



AHF Products

California Consumer Privacy Policy

Effective Date: January 1, 2022 (CCPA)

Reviewed/Updated: January 17, 2023 (CCPA & CPRA)

1. About this Privacy Policy

Pursuant to the California Consumer Privacy Act of 2018 as amended ("CCPA") and the California Privacy Rights Act of 2020 ("CPRA"), AHF, LLC dba AHF Products, and its parents, affiliates, and subsidiaries that operate within the scope of the CCPA ("AHF," "we," "us" or "our") are providing this California Privacy Policy. We adopt this policy to comply with the California Consumer Privacy Act of 2018 (CCPA) and California Privacy Rights Act of 2020 (CPRA).

This California Privacy Policy describes what information we collect from you, how we may use it, and the steps we take to ensure it is protected. By using our website, mobile site, and services, you hereby consent to these terms. AHF may modify this Privacy Policy at any time effective upon its posting. Continuing to visit our website, or your use of our products or services, constitutes your acceptance of this Privacy Policy and any updates. This California Privacy Policy is incorporated into, and is subject to, the Terms of Use, including its applicable limitations on damages and the resolution of disputes.

Terms used but not defined shall have the meaning provided for in the CCPA/CPRA. *This California Privacy Policy does not apply to personal information that we process or collect from job applicants, contractors or employees.*

2. Personal Information Collected

We collect information you give us or give us permission to collect, as well as the following categories of personal information:

Contact information: such as your name, billing address, shipping address, email address, telephone numbers, or other contact information.

Purchase and order information: contact information, together with purchase details online and through dealers through e-receipts, delivery details, payment details, and any communications we have received about your order or purchase.

Payment information: name, card issuer and card type, credit or debit card number, expiration date, CVV code and billing address, account log-in, password, access code or credentials allowing access to an account.

Social Media: information about you, including Usage Data and personal information such as lists of your friends, "likes", comments you have shared, groups and location.

Legal information: fraud checks or flags raised about your transactions, the payment card you want to use, payment card refusals, suspected crimes, complaints, claims and accidents.

Preference information: your marketing preferences, your account settings including any default preferences, any preferences you have indicated, the types of services/offers that interest you, or the areas of our Site that you visit.

Communications: communications we have with you, including mail, email or text message content. Please note that we record calls for our customer service team.

Device information: IP address, internet provider, operating system and browser used, type of device, such as laptop or smart phone, device cookie settings and other device details, such as MAC address and geolocation, if you use our Site and permit it to obtain your precise geolocation.

Usage Data: when you use the Site, some data is automatically transferred from your browser to our server, including your browser type, operating system type or mobile device model, viewed webpages, links that are clicked, IP address, mobile device identifier or other unique identifier, sites or apps visited before coming to our Site, the amount of time you spend viewing or using the Site, the number of times you return, or other click-stream or site usage data, emails we send that you open, forward, or click through to other sites.

Unique Identifiers: Social Security Number (SSN), driver's license, state identification card or passport number.

Other personal information: genetic data, racial or ethnic origin, religious or philosophical beliefs, union membership, information concerning a consumer's health, sex life, or sexual orientation.

A chart showing the personal information collected, to whom disclosed, and the purpose of disclosure can be found in the Personal Information chart at the end of this policy.

We do not knowingly collect or solicit information online from children under 13 and we do not specifically target children under 13 in our marketing materials or other advertising.

3. Personal Information Disclosed

Collection, disclosure, and purpose of disclosure can be found in the Personal Information chart at the end of this policy.

We may share your personal information with our parent, subsidiaries, and affiliates and our agents and representatives in the course of normal business, as well as to our partners, vendors, distributors, and suppliers, some of which may be outside the United States. We may transfer your information to certain service providers in order to conduct our business operations and offer you additional services. For example, service providers may handle web hosting, credit card processing, shipping, data management,

email distribution (including marketing emails), targeted advertising, market research, information analysis, promotions management, installation services, design services, and other services associated with our products and services.

We may also share your information as is necessary to complete a transaction or provide a product, service, or feature that you have requested. These service providers will only use your information for the purpose of carrying out the services provided to AHF and/or you they are required to keep all such information confidential. We may disclose information upon governmental request, in response to a court order, when required by law, to enforce our policies, or to protect our or others' rights, property or safety. We may share information to prevent illegal uses of AHF's products and services or violations of the Terms of Use, or to defend ourselves against third-party claims. We may also share information with companies assisting in fraud protection or investigation.

Your information may be transferred to a third party as a part of our business assets in a sale of a part or all of AHF. If this should happen, notice will be provided via the website or other appropriate form of communication. You may also choose to share certain information. When you join or use certain services, you agree to publicly share a basic amount of information, which may include your username, city location, and profile picture. In order to participate in certain features, you may have to adjust your privacy settings and share additional information. You may also choose to share your activity on other platforms, such as Instagram, Facebook and Twitter. Please read the privacy policies of those platforms because your activity with us published on those platforms will no longer be governed by this Privacy Policy. We may also share your Personal Information with other parties in the following instances.

4. Personal Information Disclosed; How We Use Your Information

We use your information in order to provide you with the best possible use of our website, products and services, to maintain them, improve them and in order to protect us and our products and services from misuse and unlawful activity. More specifically, we may use your information to provide products and services to you including:

- (1) Enhancing, personalizing and customizing user experiences, such as placing an order and other activities.
- (2) Communicating with you about your purchase, account information or customer service and to process transactions and orders you make through or in connection with our website and registration thereto.
- (3) Analyzing user behavior and trends to better understand our customers and gain consumer insights.
- (4) Providing and conducting marketing and promotions including sending periodic e-mails, updates, newsletters, and special offers, and for other marketing or advertising purposes.
- (5) Communicating with you about our products, services and events, and for other promotional purposes.
- (6) Administering contests, promotions, events, surveys or other features.

- (7) Displaying relevant marketing to you and other information about AHF. *Even if you decide to opt-in to our mailing list, you will receive e-mails that may include company news, updates, related product or service information, etc.*
- (8) To comply with applicable legal obligations, including responding to informal requests for information from governmental authorities and agencies, and to prevent activity we determine to be potentially illegal.
- (9) For the enforcement of this Privacy Policy and/or our Terms of Service or any other purpose referenced herein or therein, including to protect the rights of our customers, their end users, and the general public.
- (10) We may also use information that has been de-identified and/or aggregated for purposes not otherwise listed above.

A chart showing the personal information collected, to whom disclosed, and the purpose of disclosure can be found in the Personal Information chart at the end of this policy.

5. Personal Information Sold

AHF DOES NOT SELL PERSONAL INFORMATION

6. Consumer Rights

The CCPA/CPRA provides California residents with specific rights regarding their personal information. This section describes your CCPA/CPRA rights and explains how to exercise those rights.

Right to Know and Data Portability

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months (the "right to know"). Once we receive your request and confirm your identity, we will disclose to you:

- (1) The categories of personal information we collected about you.
- (2) The categories of sources for the personal information we collected about you.
- (3) Our business or commercial purpose for collecting or selling that personal information.
- (4) The categories of third parties with whom we share that personal information to include sharing information for **cross-context behavioral advertising**.
- (5) If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
 - sales, identifying the personal information categories that each category of recipient purchased; and
 - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.
- (6) The specific pieces of personal information we collected about you (also called a data portability request).

Right to Delete

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions (the "right to delete"). Once we receive your request and confirm your identity, we will review your request to see if an exception allowing us to retain the information applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- (1) Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- (2) Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- (3) Comply with a legal obligation.

We will delete or deidentify personal information not subject to one of these exceptions from our records and will direct our service providers and contractors to take similar action.

Right to Correct

You have the right to request us to correct any inaccurate personal information about you. If any personal information requires correction, we will use commercially reasonable efforts to fulfill your correction request.

Exercising Your Rights to Know, Delete or Correct

Only you, or someone legally authorized to act on your behalf, may make a request to know, delete or correct related to your personal information.

You may only submit a request to know twice within a 12-month period.

Your request to know, delete or correct must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We will pass your deletion requests on to service providers, contractors, and, unless impossible or involves disproportionate effort, to all third parties to whom we sold or shared the information.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

You do not need to create an account with us to submit a request to know or delete. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account.

We will only use personal information provided in the request to verify the requestor's identity or authority to make it.

You may make a request for the disclosures, opt-out, deletion, or correction described above by contacting AHF at www.ahfproducts.com/california-privacy, privacy@ahfproducts.com, or (855)243-2521.

We will respond to your request consistent with the CCPA/CPRA, which does not apply to certain information, such as information made available from government records, certain data subject to the Fair Credit Reporting Act (FCRA), Gramm-Leach-Bliley Act (GLBA) and certain other laws, and where its application is preempted by, or in conflict with, federal law or the United States or California Constitution.

Response Timing and Format

We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please contact privacy@ahfproducts.com, (855)243-2521.

We endeavor to substantively respond to a verifiable employee or applicant request within forty-five (45) days of its receipt. If we require more time (up to another 45 days), we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding our receipt of your request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

7. Personal Information Sales Opt-Out, Direct Marketing Opt-Out and Opt-In Rights

You have the right to direct us to not sell your personal information at any time (the "right to opt-out").

To exercise the right to opt-out, you (or your authorized representative) may submit a request to us by visiting the following Internet Web page link:

www.ahfproducts.com/california-privacy (select "Opt-Out - Do Not Sell my Personal Information").

You have the right to direct us not to share your personal information for cross-context behavioral advertising at any time (the "right to opt-out").

To exercise the right to opt-out, you (or your authorized representative) may submit a request to us by visiting the following Internet Web page link:

www.ahfproducts.com/california-privacy (select "Opt-Out - Do Not Share my Personal Information").

You do not need to create an account with us to exercise your opt-out rights. We will only use personal information provided in an opt-out request to review and comply with the request.

You may also change your mind and opt-in to personal information sales and cross-context behavioral advertising at any time at:

www.ahfproducts.com/california-privacy (select "Opt-In - AHF may Share my Personal Information").

Non-Retaliation

We will not retaliate against you for exercising any of your CCPA/CPRA rights.

8. Metrics

We compile certain metrics related to CCPA/CPRA consumer requests. This information can be requested through one of the above contact methods.

9. Security

AHF uses technical and organizational measures designed to protect your information against unauthorized access, theft, and loss. While AHF strives to protect its user's personal information and privacy, we cannot guarantee 100% the security or confidentiality of any information that you provide to us or that is otherwise disclosed by you online. We recommend that you take additional measures to protect yourself and your information, such as installing anti-virus software, closing browsers after use, keeping confidential your log-in credentials and passwords.

We also store each user's IP address for security reasons, in the event we identify and need to block suspicious activity on our website.

10. California *Shine the Light* Law

Under California Civil Code sections 1798.83–1798.84, California residents may request the names and addresses of affiliated companies and categories of Personal Information we share for direct marketing

purposes. If you are a California resident and would like to make such a request, please contact privacy@ahfproducts.com.

11. Changes

We will update this California Privacy Policy from time to time, but at least annually. Any changes will be posted on this page with an updated revision date.

12. Contact

You may make a request for the disclosures, deletion opt-out, correction, or metrics described above at www.ahfproducts.com/california-privacy.

To review AHF's corporate Privacy Policy, go to <https://www.ahfproducts.com/en-us/privacy-policy.html>.

If you have any questions, comments, or complaints regarding this privacy policy or our processing of your information, please contact:

AHF Products Privacy
c/o Legal Department
3840 Hempland Road
P. O. Box 566
Mountville, PA 17554
privacy@ahfproducts.com
www.ahfproducts.com/california-privacy

Personal Information Collection and Disclosure

AHF does not sell personal information.

Category of Personal Information Collected	Source of Information	Purpose of Collection	Categories of Recipients to Whom Disclosed	Retention Period
Contact information: such as your name, billing address, shipping address, email address, telephone numbers, or other contact information	From you; the decision to provide this information is typically optional, however, if you choose not to provide the requested information, you may not be able to use some or all of the features of our Site	To communicate with you, for product fulfillment and shipping, to send you catalogs, information, newsletters, promotional materials and other offerings	Marketing partners	7 years
Purchase and order information: contact information, together with purchase details online and through dealers through e-receipts, delivery details, payment details, and any communications we have received about your order or purchase	From you	To validate, confirm, verify, deliver, install, and track your order, including to arrange for shipping, handle returns and refunds, maintain a record of the purchases you make, to service products you purchased from us, to gather feedback on your purchase, our products, and the Site, and to provide you offers that may be of interest to you	Service providers who handle logistics	7 years
Payment information: name, card issuer and card type, credit or debit card number, expiration date, CVV code and billing address, account	From you and your payment card issuer	To check that the right person is using the right card or account, meet the requirements of the card brands or account issuers,	Service providers who process payments for us; these third-party service providers are	7 years

Category of Personal Information Collected	Source of Information	Purpose of Collection	Categories of Recipients to Whom Disclosed	Retention Period
log-in, password, access code or credentials allowing access to an account		and to make sure we are paid for what you buy	prohibited from using personal information for any other purpose and are contractually required to comply with all applicable laws and requirements, which may include Payment Card Industry Data Security Standards if they are processing payments	
Social Media: information about you, including Usage Data and personal information such as lists of your friends, “likes”, comments you have shared, groups and location	From third parties, particularly social media platforms	To enhance your online shopping 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, and text messages	Service providers and our co-marketing partners	3 years
Legal information: fraud checks or flags raised about your transactions, the payment card you want to use, payment card refusals,	From you, the police, crime and fraud prevention agencies, payment card providers, the public, regulators, your and our	To protect you, other customers and our business against criminal activities and risks, unauthorized use, and make sure we understand and can meet our	Service providers who help us with fraud protection and credit risk reduction, law enforcement and	Permanent

Category of Personal Information Collected	Source of Information	Purpose of Collection	Categories of Recipients to Whom Disclosed	Retention Period
suspected crimes, complaints, claims and accidents	professional advisors and representatives	legal obligations to you and others and can defend ourselves	other governmental authorities in accordance with applicable law	
Preference information: your marketing preferences, your account settings including any default preferences, any preferences you have indicated, the types of services/offers that interest you, or the areas of our Site that you visit	From you, from our Site 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, including your interactions with social media	To enhance your online shopping 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 app, via email, text messages, or push notifications	Third party vendors and other service providers that perform website analytic services for us	Up to 3 years
Communications: communications we have with you, including mail, email or text message content. Please note that we record calls for our customer service team	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	Service providers who assist us with customer service	3 years
Device information: IP address, internet provider, operating system and browser used, type of device,	From you and from our Site technology's interaction	To make sure our Site, including app technology, works properly with your device and make sure you can see and use our intended	Service providers that perform website	Up to 3 years

Category of Personal Information Collected	Source of Information	Purpose of Collection	Categories of Recipients to Whom Disclosed	Retention Period
such as laptop or smart phone, device cookie settings and other device details, such as MAC address and geolocation, if you use our Site and permit it to obtain your precise geolocation	with your browser or devices	website and apps on the device you are using, and for analytical and demographic purposes and to provide offers that may be of interest to you	analytic services for us	
Usage Data: when you use the Site, some data is automatically transferred from your browser to our server, including your browser type, operating system type or mobile device model, viewed webpages, links that are clicked, IP address, mobile device identifier or other unique identifier, sites or apps visited before coming to our Site, the amount of time you spend viewing or using the Site, the number of times you return, or other click-stream or site usage data, emails we send that you open, forward, or click through to other sites	From you and from Site technology’s interaction with your browser or devices	We will use this information in an aggregated non-specific format for analytical and demographic purposes, including by identifying potential hackers and other unauthorized users	Third party vendors and other service providers that perform website analytic services for us	Up to 3 years

Category of Personal Information Collected	Source of Information	Purpose of Collection	Categories of Recipients to Whom Disclosed	Retention Period
Unique Identifiers: Social Security Number (SSN), driver’s license, state identification card or passport number	From you	Consumers who win contests - to prove identity and for tax purposes	Third party vendors and other service providers that perform verifications and tax services for us; taxing authorities as required by law	5 years
Other personal information: genetic data, racial or ethnic origin, religious or philosophical beliefs, union membership, information concerning a consumer’s health, sex life, or sexual orientation.	From you	For research and marketing; to obtain demographic information for purposes of marketing to the appropriate audiences	Third party vendors and other service providers that perform website analytic services, marketing, and advertising services for us	Up to 3 years

(the retention periods are as stated in AHF Global Policy GP 70-E, [at Appendix 1 Records Retention Schedule](#) found on the employee HUB).