

## Privacy Policy

Updated As of November 17, 2014.

Boiler Supply Company, Inc. and its Family of Businesses (collectively, "BOISCO") provide this privacy policy (this "Policy") to inform you of: (1) the types of information we collect; (2) your choices surrounding such information; and (3) how we collect, use, share, update and secure such information. This Policy applies to information obtained in connection with BOISCO operations at or through our websites, our mobile/tablet sites, our social media presence, our applications, our office/shop locations and other BOISCO controlled digital properties that link to this Policy. For purposes of this Policy, our websites, our mobile/tablet sites, our social media presence, our applications, and our other digital properties are referred to collectively as, our "Websites." Emails, social media, marketing campaigns and online advertising are referred to collectively as, our "Internet Marketing Channels."

If you have questions about this Policy, please contact us by emailing our offices at [service@boisco.com](mailto:service@boisco.com).

### Information Collected:

We receive information you voluntarily provide to us when you: (1) open a customer account with us; (2) utilize our services; (3) apply for a price quote; (4) make a purchase; (5) apply for credit approval; (6) contact us via any customer service method; (7) submit user-generated content (via our Websites, Internet Marketing Channels or otherwise); (8) participate in customer research, surveys, campaigns or promotions; or (9) otherwise communicate information to us.

Some of the information is considered "Personal Information." Personal Information includes your name, mailing address, e-mail address, company name and/or telephone number. We may also collect other information such as credit application information and demographic information (including date of birth, personal interests and product/buying preferences).

We may collect "Automated Information" through Cookies (as defined below), Web Beacons (as defined below) and other related automated means (collectively, "Information Technologies"). Automated Information we collect via Information Technologies includes internet protocol address(es), operating system(s) and browser specifics of your device, device characteristics, geographic information, user ID(s), and specifics regarding your interactions with (i.e., the path you take through) our Websites and our Internet Marketing Channels.

We use Information Technologies to recognize you and your preferences as you return to our Websites or utilize our Internet Marketing Channels. "Cookies" are

small text files sent to your device as you visit our Websites or utilize our Internet Marketing Channels and saved on your device via your browser or hard drive. "Web Beacons" (also known as pixel tags) are a form of technology placed within our Websites and our Internet Marketing Channels to monitor visits to certain pages within, interactions with, and the effectiveness of, our Websites and our Internet Marketing Channels.

Automated Information enables the tailoring of advertisements and offers specifically for you. In addition to such tailoring, we use Automated Information to ensure that our online presence operates properly and efficiently for you and for your individual customer experience, to evaluate the use and benefit of such presence, and to support our Websites and our Internet Marketing Channels.

The browser on your device may offer you preferences regarding a website's collection of your personal information or your online activities over time and/or across different websites or online services. At this time, our Websites do not respond to these preferences, and our Websites may continue to collect information in the manner described in this Policy.

We may enable third parties to collect information in connection with our Websites. This Policy does not apply to, and we are not responsible for, any collection of information by third parties on our Websites.

Your Choices:

We use, collect and disclose your information consistent with this Policy, as updated from time to time, and you consent to such use, collection and disclosure by your use of our: (1) Websites; (2) Internet Marketing Channels; and (3) marketing programs.

You may unsubscribe to future e-mail communications by clicking on the unsubscribe link provided in our e-mail communications. Regardless of your decision to opt-out of future e-mail communications, we may still contact you to respond to an inquiry, regarding transactions and for transactional purposes (e.g., recalls, product information and service/reminder notices). In addition, you may email [service@boisco.com](mailto:service@boisco.com) to opt-out or update certain preferences. You may also contact our Marketing department at (800) 849-5001 for assistance.

Based upon your visit(s) to our Websites and elsewhere on the Internet and your interaction with our Internet Marketing Channels, we may personalize your experience via our Websites and via our Internet Marketing Channels. However, you have choices relating to how your device interacts with our Websites and our Internet Marketing Channels. You may choose to access our Websites and our Internet Marketing Channels without accepting certain Information Technologies on your device(s), and you may opt-out or modify certain elements that are tailored specifically to you and served to you based upon your browsing history. If you

choose to restrict Information Technologies, you may access our Websites and Internet Marketing Channels, but you will NOT be able to take full advantage of certain features. Please note, even if you choose to restrict, opt-out or modify, you may still see or receive BOISCO advertisements on our Websites, on our Internet Marketing Channels and on other sites, but such advertisements will not be based upon your browsing history.

Additionally, we work with advertising networks that utilize the browsing history of your visits to our Websites, Internet Marketing Channels and across other sites to serve you BOISCO advertisements across the Internet and through other channels. We do not permit such networks to provide your browsing history on any of our Websites to any other site.

#### How We Use Your Information:

We DO NOT sell, rent or trade your Personal Information to third parties. We use your information in ways consistent with this Policy, as disclosed at the time of collection, and in the following ways:

- Fulfilling, delivering and communicating with you regarding requests for information and orders for products and/or services.
- Processing credit card payments and customer applications.
- Administering surveys, sweepstakes, contests or promotions.
- Registering and servicing your account(s).
- Providing customer service.
- Conducting research and analysis.
- Alerting you to product, service and promotional information, including product recalls.
- Helping us to improve and customize our products and services, Websites and Internet Marketing Channels.
- To advertise our products and services to you and those of our partners that we think may be of an interest to you.
- Protecting the security and integrity of our locations, Websites, Internet Marketing Channels and overall business practices.

In doing so, we:

May combine certain Personal Information, customer information and Automated Information collected online and offline, including information collected from third parties;

May transfer or disclose such information within our Family of Businesses, including affiliates and subsidiaries; and

Will retain such information as needed to provide you products/services, comply with our legal obligations, resolve disputes, and enforce our agreements as we deem reasonably necessary.

How We Share Your Information:

We may share your information in ways consistent with this Policy, as disclosed at the time of collection, and in the following ways:

With third party businesses and service providers that assist with our business operations, such as shipping vendors, billing vendors, payment card processors, marketing and research vendors and various companies that work with us to improve or provide our products and services and our data integrity. We do require that such providers keep your Personal Information safe and secure, and we require that they not use or disclose your Personal Information for any purpose other than providing their applicable services.

As we deem necessary, in the event (or partial event) of a corporate sale (asset or stock), merger, reorganization, change in corporate control, acquisition, insolvency, bankruptcy or similar event.

Specifically, certain Personal Information, in connection with various co-branded, warranty, delivery/assembly and/or financial products or services.

To comply with applicable law or reasonable request based upon governmental regulation, court order, subpoena or similar related action.

As we deem necessary to protect the rights, property or safety of BOISCO, our customers, our associates or others, to prevent harm or loss, or in connection with an investigation or suspected or actual unlawful activity.

Update Your Information

Security:

We use a variety of security measures to help protect your information and online transactions with us. Additionally, we use a variety of security measures to help

protect your information that we maintain at our facilities. Such information is subject to reasonable physical, administrative and technical controls.

#### Children:

Our Websites are "general audience" websites and not directed toward children. We do not knowingly collect Personal Information from children under the age of 13 without express parental consent. If you are a parent or guardian and think we have unauthorized information about your child who is under the age of 13, please let us know by contacting us through the "Contact Customer Service" link below.

#### Third Party Links:

Our Websites and our Internet Marketing Channels may link to other sites that we do not control. These other sites are governed by their own privacy policies. Be sure to review these privacy policies when visiting such sites. We are not responsible for the content of privacy practices of such third parties' sites.

#### Privacy Policy Updates:

We may, from time to time, update and revise this Policy. Please periodically check this Policy for any updates or revisions. In the event we make a material change to how we use your information, we will provide you with advance notice and the opportunity to opt-out of such use.