

# All Chemical Privacy Notice and Terms of Use

**Effective Date:** September 1, 2023

All Chemical recognizes the importance of protecting the privacy of Personal Information you may provide All Chemical through our website at allchemical.com (“Site”). Therefore, we want you to know about our procedures for protecting your privacy, and your rights and responsibilities regarding recorded information about you. As our customer, we want you to know how we gather information, how we protect it, and how you can help ensure its accuracy. When you access our Site or otherwise provide All Chemical with your Personal Information, you give All Chemical your consent to process and use such information in accordance with the terms and conditions of this Notice. Your use of the Site indicates your agreement with the terms of the Privacy Notice and Terms of Use.

This Notice applies only to information:

- Collected on this Site;
- In an e-mail or other electronic messages between you and this Site

This Notice does not apply to information collected by us offline or through other means, including any third-party website.

Our Site is not directed to children under the age of 13. We do not knowingly collect personal information from children under age 13.

“All Chemical”, “We” and “Our” refers to All Chemical its Site.

Please note that the Site is hosted in the United States. If you are visiting from the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that you are transferring your personal data to the United States, which does not have the same data protection laws as the EU or other regions. By providing your Personal Information, you agree that you understand this Notice and unambiguously consent to the use of your Personal Information as described in, and in accordance with this Notice, as well as the transfer of your Personal Information across international borders in accordance with All Chemical’s standard operations, including the collection, storage, and processing of such information in the United States.

## 1. **Information We Gather**

**Information You Give Us.** We may collect and retain any information you provide to us when you visit the Site, including when you:

- Fill out a form or otherwise provide information on the Site;
- Respond to surveys that we might ask you to complete for research or marketing purposes;
- Communicate with us, such as to provide feedback, request support, or ask for additional information;
- Execute search queries on the Site; and
- Subscribe to content we offer, such as the All Chemical newsletter.

The information noted above may include Personal Information. "Personal Information" is information that identifies you as an individual and may include, without limitation, the following information: your name, organization name, mailing address, email address, and phone number(s).

**Automatically Collected Information.** We may collect information about you and your devices automatically when you visit our Site, including information such as:

- Your IP address;
- The type of browser, device and operating system you use;
- Identifiers associated with the device you use to access our Site;
- The pages you visit and the features you use, including dates and times;
- If you navigated from or navigate to another website, the address of that website; and
- Information regarding your internet service provider.

In addition, we may collect information about your activities on our Site through the use of cookies, or web forms, or through other identifiers or technologies, including similar technologies as they may evolve over time. We refer to these technologies collectively as "Data Technologies."

We may allow third parties to use Data Technologies on our Site. The information collected by Data Technologies may be shared with and used by us, by others acting on our behalf, or by third parties subject to their own privacy policies. Information collected by Data Technologies may be used on this Site or on other websites or services, including those that may not be operated by us.

**Email.** We may collect information regarding the effectiveness of our email and other communications with you. For example, we may know if you follow a link in an email we send to you.

**Information from Other Sources.** We may obtain information about you from third parties. This information may include information about your use of this Site or our services, your use of other websites, your interests and preferences and other information about you or your business. We may combine the information we obtain from third parties with information that we have collected about you.

## 2. **How We Use Information We Gather**

We and others acting on our behalf may use the information that we gather to operate our business, including our Site, as described below:

**Operate and Support our Site and Services.** We use the information that we gather in order to operate our Site and our services. For example, we may use the information that we collect or receive:

- To present our Site and its contents to you;
- To provide you with information, products or services that you request from us (including but not limited to the All Chemical newsletter);
- To fulfill any other purpose for which you provide it;
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- To evaluate, update and/or improve the Site and our services;

- For security purposes;
- To diagnose problems with the server or to administer the Site;
- To allow you to participate in interactive features on our Site;
- In any other way we may describe when you provide the information.

**Advertising and Promotions.** We may use the information we gather to offer, provide, or personalize products and services from us. We also may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences.

**Other Contacts.** We may contact you by telephone or using other contact information we may have for you, as permitted by law. For example, we may use the information we gather to notify users about service availability, temporary or permanent changes to the Site, our services, or changes to our agreements, policies or this Notice.

**Usage Data.** Usage Data is collected is for statistical purposes to monitor and analyze the use of the Site, and to improve the Site's functionality. By way of example only, All Chemical, Google, or third-party vendors may use software programs to create summary statistics, which are used for such purposes as assessing the number of visitors to the different sections of our Site, what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.

**Other Information.** Your IP address is used to help identify you and to gather broad demographic information and analytics. You can opt out of the analytics via your browser plug-in that blocks the use of analytics.

**Consent.** We may use the information we gather for other purposes where we have individual consent.

### 3. How We May Share Information

We share information to support the purposes for which we may use information as described or permitted by this Notice. For example, we may share information we gather in the following ways:

**Affiliates and Business Partners:** All Chemical may share Personal Information with our affiliates and contracted business partners that are directly involved in the sale, distribution, transmission, operation, maintenance, analysis, and support of the Site on our behalf. If these contracted business partners do access any Personal Information it is only so that they may perform their duties on our behalf and All Chemical will require those affiliates and business partners to maintain and keep confidential such Personal Information in accordance with this Notice.

**Service Providers.** We may share information with third party service providers who help us operate our Site or provide services on our behalf. These service providers include analytics companies and advertising networks that provide Data Technologies on our Site.

**Business Transfer.** As All Chemical continues to develop our business, All Chemical may sell or buy assets. In such transactions, customer information generally is one of the transferred business assets. Thus, if All Chemical sells substantially all of its assets, or is acquired by another entity, customer information may be one of the transferred assets and you agree that you consent to such transfer.

**Protection of Ourselves and Others.** All Chemical releases account and other Personal Information when such release is (a) at the request of law enforcement or (b) necessary to comply with the law, enforce or apply our Terms of Use or other agreements, protect the rights, property, or safety of All Chemical and/or our users,

and in connection with a legal claim or proceeding. This may include exchanging information with other companies and organizations as part of our efforts to prevent fraud and identity theft.

#### **4. Choices Regarding Your Information**

You may limit and control the information provided to us in a number of ways. For example, you may unsubscribe from promotional emails from us by following the unsubscribe link included in each such email. Your browser and your device may provide you the option to limit the use of cookies or other Data Technologies. You should consult documentation for your browser or device for more information. Your decision to accept or reject an All Chemical cookie will not affect your ability to access the Site, however, the Site may not function as intended if a cookie is rejected.

#### **5. Data Retention**

All Chemical retains information you provide, including without limitation Personal Information, for as long as necessary to (a) permit All Chemical to use it for the purposes described in this Notice, and (b) comply with applicable law or regulation.

#### **6. Accessing and Updating Your Information**

You can review and change your personal information calling All Chemical at (1-800-451-2436) or email us at [info@allchemical.com](mailto:info@allchemical.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 account/newsletter subscription. 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.

#### **7. California Website Privacy Policy**

**Last Updated:** September 1, 2023

Protecting your privacy is important to All Chemical. This All Chemical California Privacy Policy (“Policy”) describes how All Chemical collects, uses, discloses and safeguards the personal information you provide on All Chemical’s website, [www.allchemical.com](http://www.allchemical.com), and through or in connection with other software- and Internet-enabled programs and services sponsored by All Chemical (the “Site”), as well as information collected when you otherwise communicate or interact with All Chemical. This Policy reflects our compliance with applicable California law, including the California Consumer Privacy Act. Please refer to our general privacy policy above for more information regarding how All Chemical collects, uses, discloses and safeguards personal information.

The following table sets forth the categories of personal information we have collected in the preceding 12 months, the source of that personal information, and how we have used and shared such personal information in the preceding 12 months.

Category of Personal Information Collected	Source of Information	Purpose for Collection	Categories of Recipients
<p><b>Contact information:</b> such as your name, address, email address, telephone numbers, or other contact information</p>	<p>From you</p>	<p>To communicate with you, to send you information, newsletters, promotional materials and other offerings from us or on behalf of our partners and affiliates, to offer a sweepstakes, contest or other promotion, when you contact us, when you request customer service or support, to complete your registration on our Site, to administer your account with us, and to provide you with offers that may be of interest to you</p>	<p>Our service providers, and our co-marketing partners</p>
<p><b>Preference information:</b> your marketing preferences, your account settings (including any default preferences), any preferences you have indicated, the types of services/offers that interest you, the areas of our Site that you have visited or ways that you interact with our Site</p>	<p>From you, from our website technology interaction with your browser/devices and cookies and other similar technologies tracking the pages you visit, the marketing messages you open and the links you follow</p>	<p>To enhance your online experience, including as a way to recognize you and welcome you to the Site, to provide you with customized Site content, targeted offers, promotions and advertising on the Site, through other third party sites or apps, via email, text messages or other push notifications that are offered by us or others that might be of interest to you</p>	<p>Our third-party vendors and service providers that perform website analytic services for us or assist us in marketing</p>

<b>Communications:</b> communications we have with you.	From you	To handle your requests, to contact you when necessary or requested, including responding to your questions and comments and providing customer support, and to obtain customer feedback and improve our customer service and customer shopping experience	Our service providers who assist us with customer service and marketing
<b>Voluntary information:</b> any voluntary information you provide us with, such as responses to surveys or social media account details	From you and your social media account provider	To know you better, make our communications with you more personal, learn and improve from your survey feedback, organize events, etc.	Our service providers who administer surveys and promotions, and our co-marketing partners
<b>Personalization:</b> whether and when you open our marketing emails and respond to our advertisements	From you, from our marketing partner's interaction with your browser or devices and cookies tracking the pages you visit	To improve our Site, products and services, customer service, and user experience	Our third-party vendors and service providers that perform website analytic services for us or enable the customization of offers to you to improve your shopping or website experience for our Site or elsewhere

### Do Not Track

Do Not Track (DNT) is a privacy preference that users can set in some web browsers, allowing users to opt out of tracking by websites and online services.

### Your California Privacy Rights

If you are a California resident, you may request information about our disclosure of personal information to third parties or affiliated companies for their direct marketing purposes. To make such request, please contact us as set forth below. Please allow up to 30 days for us to process your request. You may submit such a request once per year.

In addition to the rights already listed above in this Notice, if you are a California resident, California law also provides you with the following rights with respect to your personal information:

- The right to know what personal information we have collected, used, disclosed and sold about you. To submit a request to know, you may call us at (1-800-451-2436) or email us at [info@allchemical.com](mailto:info@allchemical.com). You also may designate an authorized agent to make a request for access on your behalf.
- The right to request that we delete any personal information we have collected about you. To submit a request for deletion, you may call us at (1-800-451-2436) or email us at [info@allchemical.com](mailto:info@allchemical.com). You also may designate an authorized agent to make a request for access on your behalf.

All Chemical does not sell your personal information to third parties. Additionally, All Chemical does not share (as defined by the CPRA) your personal information with third parties.

When you exercise these rights and submit a request to us, we will verify your identity by asking you for information, which may include but may not be limited to your name, email address, home address, and phone number. We also may use a third-party verification provider to verify your identity.

Your exercise of these rights will have no adverse effect on the price and quality of our goods or services.

## **Contact Us**

If you have any questions about this Privacy Policy or to request this Privacy Policy in another form, please contact us at 800-451-2436 or email us at [info@allchemical.com](mailto:info@allchemical.com).

## **8. Security of Personal Information**

All Chemical uses physical, logical, and procedural security measures to protect the information you provide to All Chemical. However, while All Chemical uses commercially reasonable steps to protect the Personal Information you provide to All Chemical from unauthorized access, use or disclosure, no Internet data transmission can be guaranteed to be secure from access by unintended recipients. If you have any questions about security on our Site, please contact us using the information listed at the bottom of this Notice.

## **9. Links**

The Site may contain links to other Sites that are operated or owned by third parties. Please note that when you click on one of these links, you are navigating to another Site. All Chemical does not monitor the privacy practices or, or exercise authority over, those third parties. All Chemical encourages you to read the privacy policies of these linked sites as their privacy policies may differ from ours. All Chemical is not responsible or liable for the privacy practices or the content of these third-party web sites; if you access a third-party Site from our Site, you do so at your own risk.

## **10. Updates to This Notice**

When we make material changes to this Notice, we will update this web page and change the Effective Date listed above.

## 11. How to Contact Us

If you have any questions, complaints or feedback about this Notice, the practices of the Site or the information you have submitted to the Site, you can contact All Chemical at:

1-800-451-2436

[info@allchemical.com](mailto:info@allchemical.com)

1975 Rutgers University Boulevard  
Lakewood, New Jersey 08701