



Privacy Policy

This Privacy Policy was last revised on and is effective as of 12/01/2022. If you have any questions regarding this Privacy Policy, please contact support@neilsace.com

Neil's Ace Home Center may also be authorized to use your personal information in the manner described in this Policy. By downloading, installing, accessing, or using any of the Services (as defined below) or by submitting information to us in a manner governed by this Privacy Policy, you agree to the terms of this Privacy Policy, as amended from time to time.

Our Services may contain links to other websites, applications or services operated by others. Please be advised that the practices described in this Privacy Policy do not apply to information gathered through these other websites, applications, or services, including websites, applications or services operated by Neil's Ace stores, most of which are independently owned and operated, although some may be owned by Neil's Ace affiliates.

Online Services - including but not limited to our websites, mobile applications, other online, digital and mobile services, applications and platforms that link to this Privacy Policy or on which this Privacy Policy appears, as well as the content, features, and software available on them, including online communications through or related to the Online Services.

Cookies and Other Technologies: Like many online services, we may collect and store certain information automatically whenever you interact with our Services. For example, we may collect your IP address, browser and device information, including operating system, application software, and reference site domain name, every time you access or use the Services. We also collect information regarding customer traffic patterns and usage and mobile application usage data. We may use this information in combination with other information we have about you, including personal information.

Neil's Ace uses cookies, which are small data files created by a web server and stored by your browser. We also use pixel tags, which are tiny graphic images, also known as web beacons, action tags, or transparent GIF files. Cookies and pixel tags permit the Services to function properly. For example, they help us to identify account holders and Neil's Ace Rewards members and to optimize the log-in, account management, and shopping experience. They also allow us to hold selections in a shopping cart when a user leaves without checking out. In addition, we may use cookies and other technologies to store your preferences and provide a personalized experience on the Services.

If you do not want cookies to be dropped on your device, you can adjust the setting of your Internet browser to reject the setting of all or some cookies and to alert you when a cookie is placed on your device. For further information about how to do so, please refer to your browser 'help', 'tool', or 'edit' section or see www.allaboutcookies.org. Please note that if you use your browser settings to block all cookies, including strictly necessary cookies, you may not be able to access or use all or parts of the functionalities of the Neil's Ace website. [Click here to manage cookie settings.](#)

If you want to remove previously stored cookies, you can manually delete the cookies at any time. However, this will not prevent the Neil's Ace website from placing further cookies on your device unless and until you adjust your Internet browser setting as described above.

Analytics: Neil's Ace may also use cookies and other technologies to implement analytics tools, including, but not limited to, Google Analytics, that help us understand how the Services are performing, how you engage with the Services, and how you interact with our advertisements and communications. The information we collect using Google Analytics, which may be shared with Google, doesn't include names or contact information, but may include Neil's Ace Rewards membership ID numbers, IP addresses, and activity on the Services. For more information on your privacy choices in connection with Google Analytics, including the Google Analytics Browser Opt-Out Add On, please visit the Google website at: <https://www.google.com/policies/privacy/partners/>.

Interest-Based Advertising: We and our advertising vendors may use online technologies, including cookies and pixel tags, to collect information about your online activities over time and across third-party websites and platforms. These technologies enable us or our vendors, including Google, to recognize a unique cookie or pixel tag placed by us or our vendors when you accessed the Services or by an entity when you visited a non-affiliated website or platform. This information is used to manage advertising effectiveness and provide you with online advertisements, including advertisements on unaffiliated websites and platforms, more likely to be of interest to you. These technologies also allow us to learn which advertisements bring users to our Services and to manage affiliate advertising.

For more information about interest-based advertising (often referred to as online behavioral advertising or targeted advertising) and how to manage your preferences for interest-based ads, please visit the following third-party websites:

- To opt out of receiving interest-based advertisements from members of the Digital Advertising Alliance (DAA), please visit the DAA website at: www.aboutads.info/choices
- To opt out of receiving interest-based advertisements from members of the Network Advertising Initiative (NAI), please visit the NAI website at: www.networkadvertising.org/choices.

Please note that these opt-out mechanisms are browser and device specific. If you wish to opt-out of interest-based advertising across all browsers and devices, you need to visit the above websites from each browser and device you use. Please consult your device's user guide or visit the Google Play Support Center or the Apple Support Center for more information on managing interest-based advertisements in a mobile environment. Please be aware that if you opt out of receiving interest-based advertising, you will still be served with advertisements, but they will no longer be targeted to your interests.

Information We Collect Through In-Store Technology

We may collect your personal information from technology used in Neil's Ace, such as facility

cameras. Neil's Ace may operate cameras in-store for security and operational purposes, for example, to help improve the design of Neil's Ace stores to better serve our customers.

Neil's Ace Store

Please note that Neil's Ace is independently owned and operated, although some stores are owned by Ace Hardware affiliates. We may collect information from Neil's Ace, particularly when we collaborate in providing the Services to you, such as Neil's Ace Rewards. For example, we may collect certain personal information in order to provide delivery services that you may request through the Services. We also may collect information from Neil's Ace in order to provide local offers and promotions that might interest you. Neil's Ace may also be authorized to use your personal information in the manner described in this Policy. Please note: Neil's Ace independently may have its own data collection and use practices that are not governed by this Policy.

Information We Collect from External Third-Party Sources

We may receive information about you from other sources to help us correct or supplement our records, improve the quality or personalization of the Services and marketing to you, and prevent or detect fraud. Third parties may collect user data directly from you for their own use and subject to their own privacy policies.

● **Social Networks**

When you upload or share a photo, submit a request, submit information, or post other digital content via social media interactions on third-party websites like Facebook, Instagram, Pinterest or Twitter, that data may be collected by Neil's Ace in connection with the Services. Please be advised that user-generated content and other information you post or share with these platforms and networks, and any information gathered by the platforms and networks, will be governed by the privacy policy and terms of use of the applicable platform or network and not by this Privacy Policy. Please remember that any information you disclose in this manner will be publicly available. We encourage you to read the privacy policy and terms of use posted on each and every website, application, platform, network, or service that you access or use.

We may also collect information about you from social media platforms and networks if you post content publicly or to our social media account (e.g. by using a hashtag) or if you post content to third-party social media hosts such as Facebook, Twitter, Pinterest, and Instagram.

● **Social Media Widgets**

Our website and mobile application may include social media features, such as Instagram, Facebook, and Twitter widgets. These features may collect electronic and other internet activity information, such as your IP address and which page you are visiting on our website or mobile application. These widgets may set a cookie or utilize other tracking technologies to accomplish this. Social media features and widgets are hosted by a third party and your interactions with those features are governed by the privacy policies of the companies that provide them.

● **Marketing Vendors**

We may collect information from our marketing vendors about your preferences, interests

and trends in order to enhance your experience with our Services.

What Type of Information Do We Collect and How Do We Collect It?

We may collect information to deliver the products and Services you request, to help improve your shopping experience, and to support our business functions. We may collect information from you in a variety of ways when you interact with Neil's Ace and Services.

What Information Do We Collect?

We may collect the following categories of personal information. Not all categories may be collected about every individual:

- Personal identifiers, such as name and address
- Device and online identifiers and related information, such as telephone number and email address
- Internet, application, and network activity, such as cookie IDs and browser visits
- Demographic information, such as age, month and year of birth
- Financial information, such as credit and debit card numbers and claims information
- Characteristics of protected classifications under state or federal law, such as gender and nationality
- Purchase history information, such as products you have bought, rented, and returned
- Location information, such as geo-location information
- Audio, visual, and other sensory information, such as audio and video recordings
- Individual preferences and characteristics, such as inferences related to shopping patterns and behaviors
- Education level, gender, marital status, household income, and other personal information.

How Do We Collect Information?

We collect information from you in a variety of ways. It may be:

- Provided directly by you or a member of your household
- Collected from a device associated with you or your household
- Collected through your use of social networks
- Collected on behalf of Neil's Ace by our marketing vendors
- Collected on behalf of Neil's Ace by our product vendors
- Collected through in-store technology
- Collected by Neil's Ace store
- Collected from other technologies
- Collected from an external third-party source.

Our goal is to limit the information we collect to the information needed to support our business. Information Provided Directly by You or a Member of Your Household

You actively share information with us in various ways when you utilize the Services. For example, you may share information when you:

- Make an in-store or online purchase, or other transaction, with us
- Create an account on one of our websites or mobile services
- Use a mobile shopping list
- Participate in our programs, such as Neil's Ace Rewards
- Request customer service or contact us
- Participate in live chats
- Post a review or comment on one of our social media pages, or post a rating, review or other user-generated content on one of our websites or mobile services
- Participate in a contest, sweepstake, promotion, or survey, or
- Use features of our websites and mobile services that may ask you to grant us access to the camera or microphone on your computer or mobile device (such as voice search or scanning barcodes).

When you engage in these activities, you may share different types of personal information with us.

How Do We Use Your Personal Information?

We use your personal information to provide you products and Services, such as to fulfill your requests for products or to help us personalize our Services and marketing to you. We also may use your personal information to support our business functions, such as fraud prevention, marketing, and legal functions. Some examples may include:

- To fulfill your order or requests for Services and provide customer service
- To create and maintain your account
- To conduct auditing and monitoring of transactions and engagement
- To conduct personalization and third-party advertising
- To protect the security and integrity of our Services and our business
- To update our operational and technical functionality
- To conduct business analysis, such as analytics, projections, or identifying areas for operational improvement
- To conduct research and development.

Neil's Ace may combine information collected online and offline, including information from third party sources. Neil's Ace also may transfer or share your personal information within our corporate family of companies and Neil's Ace stores for these purposes, as permitted by law.

With Whom Do We Share Your Personal Information Outside of Neil's Ace Home Center?

We are careful to share your personal information in ways that respect your privacy and only as described in this Policy. We do not sell or rent your personal information to others for money. All of the categories of personal information that we collect have been shared with other companies, including those within our corporate family and Neil's Ace stores, for a business purpose. We may share your personal information in the following circumstances:

Neil's Ace Affiliates

Neil's Ace may transfer personal information to its subsidiaries and corporate affiliates, including future subsidiaries and affiliates.

Neil's Ace Stores

Neil's Ace may share personal information with other Ace stores in order to facilitate shipping, delivery, and assembly services related to purchases made on the Services, to assist in the resolution of disputes or customer service issues, to facilitate your membership in the Neil's Ace Rewards Program, and to enable Ace stores to conduct their own marketing activities.

Service Providers

We engage service providers to perform services in connection with the operation of our business. Examples of these services include, but are not limited to:

- Operation of our Services
- Management of customer accounts and Neil's Ace Rewards accounts
- Payment processing and authorization
- Fraud protection and credit risk reduction
- Product customization, order fulfillment and shipping
- Gift card processing and management
- Market research
- Advertising, affiliated advertising, marketing and promotional activities, and communications
- Sweepstakes and contest administration and fulfillment
- Services evaluation
- Data analysis and data cleansing.

Social Media and Advertising Platforms

We may use social media and advertising platforms, such as Facebook® and Google, to serve advertisements to you or to third parties that the platform determines are similar to you. In order to offer these ads, we may share your personal information, such as email addresses or phone numbers, in hashed or unhashed format, with the platform provider, which can match this information to a particular platform user.

Marketing

We may make your personal information, together with information regarding your preferences, activity, purchases, and demographics, available to affiliates and Ace stores for purposes of conducting marketing activities on behalf of Neil's Ace, the affiliates, and/or any other service providers.

Information We Share with External Third Parties

To deliver information about products and Services that may be of interest to you, we may share information with other companies, such as publishers, advertisers and measurement analytics providers. For example, we may share device-related data (such as device identifier, type of device, IP address, cookies and other information associated with your browsing and app usage) and individual preferences and characteristics (such as insights and inferences related to shopping patterns and behaviors). This information does not identify you directly but is necessary to

personalize the advertisements you receive. Neil's Ace does not receive payment for this information.

Deidentified and Aggregated Personal Information

Neil's Ace continually strives to make customer shopping experiences more relevant and with less friction and may offer related services and insights to its suppliers and others. As a result, Neil's Ace may share with others insights that combine information from many customers in ways that do not directly identify you. For example, Neil's Ace may combine anonymous customer shopping history with that of other customers to deliver generalized insights to Neil's Ace's suppliers. These insights do not identify individual customers. This information helps Neil's Ace suppliers provide products and services relevant to Neil's Ace customers.

What Steps Are Taken to Keep Personal Information Secure?

We use various security measures to protect personal information that we collect. However, we cannot guarantee that your personal information will be secure from disclosure or misuse, either by accident or by unauthorized access or use.

In order to help protect your personal information, you should keep your account usernames and passwords secure and not provide them to others. If we request that you re-set your username and/or password, please do so promptly. If you wish to cancel a username or password, or if you become aware of any loss, theft or unauthorized use of a username or password, please contact support@neilsace.com.

Legal Requirements and Protection of Our Company and Others

We may share your personal information in other special circumstances, which include situations when sharing is required by law, or we believe sharing will help to protect the safety, property, or rights of Neil's Ace, our customers, our associates, or other persons. Examples may include:

- Protecting the health or safety of customers;
- Addressing crimes committed on Neil's Ace property;
- Identifying and addressing fraud or financial risk;
- Providing personal information from cameras to law enforcement;
- Responding to a search warrant or other valid legal inquiry; and
- Responding to an investigative body in the case of a breach of an agreement or violation of law.

We may also disclose personal information to enforce this Privacy Policy and the Terms of Use, to troubleshoot problems, and resolve disputes (including, without limitation, in connection with litigation or arbitration of any dispute between you and Neil's Ace or to assist us in the collection of amounts owed by you to us).

Sale, Transfer or Reorganization of Business

We reserve the right to transfer your personal information in connection with the sale or transfer of all or a portion of the business or assets of Neil's Ace or Neil's Ace affiliates to an entity in the event of a corporate transaction.

When You Authorize Us

In addition to the foregoing circumstances, we may share your personal information when you authorize us to do so.

Business-to-Business Accounts

The practices described in this Privacy Policy also govern the creation and use of business-to-business accounts on Neil's Ace's business-to-business website and through Neil's Ace's B2B program. Please note: Ace stores independently may have their own data collection and use practices that are not governed by this Policy.

How Will I Be Informed About Changes Regarding This Privacy Policy?

We may change this Privacy Policy from time to time without prior notice. Revised versions of this Privacy Policy will be posted on this page, together with an updated effective date. You should check this page periodically to see if any recent changes to this Privacy Policy have occurred. In some cases, we may post a notice of the revision on the Services and/or send an email or other communication notifying users of the changes. By downloading, installing, accessing, or using any of our Services after we post any such changes, you agree to the terms of the Privacy Policy as modified.

How Can I Access, Correct and Update Personal Information?

If you are an account holder, you can access, correct, and update certain personal information by sales@neilsace.com

Can I Indicate Whether or Not I Want to Receive Promotional Communications?

There are several ways in which you can tell us whether or not you want to receive promotional communications from us. If you indicate you would like to stop receiving promotional emails, you may still receive emails relating to orders, earned rewards, and program updates.

If you are an Neilsace.com account holder, you can indicate email preferences by accessing your account through the Services. If you place an order through the Services, you will have an opportunity to make or change your selections in this regard.

You also will have an opportunity to indicate your preferences by clicking on an "unsubscribe" hyperlink contained in promotional emails we send you or following the "unsubscribe" instructions in a notification or other message type. Even if you unsubscribe from our emails, you may continue to receive promotional emails from Ace stores. To unsubscribe from promotional email communications from an Ace store, please follow the instructions for unsubscribing in the store's email.

If you have downloaded the Neil's Ace Hardware mobile app, you can indicate your preferences by navigating to the "Personal Details" section of your profile and unchecking the "Email me offers and helpful tips" box.

If you no longer wish to receive push notifications on your mobile device, please consult your mobile device's user guide for instructions on how to disable push notifications.

We use an opt-in standard for automated phone and text messages. Opt-in means we will only conduct the activity with your affirmative consent.

What Happens When I Link to or From Another Web Site or Use Social Media or Product Review Features?

Other Ace websites, applications and digital services may be governed by different privacy policies. Please read the privacy policy posted on each Neil's Ace website, application, or other digital service that you visit to understand the information collection, use and sharing practices that apply.

Our Services may contain links to other websites, applications or services operated by others. Please be advised that the practices described in this Privacy Policy do not apply to information gathered through these other websites, applications, or services, including websites, applications or services operated by Ace stores, most of which are independently owned and operated, although some may be owned by Neil's Ace affiliates.

If you have accessed our Services through a link from some of our advertising or marketing partners, our Services may include a frame of the applicable advertising or marketing partner. Nevertheless, the information you provide to us through these framed web pages is collected by us, and our use of this information is governed by this Privacy Policy.

Our Services offer you the ability to interact with social media platforms, such as Facebook®, Twitter®, and Instagram®, and social commerce networks, such as PowerReviews. Please be advised that product reviews, user-generated content, and other information you post or share with these platforms and networks, and any information gathered by the platforms and networks, will be governed by the Privacy Policy and terms of use of the applicable platform or network and not by this Privacy Policy. Please remember that any information you disclose in this manner will be publicly available. For example, any content you submit in connection with a product review may be posted on publicly facing third-party websites in the PowerReviews network.

We encourage you to read the Privacy Policy and terms of use posted on each and every website, application, platform, network, or service that you access or use.

How Will I Be Informed About Changes Regarding This Privacy Policy?

We may change this Privacy Policy from time to time without prior notice. Revised versions of this Privacy Policy will be posted on this page, together with an updated effective date. You should check this page periodically to see if any recent changes to this Privacy Policy have occurred. In some cases, we may post a notice of the revision on the Services and/or send an email or other communication notifying users of the changes. By downloading, installing, accessing, or using any of our Services after we post any such changes, you agree to the terms of the Privacy Policy as modified.

TERMS OF USE

- These Terms of Use form an agreement between Neil's Ace Home Center and you and set forth the terms and conditions upon which we make the Online Services available to you. You must be 18 or older to use the Online Services.
- IF YOU DO NOT ACCEPT THESE TERMS OF USE, DO NOT USE THE ONLINE SERVICES.
- Modification of Cancellation of Online Services. We reserve the right at any time with or without notice to modify or terminate the Online Services, or any portion thereof.
- By placing an order, you represent that the Products ordered will be used only in a lawful manner.

· While it is our practice to confirm orders by email, the receipt of an email order confirmation does not constitute our acceptance of an order or our confirmation of an offer to sell a Product. We reserve the right, without prior notice, to limit the order quantity on any Product, to reject any order, and/or to cancel any order at any time. We may require verification of information prior to the acceptance and/or shipment of any order.