

## **PRIVACY POLICY**

Pacific Safety Products Inc. (the "Company", "us", "we" or "our") is committed to respecting your privacy. This Website Notice of Privacy Practices ("Privacy Policy") provides you with information about our practices and procedures with respect to personal information, including details of the personal information we collect, how it is used and disclosed, as well as choices you can make, and the rights you can exercise, in relation to your personal information.

By accessing the website or providing us with personal information, you agree to the collection, use and disclosure of your personal information as described in this Privacy Policy.

We may need to change our Privacy Policy at some point in the future, in which case we'll post the revised Privacy Policy on this website and update the "Last Updated" date below to reflect the date of the changes. By continuing to use the website or providing the Company with your personal information after we post any such changes, you accept the Privacy Policy as modified. If necessary, we will provide additional notice regarding any changes to this Privacy Policy as may be required by law. Your access to our website for the limited and exclusive purpose of reviewing this Privacy Policy does not constitute your acceptance of this Privacy Policy unless you make any further access or use of our website.

### **PERSONAL INFORMATION WE COLLECT AND USE AT THIS WEBSITE**

We collect personal information, as necessary, to provide our products or services, fulfill our legitimate business interests and/or comply with applicable laws and regulations.

The types of personal information we collect may include, but is not limited to, the following:

**Registration Information.** When you register on the website, we may collect your name, login credentials, title, company or organization name, e-mail address(es), phone number(s), fax number(s), work and/or home address(es), gender, information about your job function, and general information about your company or organization.

**Customer Service Information.** If you reach out to us with a question, comment or concern, we collect your name and contact information and any other information you choose to provide.

**Online forums and surveys:** From time to time we may ask our customers to participate in customer satisfaction or engagement surveys. We may also provide opportunities for customers to participate in online forums. If you choose to participate, we collect any information you share when participating in the survey or forum.

**Information Collected Using Online Data Collection Tools.** We may use online data collection tools like cookies, web beacons and pixels to collect information about your digital activity online. For more information see the Cookies section below.

### **USE OF PERSONAL DATA COLLECTED**

We may process your personal information for the purposes described in this Privacy Policy, including when we have assessed it is necessary for the purposes of the legitimate interests pursued by us or our third party to whom it may be necessary to disclose information.

Personal information is used to:

- Provide customer service, including responding to your questions, comments and concerns.
- Carry out sales and marketing activities including sending you information about products and services that may be of interest to you, creating and delivering targeted advertisements and offers, conducting marketing campaigns, managing contacts and preferences, generating leads and opportunities, organizing and managing events, and engaging in social media interactions.
- Provide you with important information about the products or services that you are using, including critical updates and notifications.
- Improve our website and our products and services, including making our website easier to use, providing content that is of most interest to our visitors, solving technical problems, and improving our products, services and content based on customer feedback and comments.
- Calculate overall website usage statistics and conducting market research and analysis.
- Comply with legal and regulatory requirements.

We may use personal information for other purposes with your consent or as permitted or required by law.

#### **DISCLOSURE OF PERSONAL DATA COLLECTED**

We hire or use other companies to provide services on our behalf, such as website hosting, packaging, shipping, professional services, marketing and sales communications and other services. We will only provide those companies the personal information they need to deliver the service. The third parties are required to protect the personal information and to only use the personal information to perform the services for us.

We may also disclose personal information to our affiliates as necessary for the purposes described in this Privacy Policy.

We may disclose personal information if required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal process served on urgent circumstances to protect the personal safety of our employees or agents, users of our products or services, or members of the public. We will comply with lawful requests for access to personal information from law enforcement authorities.

We reserve the right to transfer your personal information in the event of a transfer of ownership, such as acquisition by or merger with another company.

#### **INTERNATIONAL TRANSFERS OF PERSONAL DATA**

**INTERNATIONAL TRANSFERS OF PERSONAL DATA** The Company is headquartered in Canada . As described in this Privacy Policy, we share personal information with affiliates and service providers who may be located in the United States. As a result, your personal information may be processed and stored in the United States for the purposes described in this Privacy Policy. We take appropriate steps to ensure that any transfer of personal information is carried out in compliance with applicable laws. With regard to service providers to ensure that the transfer is in accordance with legal requirements,

approved codes of conduct or certification mechanisms or binding and enforceable commitments of the recipient are required.

#### **DATA SUBJECT RIGHTS AND OPT OUT**

The file containing your personal information will be maintained on our servers or those of our service provider. If you wish to request access to, or correction of, your personal information in our custody or control, please contact us as described below. We may need to verify your identity before searching for or providing you with personal information.

Where personal information is processed with consent, you may (subject to contractual and legal restrictions) refuse to provide your consent, or choose to withdraw your consent, to our processing of your personal information. Note that if you refuse to consent, or withdraw your consent, to certain processing of your personal information, we may not be able to provide certain of our services.

You may unsubscribe from our email communications by using the unsubscribe feature in our emails. You may also ask us not to use your personal information for marketing purposes, by contacting us at [privacy@safariland.com](mailto:privacy@safariland.com).

#### **HOW LONG WE KEEP YOUR PERSONAL DATA**

We hold your personal information only as long as we have a valid legal reason to do so, which includes providing you with the services you have requested, meeting our legal and regulatory obligations, resolving disputes and enforcing our agreements. The length of time for which we keep different types of personal information can vary, depending on why we originally obtained them, the reason we process them and the legal requirements that apply to them.

#### **INFORMATION COLLECTED FROM CHILDREN**

We are committed to preserving online privacy for all of our website visitors, including children. The website is a general audience site, and we do not knowingly collect information about children or sell products to children. We will not knowingly collect any information from children under the age of 13. If you are under the age of 13, you must ask your parent or guardian to assist you in using [www.pacsafety.com](http://www.pacsafety.com). Furthermore, we may restrict entries to any contests, sweepstakes or promotions to entrants who are at least 18 years of age.

#### **DATA SECURITY**

We restrict access to personal information collected about you at our website to our employees, our affiliates' employees, or others who need to know that information to provide services to you or in the course of conducting our normal business operations. While no website can guarantee security, we use commercial reasonable efforts to maintain appropriate physical, electronic, and procedural safeguards to protect your personal information collected via the website. We protect our databases with various physical, technical and procedural measures and we restrict access to your information by unauthorized persons. We also advise all Company employees about their responsibility to protect customer data and we provide them with appropriate guidelines for adhering to our Company's business ethics standards and confidentiality policies.

#### **COOKIES**

The website collects technical information about your visit. This can include information such as the name of the Internet Service Provider (ISP) and the Internet Protocol (IP) address through which you access the Internet; the type of operating system you are using, the date and time you accessed the site; the pages that you access while at the site, your manner of connecting to the Internet, the Internet address of the website from which you linked directly to our website, other information about your geographic location, and the domain name of your Internet service provider. For further information related to our use of cookies and other tracking technologies that may be used on the website by Safariland and third parties, and your ability to not be tracked, please review our Cookie Settings in the footer of our website.

### **LINKS TO THIRD PARTY WEBSITES**

We may provide links to other sites on the Internet for your convenience to locate related information and services. These sites have not necessarily been reviewed by us and are maintained by third parties over which we exercise no control. Accordingly, we expressly disclaim any responsibility for the privacy policies, information collection practices, content, accuracy of the information, and/or quality of products or services provided by or advertised on these third-party websites. Moreover, these links do not imply an endorsement with respect to any third party or any website or the products or services provided by any third party.

### **SOCIAL MEDIA**

Any information, communications, or material of any type or nature that you submit to our website or through our services (including, but not limited to, any Company website contained on a social media platform or website such as Facebook or Twitter) by email, posting, messaging, uploading, downloading, or otherwise (collectively, a "Submission"), is done at your own risk and without any expectation of privacy. The Company cannot control the actions of other users of any social media platform or website and the Company is therefore not responsible for any content or submissions contained on such sites and platforms. By visiting any Company website that is contained on a social media platform or website, you are representing and warranting to the Company that you have reviewed the applicable privacy policy and terms of use of such platform or website and that you will abide by all such provisions contained therein. Additionally, in the event that the Company offers a message board or any other interactive or social-type feature on a website administered directly by the Company, please be aware that these areas may allow you to publicly post, and share with other users, certain messages, content, or other information (e.g., stories, pictures, ingredients, tips, etc.). Although the Company may take certain precautions to protect those who use these areas of the Company's website, we encourage you to be wary of giving out any personal information in such public forums. The information you post can be collected and used by people you do not know. We cannot guarantee the privacy and safety of these areas and are therefore not responsible for any information you choose to post. Your use of these features is fully at your own risk.

### **CONTACT INFORMATION**

If you have any questions or concerns about this Privacy Policy, or if you wish to exercise any of your data protection rights, please contact us by any of the contact methods (mail, email or telephone) provided below. We will attempt to respond to your questions or concerns promptly.

The Safariland Group  
Legal Department  
13386 International Parkway Jacksonville, FL 32218  
E-mail: [privacy@safariland.com](mailto:privacy@safariland.com)  
Phone: 800-347-1200

#### **VISITING OUR WEBSITE FROM OUTSIDE OF CANADA**

Your information may be transferred to, and maintained on, computers located outside of your state, province/territory, or country where the privacy laws may not be as protective as those where you live. If you are located outside the United States and choose to provide information to us, please be aware that we transfer your personal information to the United States or other countries as described above. As a result, your information may be subject to access requests from governments, courts, law enforcement officials and national security authorities in the United States or other countries according to their laws. Subject to the applicable laws, we will use reasonable efforts to ensure that appropriate protections are in place to maintain protections on the personal information. By submitting your personal information, you consent to having your personal information transferred to, processed, and stored in the United States and elsewhere.

#### **LAST UPDATED**

May 26, 2021