

Thank you for choosing to be part of our community at Mark Beamish Waterproofing ("MBW"). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our notice or our practices with regards to your personal information, please contact us at: [maddie.weiss@markbeamish.com](mailto:maddie.weiss@markbeamish.com).

When you visit our website, <https://markbeamish.com/>, and use our services, you trust us with your personal information. We take your privacy very seriously. It is the policy and practice of MBW to not share any information collected from <https://markbeamish.com/> visitors with any third-party unless specifically requested in writing by the individual and as set forth below.

This privacy notice applies to all information collected through our website, and/or any related services, sales, marketing, or events (we refer to them collectively in this privacy notice as the "Services"). Please read this privacy notice carefully as it will help you make informed decisions about sharing your personal information with us.

#### WHAT INFORMATION DO WE COLLECT?

We automatically collect certain information when you visit, use or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser, and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies. When accessing our website, our server sends a cookie to your computer. Cookies are files that Web browsers place on a computer's hard drive and are used to tell whether customers and visitors have visited the Site previously. Standing alone, cookies do not identify you personally. They merely recognize your browser. There are two types of cookies: session and persistent-based. Our website uses session cookies that exist only during an online session. They disappear from your computer when you close your browser software or turn off your computer. Persistent cookies remain on your computer after you've closed your browser or turned off your computer. They may include such information as a unique identifier for your individual browser.

#### HOW DO WE USE YOUR INFORMATION?

We use personal information collected via our Services for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

To send you marketing and promotional communications. We and/or our third-party marketing partners may use the personal information you send to us for our marketing purposes if this is in

accordance with your marketing preferences. You can opt out of our marketing emails at any time (see the “WHAT ARE YOUR PRIVACY RIGHTS” below).

To send administrative information to you. We may use your personal information to send you product, service, and new feature information and/or information about changes to our terms, conditions, and policies.

To post testimonials. We post testimonials on our Services that may contain personal information. Prior to posting a testimonial, we will obtain your affirmative consent to use your name and testimonial. If you wish to update or delete your testimonial, please contact us at the following link: [maddie.weiss@markbeamish.com](mailto:maddie.weiss@markbeamish.com) and be sure to include your name, testimonial location, and contact information.

For other Business Purposes. We may use your information for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, evaluating and improving our Services, products, marketing, and your experience. We may use and store this information in aggregated and anonymized form so that it is not associated with individual end-users and does not include personal information. We will not use identifiable personal information without your affirmative consent.

#### WILL YOUR INFORMATION BE SHARED WITH ANYONE?

We may process or share data based on the following legal basis:

**Consent:** We may process your data if you have given us specific consent to use your personal information for a specific purpose.

**Legitimate Interests:** We may process your data when it is reasonably necessary to achieve our legitimate business interests.

**Performance of a Contract:** Where we have entered into a contract with you, we may process your personal information to fulfill the terms of our contract.

**Legal Obligations:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).

**Vital Interests:** We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, we may need to process your data or share your personal information in the following situations:

Vendors, Consultants, and Other Third-Party Service Providers. We may share your data with third-party vendors, service providers, contractors, or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include payment processing, data analysis, email delivery, hosting services, customer service, and marketing efforts. We may allow selected third parties to use tracking technology on the Services, which will enable them to collect data about how you interact with the Services over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand online activity. Unless described in this Policy, we do not share, sell, rent, or trade any of your information with third parties for their promotional purposes.

Business Transfers. We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

#### HOW LONG DO WE KEEP YOUR INFORMATION?

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

#### HOW DO WE KEEP YOUR INFORMATION SAFE?

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. You should remember that no Internet transmission is ever 100% secure or error-free. In particular, e-mail sent to or from this site may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail. Although we will do our best to protect your personal information, the transmission of personal information to and from our Services is at your own risk. You should only access the services within a secure environment.

#### DO WE COLLECT INFORMATION FROM CHILDREN?

We do not knowingly solicit data from or market to children under 18 years of age. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we have collected from children under age 18, please contact us at the following link: [maddie.weiss@markbeamish.com](mailto:maddie.weiss@markbeamish.com).

#### WHAT ARE YOUR PRIVACY RIGHTS?

If you are resident in the European Economic Area and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection

supervisory authority. You can find their contact details here: [https://ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm).

Any Personal Information collected about visitors through the Site is processed in the United States by us or by a party acting on our behalf. When you provide Personal Information to us through the Site, you consent to the processing of your data in the United States. The Site is hosted in the United States.

Cookies and similar technologies: Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Services. To opt-out of interest-based advertising by advertisers on our Services visit <https://www.aboutads.info/choices/>.

#### CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy notice.

#### INTELLECTUAL PROPERTY CLEARANCE FOR CONTENT DISSEMINATED THROUGH THIS WEBSITE

CRC does not post any content known to be improper or infringing in any way against any party, company, or individual. If information posts are deemed as improper or infringing, we take this seriously and this should be brought to our attention immediately so that we can take the proper action and or investigate the claim and make adjustments, omissions, or replacement of the information in a timely manner.

Any information that is found to be controversial, offensive or infringing and published and/or distributed by CRC will be removed, replaced, or rewritten to ensure it is compliant with our policy.

We will respond to all allegations that content used on this website is libelous, infringing or in violation of a third party’s privacy right within a reasonable period of time. To make any such claims, please contact us using the following link: [maddie.weiss@markbeamish.com](mailto:maddie.weiss@markbeamish.com).

#### DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident

and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with the Services, you have the right to request the removal of unwanted data that you publicly post on the Services. To request the removal of such data, please contact us using the contact information provided below, and include the email address associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Services, but please be aware that the data may not be completely or comprehensively removed from our systems.

We do not discriminate in any way against an individual exercising his or her rights under any relevant data privacy statute or regulation, including the California Consumer Privacy Act.

#### DO WE MAKE UPDATES TO THIS POLICY?

We may update this privacy notice from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

#### HOW CAN YOU CONTACT US ABOUT THIS POLICY?

If you have questions or comments about this policy, you may contact us at the following link: [maddie.weiss@markbeamish.com](mailto:maddie.weiss@markbeamish.com).

#### HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the laws of some countries, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please submit a request form by clicking here. We will respond to your request within 30 days.