# Kraus Group of Companies

# Privacy Policy

This website is owned and operated by Kraus Group of Companies (“Kraus”).  We are committed to protecting the privacy of our visitors while they interact with the content, products and services on this site (the “Site”).  This privacy policy (the “Privacy Policy”) applies to the Site and any other content, products, applications, features, functionality, information and services offered by us through the Site. It does not apply to other third party websites to which we link.  Because we gather certain types of information about our users, we want you to understand what information we collect about you, how we collect it, how that information is used, and any choices you may have to control our disclosure of it.

By visiting, accessing or otherwise using the Site, you affirmatively consent to our collection, use of, and disclosure of, your information as described in the Privacy Policy. If you do not agree with the Privacy Policy, please do not use the Site.

**1.                Modifications and Other Terms**

Kraus may revise the Privacy Policy from time to time. If in the future there is a change to our Privacy Policy, we will post the new Privacy Policy to the Site. We recommend you periodically review the Site to ensure you are familiar with the current version of the Privacy Policy.  The date of the last update to the Privacy Policy appears at the top of the Privacy Policy.  Please see our Terms and Conditions for other terms and conditions governing your use of the Site.

**2.                Information We Collect**

We collect two types of information from you: (i) information that you voluntarily provide to us (e.g. through a voluntary registration process, sign-ups or emails); and (ii) information that is derived through automated tracking mechanisms, such as cookies and data analysis tools.

**(a)             Voluntary Registration Information**

We also collect personally identifiable information, which may include but is not limited to, your email address, legal name, date of birth, and other account information. We also collect personally identifiable information when you choose to use certain features of the Site, including without limitation: (i) consenting to receive emails about upcoming promotions or events; (ii) consenting to receive downloaded resources such as data sheets and white papers; (iii) participating in our forum/blog; or (iv) commenting on articles or other content on the Site. When you choose to use these additional features, we require that you provide us with your “Contact Information” in addition to other personal information that may be required to complete a request form. When you submit personal information to us, you consent to our collection, use and disclosure of it according to the terms of the Privacy Policy.

**(b)             Automatic Data Collection**

We also use “cookies” and other tracking technologies. Cookies are small files we use to store user preferences and enhance users’ experience with the Site. Cookies also enable us to serve secure pages to our users without asking them to sign in repeatedly.  Most internet browsers allow you to control cookies, including whether or not to accept them and how to remove them. Cookies will expire if a user’s system is idle for a defined period of time. Once a cookie expires, the user must sign in again to continue their session. This prevents unauthorised access to the user’s information while they are away from their computer.

You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your internet browser’s settings. If you choose to erase or block cookies, you may limit our ability to offer you certain services or features, and will need to re-enter your login credentials to gain access to certain parts of the Site.

We use technology to better understand our users’ needs and to optimize the Site. Google Analytics is a analytics technology service provider that helps us understand our users’ experience (e.g. how much time spent on which pages of the Site, which links are clicked, what users do and do not like, etc.) to enable us to build and maintain the Site with user feedback. Google Analytics uses cookies and other technologies to collect data on you, including without limitation how you interact with the Site, what you click and the keys you press, the pages you visit, your location (country only), the date and time you access the Site, the language you prefer the Site is displayed in, and the URL and domain that referred you to the Site.  It also collects your device’s IP address (in an anonymized format), screen resolution, unique device identifiers, operating system and browser type, location, and preferred language to display the Site. Google Analytics stores this information in an anonymized user profile. Neither Google Analytics nor we will use this information to identify individual users or match it with data on an individual user.

**3.                How We Use Information**

Kraus only uses your personal information for the original purposes it was given. The information you provide to us is used provide you with a more enjoyable, convenient online experience and to help us identify and/or provide information, products or services that may be of interest to you. We use your personally identifiable information to support and enhance your use of the Site and its features, including without limitation: fulfilling your order; providing customer service; tracking email invitations you send; and otherwise supporting your use of the Site. Kraus may use your personal information for targeted advertising toward you based on things such as region, interests, habits, etc.

In addition to Google Analytics as described above, we may permit certain trusted third parties to track usage, analyse data such as the source address that a page request is coming from, your IP address or domain name, the date and time of the page request, the referring Web site (if any) and other parameters in the URL. This is collected in order to better understand our website usage, and enhance the performance of services to maintain and operate the Site and certain features on the Site. We may use third parties to host the Site; operate various features available on the Site; send emails; analyse data; provide search results and links etc.

**4.                How We Disclose Information**

We do not sell, rent, lease or disclose your personally identifiable information to third parties, except as described in the Privacy Policy. Our affiliated companies, including all of their respective business units, subsidiaries, parents, affiliates and sites may obtain from us and use your personally identifiable information in accordance with the Privacy Policy. We may transfer personally identifiable information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganisation, stock sale or other change in control.

We also have the right to disclose your personally identifiable information and other information to third parties, which we call “Third Party Service Providers”, for the purpose of administering, maintaining and improving the Site. We will generally use contractual or other means to provide a comparable level of protection while personally identifiable information is being temporarily stored and/or processed by Third Party Service Providers. Third Party Service Providers may only use your personally identifiable information to provide us with a specific service and not for any other purpose.

We may access or disclose personally identifiable information without providing you a choice in the following circumstances: (i) to identify, contact or bring legal action against someone who may be violating our terms and conditions of use or may be causing injury or interference with our rights, property, our customers or anyone who could be harmed by such activities; (ii) to protect the safety and security of the Site and our users; (iii) if we believe your actions violate the Terms of Services or the Privacy Policy; or (v) to comply with law, regulation, court order, subpoena, government request, or legal process.

You will receive notice when your personally identifiable information might be provided to any third party for any reason other than as set forth in the Privacy Policy, and you will have an opportunity to request that we not share such information. We use non-identifying and aggregate information to better design our website and for business and administrative purposes. We may also use or share with third parties for any purpose aggregated data that contains no personally identifiable information.

WE ARE NOT LIABLE OR RESPONSIBLE FOR THE COLLECTION, USE OR DISCLOSURE BY THIRD PARTIES OF PERSONALLY IDENTIFIABLE OR OTHER INFORMATION YOU CHOOSE TO SUBMIT IN FORUMS PUBLICLY ACCESSIBLE AREA OF THE SITE.

**5.                How We Protect Your Information**

While no data transmission over the internet is 100% secure, we are committed to protecting the information we receive from you. We take appropriate security measures to protect your information against unauthorised access to or unauthorised alteration, disclosure or destruction of data. To prevent unauthorised access, maintain data accuracy, and ensure the correct use of information, we maintain appropriate physical, electronic, and managerial procedures to safeguard and secure the information and data stored on our system. While no computer system is completely secure, we believe the measures we have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved.

The Site may contain links to other websites that we do not own or control. The Privacy Policy does not apply to these websites and we are not responsible for the privacy practices of such websites or other services operated by such websites. Once you leave the Site via such a link, we recommend your review the privacy policy applicable to such third party websites to learn how they use and disclosure your personally identifiable information.

**6.                Email Choice and Opt-out**

If any user who receives an email from the Site and would prefer not to receive such communications in the future, he or she can “opt-out” of receiving the emails  or “unsubscribe” by following the instructions in the email. Please note that such requests may not take effect immediately and although we will use commercially reasonable efforts to implement your request promptly, you may still receive communications from us for up to ten business days as we process your request.

**7.                Disclaimer to Security**

By consenting to the Terms and Conditions of the Site and the Privacy Policy, you consent that no data transmission over the Internet is completely secure. We cannot guarantee or warrant the security of any information you provide to us and you transmit such information to us at your own risk.

**8.                Governing Law**

The Privacy Policy shall be governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein.  You hereby irrevocably submit and attorn to the jurisdiction of the courts of the Province of Ontario, and the proper courts of appeal there from, over any action or proceeding arising out of or relating to the Privacy Policy and you irrevocably agree that all claims in respect of such action or proceeding may be heard and determined in such courts.

**9.             Contact Information:**

Questions about our Privacy Policy should be sent to us at:

Kraus Flooring

65 Northfield Drive West,

Waterloo, ON, Canada

N2L 0A8

Phone:1-519-884-2310

REVISION HISTORY

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| DATE | REVISION & EXPLANATION | | AUTHOR | APPROVED BY |
| May 18/18 | Original |  | S. Shannon | D. McQuillin |