

# BOSCH TOOLS WEBSITE PRIVACY NOTICE – HIGHLIGHTS/NOTICE AT COLLECTION

Robert Bosch Tools Corporation has set out below some important highlights of the Privacy Notice for our Bosch Tools Website (collectively, the “Services”). You can obtain more information about how we collect, use, disclose and safeguard your personal information by reviewing our full Privacy Notice below.

## What personal information do we collect?

For more information see [Collection of Personal Information](#) and [Sources of Personal Information](#) sections below.

We collect various types of information about our users in connection with the services or products, including:

- Information we collect directly from you (i.e., when given by you);
- Information we collect indirectly from you (i.e., collected when you use the Bosch Tools Website or Services); and
- Information we obtain from third-party sources.

We also may collect information in ways that we describe to you at the point of collection or otherwise with your consent. The personal information we collect includes identifiers, commercial information, geolocation data, internet or other similar network activity, professional or employment-related information, non-public education information, and inferences. The Section III titled [“Collection of Personal Information”](#) contains more information on these categories.

## Why do we collect personal information and how is it used?

For more information see [Collection of Personal Information](#) below.

<b>Business Purposes:</b>	<b>Commercial Purposes:</b>
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<ul style="list-style-type: none"> <li>• Fulfilling or meeting the reason you provided the information.</li> <li>• Technical administration of Bosch and Bosch affiliate websites, mobile applications and/or services.</li> <li>• Maintaining the safety, security, and integrity of our websites, products and services, databases and other technology assets, and business.</li> <li>• Customer, vendor, licensor and/or supplier administration, review and/or reports.</li> <li>• Administering, maintaining, personalizing, and improving Bosch and Bosch affiliates' mobile applications, products, and services, including, without limitation, to authenticate users, process payments, provide requested services, provide optional additional services and to develop new features, products and/or services.</li> <li>• Providing customer service.</li> <li>• Compliance with legal and/or regulatory requirements.</li> <li>• Evaluating or conducting a merger, sale of assets, consolidation or restructuring, financing or acquisition of all or a portion of any Bosch business, asset, or opportunity by, with or into another business, entity, or company.</li> </ul>	<ul style="list-style-type: none"> <li>• Responding to submitted inquiries and customer service requests and other questions and/or comments.</li> <li>• For the U.S., this data may be used for marketing and analytic purposes.</li> <li>• Registration and login with SingleKey ID.</li> </ul>
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Bosch will not collect or use personal information for materially different, unrelated, or incompatible purposes without providing you notice (or obtaining your consent, where required by applicable laws in the relevant jurisdiction). Additionally, Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

## **Is personal information disclosed, sold, or shared?**

For more information see [Disclosure, Sale, and Sharing of Personal Information – Past 12 months](#), [Personal Information Sales: Opt-Out and Opt-In Rights](#), and [Use of Cookies](#) below.

Bosch may disclose your information with:

- Bosch affiliated entities,

- service providers, hosting vendors, marketing partners and other partners and entities performing work on Bosch's behalf, as follows:
- relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

Bosch does not sell personal information for monetary consideration. Bosch may share the following categories of personal information for cross-context behavioral advertising:

- Identifiers
- Internet or other similar network activity.
- Inferences drawn from other personal information.

We may share your personal information for business and commercial purposes listed in Section III to the following categories of third parties:

- Social Media Companies

To exercise your right to ask that we do not sell, share, or use your personal information for cross-context behavioral advertising or profiling, please click the "Your Privacy Choices" link in the footer of the Boschtools.com website or email us directly at this [email link](#).

## **What are the risks?**

- We may transfer your personal information to states, provinces, or countries other than where you reside, including to affiliates, service providers, and third parties. Therefore, your information may be accessible to courts, law enforcement and national authorities in such other jurisdictions. You can obtain information about Bosch's policies and practices with respect to foreign service providers, or ask questions about the collection, use, disclosure, or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described in the Privacy Notice.
- Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible. We cannot guarantee the security of information posted or transmitted using the Bosch Tools Website

## **What else should you know?**

- Your personal information will be stored in US and Germany and accessible to the system administrators for Bosch Tools Website, service providers, and other partners and entities performing work on our behalf.
- You may contact our Privacy Notice Administrator, as described in the Privacy Notice, with any questions about the collection of your personal information.
- In some circumstances, you also may have a right to access, update, and correct inaccuracies in your personal data (e.g., pursuant to local law).
- Any additional choices you may have are described in the full Privacy Notice below.

**Notice to Canadian Users:** By using the Bosch Tools Website and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in our Privacy Notice and summarized above.

# BOSCH TOOLS WEBSITE

# PRIVACY NOTICE

## I. Introduction

Robert Bosch Tool Corporation is pleased to have you visit the “Bosch Tools Website”, and welcomes your interest in the services or products provided through the Bosch Tools Website (“collectively, the “Services”). This Privacy Notice applies to all users of the Bosch Tools Website and the Services, anywhere in the United States, Canada, and their respective territories and possessions.

The protection of your privacy is an important concern to which we pay special attention. We process personal information collected during your visit to the Bosch Tools Website and use of Services in compliance with this Privacy Notice and all applicable laws and regulations. Data protection and information security are part of Bosch corporate policy.

**Notice to Canadian Users:** By using the Bosch Tools Website and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in this Notice. If you do not consent to the processing of your personal information in accordance with this Notice, do not access or continue to use the Bosch Tools Website or otherwise provide any personal information to us.

## II. Scope

This Notice covers our processing of personal data, personal information, or personally identifiable information, as defined by numerous statutes in the United States, as well as personal information, as defined by Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA) and any applicable substantially similar provincial legislation which we gather when you are accessing, viewing, completing, or using this Bosch Tools Website or our Services which we gather while you are accessing, viewing, completing, or using the Services.

## III. Collection of Personal Information

The Bosch Tools Website has collected the following personal information from users of the Bosch Tools Website within the last twelve (12) months

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or sharing for targeted advertising	Retention
<p><b>Identifiers</b></p> <p>We collect this information from our users, customers, and business partners. We also generate identifiers internally.</p>	<p>real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our Users interact with our sites.</p> <p>Commercial- To improve our offerings.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p> <p>We share this data for targeted or cross-context behavioral advertising.</p> <p>We do not sell this data for monetary considerations.</p>	<p>Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.</p>
<p><b>Personal Information</b></p> <p>We collect this information from our users, customers, and business partners.</p>	<p>real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, telephone number</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, to understand how our users interact with our sites.</p> <p>Commercial- To improve our offerings and responding to submitted inquiries and customer service requests and other questions</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p> <p>We share this data for targeted or cross-context behavioral advertising.</p> <p>We do not sell this data for monetary considerations.</p>	<p>Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.</p>

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or sharing for targeted advertising	Retention
		and/or comments.		
<p><b>Commercial information</b></p> <p>We collect this information from our customers, and generate it internally during transactions with our customers.</p>	<p>Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, to understand how our users interact with our sites.</p> <p>Commercial- To transact with you if you use our services or products, and to enable transactions you've requested.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p> <p>We do share this data.</p> <p>We do not sell this data for monetary consideration.</p>	<p>Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.</p>
<p><b>Geolocation Data</b></p> <p>We collect this information from our users and customers.</p>	<p>Physical location or IP based location</p>	<p>Business- To enable use of our sites, services, and products, to understand how our users interact with our sites.</p> <p>Commercial- To improve our offerings.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p> <p>We do not share this data.</p> <p>We do not sell this data for monetary considerations.</p>	<p>Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.</p>
<p><b>Internet or other similar network activity</b></p>	<p>Browsing history, search history, information on a consumer's interaction with a</p>	<p>Business- To enable use of our sites, services, and products, to</p>	<p>We disclose this data with our service providers and with business</p>	<p>Bosch only retains personal information for as long as</p>

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or sharing for targeted advertising	Retention
<p>We collect this information from our users and customers.</p>	<p>website, application, or advertisement. Additionally, we may use technology to monitor how you interact with our Boschtools.com. This may include without limitation which links you click on, information that you type into our online forms, and about your device or browser. Further, we utilize session replay technology to monitor and record mouse clicks and movements, keystrokes, and pages and content viewed by you. Please discontinue use of the Boschtools.com if you do not consent to our collection of such information.</p>	<p>communicate with you, to understand how our users interact with our sites.</p> <p>Commercial- To improve our offerings.</p>	<p>partners, including those whom you instruct us to send this information.</p> <p>We share this data for targeted or cross-context behavioral advertising.</p> <p>We do not sell this data for monetary considerations.</p>	<p>necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.</p>
<p><b>Professional or employment related information</b></p> <p>We collect this information from our users, customers, and business partners.</p>	<p>Trade and occupation.</p>	<p>Business- To enable use of our sites, services, and products, to communicate with you, and to understand how our, Users interact with our sites.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p>	<p>Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other</p>

Category and Sources of Information	Examples	Business or Commercial Purpose	Disclosures, sales, or sharing for targeted advertising	Retention
		Commercial- To provide services or products you've requested.	We do not share this data.  We do not sell this data for monetary consideration.	legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.
<p><b>Inferences drawn from other personal information</b></p> <p>We generate these internally.</p>	Profile reflecting a person's preferences.	<p>Business- To understand how our users interact with our sites, to develop and offer more relevant and useful services and products, and to improve the products and services we offer.</p> <p>Commercial- For the U.S. and Canada, this data may be used for marketing and analytic purposes.</p>	<p>We disclose this data with our service providers and with business partners, including those whom you instruct us to send this information.</p> <p>We share this data for targeted or cross-context behavioral advertising.</p> <p>We do not sell this data for monetary considerations.</p>	Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

Bosch will continue to collect the personal information described above. If any additional personal information is collected by Bosch, we will provide any required notice(s), and where applicable obtain any required consent(s), in accordance with applicable laws in the relevant jurisdiction.

#### IV. Sources of Personal Information

Bosch collects personal information from the following categories of sources:

1. Directly from You. For example, when given by you or collected from you through your access to and/or use of the Bosch Tools Website and/or the Services, in context of registering an account, subscribing to or purchasing our Services, posting materials or when you contact customer support or otherwise interact or communicate with Bosch, its agents, or representatives through the Bosch Tools Website. This information may include, without limitation, your first and last name, address, phone number, e-mail address, password, mailing address, occupation, and any other information you choose to provide us.



2. Indirectly from You. For example, from observing your use of the Bosch Tools Website and/or the Services, or services related thereto. The following data may be collected automatically: the website from which you visit Bosch (referrer), pages viewed, files downloaded (downloads), individual links clicked, search words or search phrases (site search), duration of visit, browser used, device data (e.g., unique device identifier, MAC address, IP address, serial number, hardware model, network information and operating system and version), and other relevant details and/or information. If the visit is a result of online advertising such as banners, video ads, search engine advertising, etc., Bosch or its agents, representatives, or vendors may record which banner, adware, etc. motivated or assisted with the visit to Bosch Tools Websites.

Bosch will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice or obtaining your consent, where required by applicable laws in the relevant jurisdiction.

## **V. Disclosure, Sale and Sharing of Personal Information – Past 12 Months**

Bosch may use, store, compile, manipulate, share, and disclose your personal information with third parties for the purposes stated above. Your personal information is disclosed with the following:

- Bosch affiliated entities, including Bosch's parent company in Germany, Robert Bosch GmbH, to leverage shared services and improve our Services ;
- Bosch service providers, marketing partners and other partners and entities performing work on Bosch's behalf, such as hosting vendors, advertising service providers, data analytics companies, marketing service companies, list managers and delivery companies.
- Relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process ;
- Bosch.IO GmbH processes your data for the purposes of "registration and login with SingleKey ID", as well as "overview and maintenance of master data and apps with SingleKey ID" under joint responsibility with us. For more information, please visit: <https://singlekey-id.com/data-protection-notice/>.

By accessing and/or using the Bosch Tools Websites or the Services, you consent to the above uses and disclosure of your personal information in accordance with this notice.

Bosch does not sell personal information for monetary consideration. Bosch may share the following categories of personal information for cross-context behavioral advertising:

- Identifiers
- Internet or other similar network activity.
- Inferences drawn from other personal information.

We may share your personal information for business and commercial purposes listed in Section III to the following categories of third parties:

- Social Media Companies.

To exercise your right to ask that we do not sell, share, or use your personal information for cross-context behavioral advertising or profiling, please click the “Your Privacy Choices” link in the footer of the Boschtools.com website or email us directly at this [email link](#).

## VI. Use of Third-Party Web Analytics Tools

This Bosch Tools Website uses web analytics tools, such as the Google Analytics web analytics tool, with Restricted Data Processing, to provide us with an analysis of your use of the Bosch Tools Website, overall use of and traffic on the Bosch Tools Website and other related services. Google Analytics uses cookies that enable an analysis of your use of the Bosch Tools Website. The information generated by the cookie about your use of the Bosch Tools Website (such as when you visited the Bosch Tools Website, the referrer URL, details on the configuration of your operating system, your browser, and your access provider) are generally transmitted to, and stored on, a server of Google located in the U.S.A. You are able to opt out of Google Analytics by downloading and utilizing the Google Analytics Opt-out Browser Add-on, which you can obtain at <https://tools.google.com/dlpage/gaoptout?hl=en>.

**Name:** Tealium iQ Tag Management

**Provider:** Tealium Inc, 9605 Scranton Road, Suite 600, San Diego CA 92121 USA.

**Function:** Tealium iQ Tag Manager is used to manage website tags via an interface, as well as to integrate program codes on our websites. The tag manager itself does not store any of your personal data.

The Bosch Tools Website uses Hotjar in order to better understand our users’ needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users’ experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don’t like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users’ behavior and their devices. This includes a device’s IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf.

**Provider:** Hotjar Ltd., Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 3155, Malta. For further details about Hotjar including technical information and Hotjar’s data privacy practices, please see the ‘About Hotjar’ section of [Hotjar’s support site](#).

This Bosch Tools Website uses functional, analytic, tracking cookies and similar techniques, also from third parties such as Google Analytics, to analyze and improve Bosch and third parties’ services. The third parties use cookies that enable an analysis of your use of the Bosch US website and social media pixels that enable an analysis of your use of Bosch social media channels. Our advertising, analytic and social media partners have access to your use of our site. The information generated about your use of the Bosch US website (such as when you visited the Bosch US

website, the referrer URL, details on the configuration of your operating system, your browser, and your access provider) are transmitted to, and stored on the respective third parties' server.

The option provided by Bosch to configure settings for cookies has no effect on third party cookies, pixels, and active components (e.g. YouTube, Facebook, Google, Twitter). Refer to the respective providers' websites for information about how they handle your data.

Bosch uses any information gathered by such analytics tools to analyze your use of the Bosch Tools Website, to generate reports on website activities and to perform other Bosch Tools Website related services to you. Only authorized persons have access to this anonymized data.

## **VII. International Data Transfer**

Bosch may transfer your personal information to Bosch's parent company in Germany, Robert Bosch GmbH, and/or to any other Bosch affiliates throughout the world, including, without limitation, Robert Bosch Tool Corporation, when processing, storing, analyzing, and otherwise using data. Bosch may also transfer your data to a service, provider, contractor, or third party outside the country of origin. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in countries other than the country in which you reside. You can obtain information about Bosch's policies and practices with respect to foreign service providers (including affiliates), or ask questions about the collection, use, disclosure, or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described below.

## **VIII. Children's Privacy**

Bosch does not knowingly collect or use any personal information from online visitors under the age of 16. Bosch does not knowingly allow visitors under the age of 16 to participate in any promotions or contests made available on Bosch Tools Websites from time to time.

## **IX. California "Shine the Light" Privacy Rights**

California's "Shine The Light" law permits those Bosch customers who are residents of California to annually request a list of their personal information (if any) that Bosch disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. At this time, Bosch currently does not share any personal information with third parties for direct marketing purposes.

## **X. Use of Links to Affiliated Sites**

The Bosch Tools Website may contain links to other Bosch sites. The Bosch Tools Website provides these links only as a convenience. Your use of these Affiliated Sites and any related services are outside the scope of this Privacy Notice, and is governed by the Privacy Notice and any other terms referred to or located on such Affiliated Sites.

## **XI. Use of External Links**

The Bosch Tools Website may contain links to third-party websites or services operated by providers that are not associated with Bosch. After you click the link, Bosch no longer has any influence over the collection, storage, use or processing of any personal information transmitted by clicking the link (such as the IP address or URL of the page that contains the link), as the behavior of third parties is, by nature, beyond Bosch control. Therefore, Bosch is not responsible for the collection, storage, use, disclosure, or other processing of personal information by such third parties. For further clarity, this Privacy Notice does not apply to any such third-party websites or services; refer to the privacy statements or policies for such third-party websites or services for information about how they collect, use, disclose and protect personal information.

## **XII. Chatbot/Chatbox**

Within the scope of this Online Offer, we give you the opportunity to learn about the products and services offered by us by means of a chat. When using the chat, the chat conversation is recorded and may be accessible by our service providers. After the chat, it will be deleted soon thereafter unless the chat is part of a support or service request. In the latter case, the chat's content is assigned to your customer account and will be saved for the purpose of fulfilling the contractual obligations.

## **XIII. Security**

Bosch takes commercially reasonable efforts to ensure that your data collected by Bosch through this Bosch Tools Website is protected against tampering, loss, destruction, access by unauthorized persons or unauthorized disclosure. Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible.

When you register with Bosch, you are required to create a username and password. You must not share this access information with anyone else as you are personally responsible for any information transmitted while logged in with your username and password. We disclaim any and all liability for any information transmitted due to an unauthorized log in.

## **XIV. Use of Cookies**

### **1. Bosch Cookies**

Bosch uses cookies and active components (e.g., JavaScript) to track visitors' preferences and customize the design of the Bosch Tools Website.

Cookies are small text files stored on your computer or device when you visit a Bosch Tools Website. If you wish, you can delete the cookies at any time from your web browser. However, this can result in some functions no longer being available. For information on deleting the cookies, consult your browser's help function.

Bosch makes it possible to control the use of cookies. To do so, click the "Your Privacy Choices"

link in the footer. This link gives you additional information about the cookies used. In addition, you can configure which cookies you want to use there.

## 2. **Third-Party Cookies**

The Bosch Tools Website may incorporate content and services from other providers (e.g., YouTube, Facebook, Google, Twitter) who, in turn, may use cookies and active components. Bosch has no influence on the processing of personal information by these providers. The option provided by Bosch to configure settings for cookies used has no effect on cookies and active components from other providers (e.g. YouTube, Facebook, Google, Twitter). Refer to the respective provider's websites for information about how your data is handled.

## 3. **Cookies, Tracking Mechanisms, and Cookie Retargeting**

Cookies, Tracking Mechanisms, and Cookie Retargeting create user profiles by means of advertising cookies or third-party advertising cookies so called "web beacons" (invisible graphics that are also called pixels or tracking pixels), or by means of comparable technologies. These are used for interest-based advertising and to control the frequency with which the user looks at certain advertisements. The relevant provider of these tools is the controller responsible for the processing of data in connection with the tool. The providers of the tools might disclose information also to third parties for the purposes mentioned above. The data protection notices of the relevant provider in this context. The following may be incorporated into this website at various times for various marketing campaigns:

**Name:** Tealium Audience Stream Customer Data Platform

**Provider:** Tealium Inc, 9605 Scranton Road, Suite 600, San Diego CA 92121 USA.

**Function:** Tealium Audience Stream is a cookie that pseudonymously records your user behavior (movement profile, purchasing behavior) on our digital offers and also includes data that is already stored in the general customer database. This is used to improve your browsing experience, analyze website traffic, support campaign planning and analysis and to display personalized advertising on advertising networks such as Facebook Ads. Tealium Audience Stream also enables us to create target groups, which we use for customer matching for remarketing campaigns.

**Name:** Bazaarvoice, Inc.

**Provider:** Bazaarvoice, Inc., ATTN: Legal Dept, 10901 Stonelake Blvd, Austin, TX 78759

**Function:** Bazaarvoice Pixel sends anonymized Pageview events back to Bazaarvoice and fires upon a form submission when a tool is registered to send a review request email. Bazaarvoice has no direct relationship with the Consumers whose personal data it processes on behalf of our Clients. If you would like to access, correct, amend, or delete Consumer Account Info or User-Generated Content submitted through a Client, please contact that Client directly. If the Client requests Bazaarvoice to remove the data, we will respond to their request within a reasonable timeframe.

You can object or withdraw your consent at any time in the "Your Privacy Choices" in the footer of the Boschtools.com website or [send us an email](#).

You can find more information regarding Bazaarvoice's privacy practices at: <https://www.bazaarvoice.com/legal/privacy-policy/>

**Name:** Amazon Advertising Pixel

**Provider:** Amazon Corporate Headquarters, 410 Terry Ave N Seattle, WA 98109.

**Function:** Amazon processes your personal data on the basis of your consent through Amazon Advertising Pixel for the generation of campaign reports, conversion tracking, click events and targeted advertising outside our website (retargeting). We do not receive any of your personal data concerning you from Amazon, but rather receive anonymized campaign reports about the website target audience and ad performance.

You can stop getting interest-based ads from Amazon by changing your advertising preferences on the Amazon website at <https://www.amazon.com/adprefs> or by visiting the Digital Advertising Alliance opt-out page at <http://optout.aboutads.info/?c=2&lang=EN> or the <http://www.youronlinechoices.com> website.

**You can find more information at:**

<https://www.amazon.com/gp/help/customer/display.html?no-deId=GX7NJQ4ZB8MHFRNJ>

**Name:** Meta-Pixel (formerly "Facebook Pixel")

**Provider:** Meta Platforms, Inc.

**ATTN:** Privacy Operations 1601 Willow Road Menlo Park, CA 94025 or online <https://www.facebook.com/help/contact/507739850846588> or if you are an EU resident Meta Platforms Ireland Limited, Harbour, D2, 4 Grand Canal Quay, Square, Dublin, Ireland, ("Meta").

We are jointly responsible with "Meta" for processing operations of your personal data in the context of processing on our online offer via Meta-Pixel.

In order to determine the respective responsibilities for fulfilling the obligations under the GDPR and applicable law with respect to joint processing, we have entered into a Joint Controller Agreement (JCA) with Facebook.

You can access the main contents of the agreement at the following link: [https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum).

In particular, the JCA regulates which security measures "Meta" must observe when processing personal data ([https://www.facebook.com/legal/terms/data\\_security\\_terms](https://www.facebook.com/legal/terms/data_security_terms)) and how data subject rights can be asserted against "Meta".

**Function:** "Meta" processes your personal data on the basis of your consent via the Meta-Pixel to create campaign reports, track conversions, click events as well as targeted advertising outside our websites (retargeting) using HTTP headers (including IP address, device and browser properties, URL, referrer URL, your person), pixel-specific data

(including pixel ID and facebook cookie), click behavior, optional values (for example, conversions, page type), form field names (such as "email", "address", "quantity" for the purchase of a product or service). We do not receive any personal data about you from "Meta". We only receive anonymized campaign reports about website audience and ad performance. You may opt-out of receiving interest-based ads from "Meta" by changing your advertising preferences directly on Facebook or Instagram. Alternatively, you can opt-out of third-party cookie use by visiting the Digital Advertising Alliance opt-out page at <http://optout.aboutads.info/?c=2&lang=EN> or the <http://www.youronli-nechoices.com> page.

**Name:** Google Floodlight Tag

**Provider:** Google HQ, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA

**Function:** Google processes your personal data based on your consent via the Google Floodlight Tag in order to measure the effectiveness of our advertising campaigns, limit the frequency with which you are shown a specific ad and only display ads that are relevant to you and your interests are. Google uses a cookie ID to record which ads are placed in which browser and can thus prevent them from being displayed more than once. In addition, Google can use cookie IDs to record so-called conversions that are related to ad requests. The cookies do not contain any personal information such as email addresses, names, or addresses.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server. By integrating the Floodlight tag, Google receives the information that you have accessed the relevant part of our website or clicked on one of our advertisements.

In addition, the Floodlight tags used enable us to understand whether you perform certain actions on our website after you have viewed or clicked on one of our display/video ads on another platform (conversion tracking). Google uses this cookie to understand the content you have interacted with on our websites in order to later be able to send you targeted advertising. If you generally want to reject cookies, you can set up your browser so that it always informs you when a cookie is to be set. You can decide for each individual cookie whether you allow the cookie or not. By downloading and installing this browser plug-in from <https://support.google.com/ads/answer/7395996>, all "personalized advertising cookies" will also be disabled.

For more information, visit: <https://policies.google.com/privacy>

**Name:** Pinterest Tag Conversion Tracking Pixel

**Provider:** Pinterest Inc. 505 Brannan Street San Francisco, California 94107 United States

**Function:** If you have reached our website from a pin on Pinterest, we set a cookie on your computer that interacts with a likewise implemented "tag" in the form of a JavaScript code from Pinterest. If the user is redirected from a pin on Pinterest to pages on this website and the cookie has not yet expired, the tag records certain user actions predefined by us and can track them (e.g. completed transactions, leads, searches on the website, calls to product

pages). When such an action is performed, your browser sends a request from the cookie to the Pinterest server via the Pinterest tag, which contains certain information about the action (including the type of action, time, browser type of the end device). Through this transmission, Pinterest can create statistics about the usage behavior on our website after forwarding from a Pinterest Pin, which serve us to optimize our offer. However, we do not receive any information with which users can be personally identified. If you do not wish to participate in the tracking, you can object to this by deactivating the Pinterest tag conversion tracking cookie via your internet browser under user settings. You will then not be included in the conversion tracking statistics. You can change the cookie settings in your browser at any time. If you generally want to reject cookies, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow the cookie or not.

You can find more information at: <https://policy.pinterest.com/en/privacy-policy>

### **Processing of the advertising identifier / advertising ID**

With your consent, we use the so-called "advertising identifier" (IDFA) for devices with the iOS operating system and the so-called advertising ID for those with Android for advertising purposes. These are non-permanent identification numbers for a specific device which are provided by iOS or Android. The data collected through this is not linked with other device-specific information. We use the identification numbers in order to provide you with personalized advertising and to be able to analyze your usage. If you activate the "No ad tracking" option in the iOS settings under "Privacy" – "Apple Advertising" or the "Deactivate interest-based advertising" option on Android under "Google Settings" – "Advertising", then we are only able to take the following measures: Measurement of your interaction with banners by counting the number of times a banner is shown without being clicked on ("frequency capping"), click rate, determination of unique usage ("unique user") and security measures, fraud prevention and troubleshooting. You can delete the IDFA or the advertising ID at any time in the device settings ("Reset Ad ID"); a new identification number will then be generated which is not merged with the previously collected data. We would like to note that you may not be able to use all of the functions of our app if you restrict the use of the respective identification number.

## **XV. How We Respond to Do Not Track Signals**

The "Do Not Track" ("DNT") privacy preference is an option that may be made in some web browsers allowing you to opt-out of tracking by websites and online services. At this time, global standard DNT technology is not yet finalized and not all browsers support DNT. We therefore do not recognize and/or respond to all DNT signals.

## **XVI. International Users**

This is a U.S. website and service targeted to users in the U.S. and Canada, and the Bosch Tools Website is subject to U.S. and Canadian laws, as applicable, including, without limitation, those governing the privacy and security of your information. If you use Bosch Services, you are transferring your information to Bosch in the United States. By using the Bosch Services or providing your information to Bosch through the Services you consent to the transfer of your personal



information to the United States, and Bosch handling of your information in accordance with applicable U.S. requirements and this Privacy Notice. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in the United States. You can obtain information about Bosch's policies and practices with respect to service providers (including affiliates) outside the country where you reside, or ask questions about the collection, use, disclosure, or storage of personal information by such service providers, by contacting our Privacy Notice Administrator as described below.

## **XVII. Your Rights - US**

State specific privacy laws within the United States provide data subjects certain rights regarding the personal information that businesses collect and how the collected personal information is used. If you would like to exercise data subject right available to you, find the "Exercise your Rights" Section XIX below. Our privacy team will examine your request and respond to you as quickly as possible.

We may still use any aggregated and de-identified Personal Information that does not identify any individual and may also retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our Agreements. We maintain and use all de-identified information in de-identified form. We do not attempt to reidentify it except to ensure our de-identification processes are in compliance with applicable law.

Dependent on the state of your residence, you may be provided the following rights:

- Right to know or confirm what personal information is collected
- Right to access your personal information
- Right to correct inaccurate personal information
- Right to delete personal information
- Right to know what personal information is sold or shared and to whom.
- Right to opt-out of sale of personal information
- Right to opt-out of or sharing of personal information for cross-context behavioral advertising
- Right to opt-out of processing for the purpose of profiling or targeted advertising
- Right to data portability
- Right to limit the use and disclosure of Sensitive Personal Information
- Right of no retaliation following opt-out or exercise of other rights
- Right to appeal
- Right to non-discrimination

## **XVIII. Your Rights – Canada**

Individuals located in Canada have certain rights pursuant to Canadian Privacy Laws. Subject to certain exceptions and limitations, and depending upon the jurisdiction where you reside, such rights may include:

- a. The right to withdraw your consent to the collection, use or disclosure of your personal information.
- b. The right to be informed of the existence, use, and disclosure of your personal information, and to be provided with an account of the use that has been made or is being made of this

information as well as the third parties to which it has been disclosed (including a list of organizations to which your information may have disclosed).

- c. The right to challenge the accuracy and completeness of your personal information, and have it amended, updated, or rectified as appropriate.
- d. The right to acquire information about Bosch's policies and practices with respect to personal information, including: a description of the type of personal information held by Bosch and a general account of its use; a copy of any brochures or other information that explain our policies, standards, or codes; and information about what personal information is shared with or accessible to our service providers or affiliates, including outside of Canada.
- e. The right to data portability.
- f. The right to challenge Bosch's compliance with the applicable Canadian Privacy Laws.

## **XIX. How to Exercise Your Rights**

To exercise your rights, submit a verifiable consumer request or access request, as applicable, to us by either:

Calling us at (888-43-BOSCH (888-432-6724)).

Sending an email to: [Optout.PTNA@us.bosch.com](mailto:Optout.PTNA@us.bosch.com)

To assist Bosch in processing your request when exercising your rights, supply the following information:

- Full name
- Phone number
- Address
- Any information you can provide about your previous contact with Bosch (e.g. contact point / touchpoint with Bosch, screenshots, reference to a specific product/newsletter)

Only you (or based on your state of residence, an authorized agent authorized by you to act on your behalf – see Section **XXII Authorized Agent** below for more information) may make a verifiable consumer request or access request, as applicable related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. Your verifiable consumer request or access request, as applicable, 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 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. Making a verifiable consumer request or access request does not require you to create an account with us, but if you already have an account with us, you may be required to make your request through that account.

We will only use personal information provided in a verifiable consumer request or access request, as applicable, to verify the requestor's identity or authority to make the request.

## **XX. Response Timing and Format**

We endeavor to respond to a verifiable consumer request or access request, as applicable, within forty-five (45) days of its receipt, or sooner where required by applicable law (including Canadian Privacy Laws). If we require more time (up 90 days in total), where permitted by applicable law, we will inform you of the reason and extension period in writing. Opt-out requests will be honored as soon as feasibly possible, but no later than 15 days from the date we receive the request.

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 in response to a verifiable consumer request will only cover the 12-month period preceding the verifiable consumer request's receipt, unless otherwise required by applicable law. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

For data portability requests, where applicable, 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 verifiable consumer request or access request, as applicable, 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.

## **XXI. Personal Information Sales: Opt-Out and Opt-In Rights**

Bosch does not sell your personal information collected through the Bosch Tools Website to third parties for monetary consideration as defined by relevant laws.

## **XXII. Authorized Agent**

### **I. California**

As a California resident you may also exercise your request to know or request to delete through an authorized agent. When you submit your request through an authorized agent we require that you:

- Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
- Verify your own identity directly with us.

The foregoing does not apply when you have provided your authorized agent with a power of attorney pursuant to California Probate Code sections 4000 to 4465; provided, that we may require a copy of such power of attorney before fulfilling any request.

### **II. Colorado**

As a Colorado resident you may also exercise your request to opt-out through an authorized agent. When you submit your request through an authorized agent we require that you:

- Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
- Verify your own identity directly with us.

### **XXIII. Non-Discrimination; Financial Incentives**

We will not discriminate against you for exercising any of your rights. Unless permitted by applicable law, we will not: (a) deny you goods or services; (b) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (c) provide you a different level or quality of goods or services; or (d) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by applicable law that can result in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. When we offer financial incentives, we request identifiers and contact information, though we may also request additional personal information such as real name, postal address, email address, and telephone number. We share this information with service providers and with business partners. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time. We calculate the value of the financial incentive by using the expense related to the offer, and the value of your personal information is the value of the offer presented to you.

### **XXIV. Filing a Complaint**

Regulatory authorities that oversee the privacy laws and regulations, including the Office of the Privacy Commissioner of Canada, advise individuals to file an objection or challenge with the relevant company before lodging a formal complaint with a regulatory authority. If you are dissatisfied with Bosch's response to an objection or challenge filed under Article XX above, or you wish to file a complaint with a regulatory authority first, you may do so as follows:

**Under PIPEDA:** You may file a complaint with the [Office of the Privacy Commissioner of Canada](#). Depending upon the province where you live, you may also (or instead) have the right to file a complaint with the applicable provincial privacy commissioner/regulator. **Under PII Laws:** You may file a complaint with the relevant state's Attorney General's office.

**Under US state laws:** You may file a complaint with the applicable state Attorneys General Office or regulatory agency.

### **XXV. Changes to Privacy Notice**

Due to the constantly changing nature of Bosch business, Bosch reserves the right to change, update, revise and/or modify this Privacy Notice at any time at Bosch's sole discretion, and Bosch will post any new or revised Privacy Notice here. Any such change, update, revision and/or modification will be effective immediately upon posting on this website, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. Use of information that Bosch gathers now will be subject to the Privacy Notice in effect at the time of use. By using or navigating around the Bosch Tools Website or utilizing any of the Services, you acknowledge that you have read and understood and agree to be bound by this Privacy Notice in and the applicable Terms of Use. If you do not agree to be so bound, do not remain on the Bosch Tools Website You are responsible for checking the Bosch Tools Website frequently to keep apprised of recent changes.

The effective date of this Privacy Notice is [04/12/2023]

This Privacy Notice was updated on 07/05/2024. The following information was updated:

Is personal information disclosed, sold, or shared?

Collection of Personal Information

Disclosure, Sale and Sharing of Personal Information – Past 12 Months

## **XXVI. Contact**

To obtain more information or to submit suggestions or complaints regarding the processing of your personal information, you can contact the Bosch Privacy Notice Administrator.

If incorrect information has been stored despite Bosch efforts to maintain correct and up-to-date data, Bosch will correct this upon your written request, sent to:

**Email:** [Optout.PTNA@us.bosch.com](mailto:Optout.PTNA@us.bosch.com)

**Postal Address:**

Robert Bosch LLC Privacy Policy Administrator  
38000 Hills Tech Drive Farmington Hills, MI 48331

**You may also contact as follows:**

**Phone:** (888-43-BOSCH (888-432-6724)).

**Website:** <https://www.boschtools.com/us/en/service/contact-us/>

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