we also use IP addresses for purposes of system administration and to report aggregate information to our affiliates or partners, for example regarding the frequency with which guests visit various parts of the Website. We may combine this information with personally identifiable information we obtain from you directly on the Website, or from third parties.

Click-stream data is information collected by our computers when you request pages from the Website. Click-stream data may include such information as the page served, the time, the source of the request, the type of browser making the request, the preceding page view, and other such non-personal information. When analyzed, this data helps us analyze how visitors arrive at the Website, what type of content is most popular, and what type of visitors in the aggregate are interested in particular kinds of content and advertising.

- **Transaction Information.** If available and you conduct a financial or other transaction through the Website, such as purchase products offered or sign up for an event, we will ask you to complete an order form that will request certain information from you, including contact information and, if applicable, financial information. We may also request demographic information. In some instances, we may direct you to a third party vendor site to collect this information from you directly. Even though the collection form may have the look and feel of the Website, please be aware you will be giving your information directly to the third party vendor, and that in some instances such third party vendor’s privacy policy will govern the collection of your personal information. Please reference the privacy policies available from these pages for any privacy related concerns. We and/or our vendors will use this information to complete the financial or other transaction that you have requested, i.e. to deliver the information or products that you request or purchase and to collect funds or invoice you.

We also may use these technologies to collect information about your activities over time and across third-party websites, apps, or other online services (behavioral tracking).

If you do not want us to collect this information do not download the Website or delete it from your device. You may also opt out at any time by emailing [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). Note, however, that opting out of the Website’s collection of location information will cause its location-based features to be disabled.

### **Third-Party Information Collection**

When you use the Website or its content, certain third parties may use automatic information collection technologies to collect information about you or your device.

These third parties may include:

- Advertisers, ad networks, and ad servers.
- Analytics companies.
- Your device manufacturer.
- Your service provider.

These third parties may use tracking technologies to collect information about you when you use this Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties’ tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. PLEASE NOTE

THAT THIS PRIVACY POLICY DOES NOT ADDRESS THE PRIVACY OR INFORMATION PRACTICES OF ANY THIRD PARTIES.

### **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the Website and its contents, and any other information, products or services that you request from us.
- Fulfill any orders you make and to provide you with notices about any order.
- Fulfill any other purpose for which you provide it.
- Give you notices about your account.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you when Website updates are available, and of changes to any products or services we offer or provide through it.
- To allow you to participate in interactive features on the Website, if any.
- To inform you of a prize you may have won, if we offer any.
- To link to online identifiers or IP addresses assigned to you and to other demographics or interest-based data in order to target you with relevant advertising, including our products.
- To deliver, customize, and target the advertising and content you see.
- To send promotional material or special offers on behalf of ourselves, our marketing partners and/or their respective affiliates and subsidiaries, and other third parties.
- To improve our marketing and promotional efforts, to statistically analyze usage, to improve our content and product offerings, and to customize content, layout and services.
- To request additional information from you for various purposes.
- To contact you about the Website, technical support, your account, or other inquiries.
- To prevent fraud or potentially illegal activities and monitor and enforce the license or other terms and conditions relating to the Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

The usage information we collect helps us to improve our Website and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you use the Website.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please email us at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com).

We may use the information we collect to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes except as described under this Privacy Policy, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

### **Disclosure of Your Information**

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

We may also use or disclose information to resolve disputes, investigate problems, or enforce the Website license and terms. At times, we may review status or activity of multiple users to do so. We may disclose or access information whenever we believe in good faith that the law so requires or if we otherwise consider it necessary to do so to maintain service and improve our services. We use your IP address to help diagnose problems with our server, to manage the Website, and to enhance the Website based on the usage pattern we receive.

In addition, we may disclose personal information that we collect or you provide:

- To our subsidiaries and affiliates and other related parties for cross-marketing and other purposes.
- To contractors, service providers, and other third parties we use to support our business.
- To distributors and sales representatives that may be third parties that sell the Website or service customer accounts.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of American Air Filter Company, Inc.'s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by American Air Filter Company, Inc. about our Website users is among the assets transferred.
- To third parties to market their products or services to you if you have consented to/not opted out of these disclosures. We are not responsible for the privacy policy and practices of such third parties.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the Partner Portal Website Terms of Use.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of American Air Filter Company, Inc., our customers or others.

### **Your Choices About Our Collection, Use, and Disclosure of Your Information**

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of over your information.

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash Cookie settings, visit the Flash player settings page on the Adobe website. You can choose whether or not to allow the Website to collect information through other tracking technologies by adjusting your account preferences or emailing us at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). If you disable or refuse cookies or block the use of other tracking technologies, some parts of the Website may then be inaccessible or not function properly.
- **Location Information.** You can choose whether or not to allow the Website to collect and use real-time information about your device's location through the device's privacy settings or by emailing us at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). If you block the use of location information, some parts of the Website may then be inaccessible or not function properly.
- **Promotion by the Company.** If you do not want us to use your contact information to promote our own or third parties' products or services, you can opt-out by emailing us at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). You can also always opt-out by logging into the Website and adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email stating your request to [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). This opt-out does not apply to information provided to the Company as a result of a purchase, promotion or other transaction.
- **Targeted Advertising by the Company.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by emailing us at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). You can also always opt-out by logging into the Website and adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email stating your request to [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). To learn more about or opt out of this and other interest-based advertising, please visit the industry opt-out pages operated by the Digital Advertising Alliance (DAA), at <http://www.aboutads.info> and by the Network Advertising Initiative (NAI) at <http://networkadvertising.org>.
- **Disclosure of Your Information for Third-Party Advertising and Marketing.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for advertising and marketing purposes, you can opt-out by emailing us at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). You can also always opt-out by logging into the Website and adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email stating your request to [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com).

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's

website at [www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

### **Accessing and Correcting Your Personal Information**

You can review and change your personal information by logging into the Website and visiting your account profile page.

You may also send us an email at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com) to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from the Website, copies of your User Contributions may remain viewable in cached and archived pages. Proper access and use of information provided on the Website, including User Contributions, is governed by the Partner Portal Website Terms of Use.

### **Your California Privacy Rights**

California Civil Code Section 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com) or write us at: AAF International, 9920 Corporate Campus Drive, Suite 2200, Louisville, Kentucky 40223 USA, Attn: Partner Portal.

### **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

**WE TAKE SECURITY PRECAUTIONS IN AN EFFORT TO PROTECT YOUR INFORMATION AGAINST SECURITY BREACHES. HOWEVER, THIS IS NOT A GUARANTEE THAT SUCH INFORMATION MAY NOT BE ACCESSED, DISCLOSED, ALTERED, OR DESTROYED BY A BREACH OF SECURITY MEASURES RELATING TO THE WEBSITE OR OUR FACILITIES. YOU ACKNOWLEDGE THAT YOU UNDERSTAND AND AGREE TO ASSUME THESE RISKS.**

We may transfer the information described in this Privacy Policy to, and process and store it in, the United States and other countries, some of which may have less protective data protection laws than the region in which you reside. By submitting your personal data, you agree to this transfer, processing, or storing.

### **Data Retention**

We back up all information on our system, including your personal data onto tapes that are collected periodically, currently monthly. The backup tapes are stored for 5 to 7 years and then destroyed. We will retain your information on the current system for as long as we believe your account may be active. If you wish to cancel your account or request that we no longer use your information to provide you information, please contact us by email at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). We also will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **Chatrooms, Forums, and Message Boards**

We may make forums or message boards available to you and other users from time to time. You are not required to provide any personal information when using these areas, but you may choose to do so. If you post personal information, it will be publicly available and you may receive unsolicited messages from other parties. In addition, when you post a comment using a mobile device, the user name with which you registered and your current location

may be made publicly available.

By using any commenting features, you acknowledge that your user name and location information may be disclosed. We cannot ensure the security of any information you choose to make public in a chatroom, forum, or message board. Also, we cannot ensure that parties who have access to such publicly available information will respect your privacy. Please exercise caution when deciding to disclose personal information in these areas. To request removal of your personal information from any forum on the Website, please contact us by email at [PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com). In some cases, we may not be able to remove your personal information from these venues, in which case we will let you know if we are unable to do so and why.

### **Changes to Our Privacy Policy**

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy at <http://www.aafintl.com/en/commercial/about-us/general-information>.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting this privacy policy to check for any changes.

### **Legal Notices**

All material on the Website, including, without limitation, all informational text, the design and all "look and feel" layout, photographs, graphics, audio, video, messages, messaging design and functions, files, documents, images or other materials (collectively, the "materials"), whether publicly posted or privately transmitted, as well as all derivative works, are owned by American Air Filter Company, Inc., its affiliates and subsidiaries, or other third parties that have licensed to or otherwise permitted their material to be used by us, and are protected by copyright, trademark, and other intellectual property laws. You agree not to display or use such marks without our prior written permission. We disclaim any proprietary interest in trademarks, service marks, logos, slogans, domain names, and trade names other than our own.

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AAF International  
9920 Corporate Campus Drive, Suite 2200  
Louisville, Kentucky 40223 USA  
Attn: Partner Portal  
1-888-223-2003  
[PartnerPortalSupport@aafintl.com](mailto:PartnerPortalSupport@aafintl.com)

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