

## Pivot Interiors Privacy Policy

**Last Updated: April 2021**

Pivot Interiors, Inc. values the privacy of our customers' information and we are always striving to make our customer experience better. This Privacy Policy describes our information practices and, in particular, how we collect, use and share the Personal Information that we gather through our Services, as defined below. If you have any questions about this Privacy Policy or our information practices, please contact us through the options provided below.

### 1. Acknowledgment

By using our services, you consent to the information practices and other terms as described in this privacy policy. You should read this privacy policy carefully. We recommend printing and keeping a copy for your future reference. We may update the terms of this policy from time to time, and we will provide notice of any changes if we believe it is necessary and as required by law. We encourage you to periodically review this privacy policy for changes. Your continued use of the services is deemed to be acceptance of such changes.

### 2. Information We Collect

Pivot is an interior design company that designs and furnishes solutions for businesses (collectively, our "Services"). We collect Personal Information, and occasionally, Sensitive Information, through the provision of our Services and through our website at [pivotinteriors.com](http://pivotinteriors.com) (including any subdomains or versions, the "Website"). The information we collect and how we use it varies depending on the relationship we have with you (e.g. whether you are a client, supplier, applying for a role with us, or someone else). Sometimes the provision of your information, including Personal Information, to us by third parties, will be unsolicited and/or provided in confidence (for example, reports made to us by regulatory authorities and other persons or as a part of a fiduciary relationship with a client) and we will be unable to notify you of this. In all cases we shall take the necessary steps to ensure the Personal Information is obtained and used in a fair and lawful way.

- a. **Personal Information:** "Personal Information" means information about a person or household that identifies, relates to, describes, is reasonably capable of being associated with, could be reasonably linked with, or could be used to directly or indirectly identify that person or household (or from those and other information either in our possession or likely to come into our possession). It may also include other information that may be associated with Personal Information, such as Generic Information (defined below), location, preferences, or interests, if that information can be used to identify a person, household, or device.
- b. **Generic Information:** "Generic Information" may include information that relates to a person but cannot be used to identify that person, like Website pages viewed and the duration, the country and time zone where the device accessing the Website is located, and aggregate and/or deidentified data related to a person's interaction with our Websites. In some situations, Generic Information may be combined with other information in a way that identifies a person. In those situations, Generic Information will be treated like Personal Information.
- c. **Business Information:** Certain Pivot Services are provided to business entities to help them meet their business needs. As such, we collect information from our commercial clients related to their business, employees, clients, and their purchase of our Services. This information includes their business' name, address, telephone number, email address, employees and clients' names and contact information, payment information to facilitate transactions with us, and other information related to their business.

- d. **Usage and Technical Information:** Our Website includes features that gather information about how users use it. This assists us with keeping track of preferences, creating a more tailored user experience, and better serving users' particular interests and needs. We may use "cookies" (small data files stored on a user's device containing information about the user) or "pixel tags," and other similar tracking technologies (collectively, "Tracking Technologies") to collect information automatically as users interact with the Website and social networking sites. See below for more information about these Tracking Technologies.

Some of the cookies we use are "strictly necessary" for the functionality of our Website. Others improve the functionality of our Website but are not strictly necessary. Some cookies help improve the performance of our Website (such as by gathering analytic data), while others help provide targeted services to you (like ads that you may be interested in).

Examples of cookies we use include:

- **Third-Party Cookies:** We permit third-party Service Providers, advertisers, and other companies to use cookies or other similar technologies on our Website. These companies may collect your information, track your behavior on our Website, and gather information about your use of our Website and other online services over time and across different services. Additionally, some companies may use information collected to deliver targeted ads on behalf of us or other companies, including on other websites or online services. We are not responsible for the functioning of cookies and other technologies used and placed by third parties on your device.
- **Pixel Tags:** Pixel tags and similar Tracking Technologies are tiny graphic images placed on website pages or in our emails that allow us to determine whether you have performed a specific action. These tools allow us to measure response to our communications and improve our web pages. Pivot and its third-party Service Providers may also use technology including pixels, for other purposes including web site management and customization.
- **Analytics:**

### 3. How We Collect Your Information

Pivot collects information in a few ways: you voluntarily provide it to us, we obtain it through the provision of our Services and Website, and we obtain it through third parties.

#### a. Information You Give Us.

We collect information that you decide to share with us. At times, we may require you to provide certain information, including Personal Information, in order to provide you with Services you request. For instance, we will require you to provide your name, address, and payment card information when you purchase our Products and/or Services. We may require you to provide your name, email address, or other contact information when you contact us with a question or comment. In some circumstances, we will not be able to further our relationship with you (for example, to provide you with our Services if you are a client, recruit you, or engage you if you are a potential supplier) without certain Personal Information. We will inform you at the relevant time if this is the case.

#### b. Information We Obtain through the Use of Our Services and Website.

We collect certain information from you through your use of our Services, such as records of the Services we have provided to you. We may also collect information about you from our clients' use of our Services.

Also, we collect information when you use our Website, such as information about the device you use to access, use, and/or log into the Website. We also may collect information through the use of cookies, pixel tags, or other technologies, as described above.

### **c. Information We Obtain from Third Parties.**

We may also obtain information about you from third parties, such as those that help us provide our Services to you. We may also obtain public information from sources like the press, public websites, social networking sites, or other databases of public information.

## **4. How We Use Your Information**

We generally use your information for the following business and commercial purposes:

- To provide our Services, including to answer any questions or inquiries you make to us, perform a contract with our clients or Service Providers, and provide customer support to you.
- To market our Services, including to contact you directly with news about us and our Services, special offers, and other information we believe may be of interest to you if you have agreed to receive such communications.
- For operational purposes related to our Website, including debugging and repairing errors that impair the functionality of our Website, and detecting security incident and improving the security of our network.
- With your consent, in accordance with that consent. For example, if you make a request through our website that we contact you, we will use the information you provide to evaluate your specific request and contact you.
- To comply with applicable laws, in response to a lawful and enforceable request by a law enforcement, judicial, or other public authority, or in connection with an applicable legal obligation.
- For another Pivot business or commercial purpose. For instance, we may use your information to assist with fraud prevention, report suspected criminal activity to law enforcement, and to help prosecute individuals responsible for malicious, deceptive, fraudulent, or illegal activity.

## **5. How We May Share Information We Collect**

Pivot may share your information, including Personal Information, with a variety of parties depending on the purpose for and context in which you provided the information. We generally share the information with the following types of recipients:

- **Service Providers:** We employ third-party Service Providers, companies, individuals, and agents to facilitate and help us provide our Services to you (“Service Providers”). Such Service Providers perform tasks or functions on our behalf, provide Services-related services, or assist us in analyzing how our Services are used or delivered. For instance, we provide information to Hubspot to help us evaluate and measure the use and performance of our Services and to manage email marketing campaigns. You can learn more about Hubspot and view the Hubspot privacy policy at <https://legal.hubspot.com/product-privacy-policy>. We may also disclose information to our database and cloud storage providers that help us maintain our Websites and other systems.

These third parties are granted access to your information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

- **Other Pivot Affiliates and Entities:** We may share or disclose your information to other entities in the Pivot family.
- **Corporate Transitions:** Your Personal Information may be processed in the event that we go through a business transition, such as a merger, acquisition, liquidation, or sale of all or a portion of our assets. For example, Personal Information may be part of the assets transferred, or may be disclosed (subject to confidentiality restrictions) during the due diligence process for a potential transaction.
- **Legal Disclosures:** In limited circumstances, we may, without notice or your consent, disclose your Personal Information, any communications sent or received by you, and any other information that we may have about you to the extent we believe such disclosure is legally required, to prevent or respond to a crime, to investigate violations of our Terms of Use, or to protect the vital interests of us or any person. Note, these disclosures may be made to governments that do not ensure the same degree of protection of your Personal Information as your home jurisdiction. We may, in our sole discretion (but without any obligation), object to the disclosure of your Personal Information to such parties.

## 6. Opting-Out of Certain Uses of Your Information

- Marketing and Promotional Materials:** At times, you may be presented with the option of whether to subscribe to receive, or be automatically entered to receive, certain marketing and promotional communications from Pivot. Recipients of such communications can unsubscribe by following the specific instructions included in such communications, including by clicking “Unsubscribe” and following the related instructions.
- Information that May be Collected by Tracking Technologies:** Most browsers are initially set to accept cookies (other than Flash cookies) and allow local storage, but you may be able to set your browser to block or otherwise control what cookies your browser or mobile device accepts via your browser or mobile device settings. Additionally, you can choose to modify your settings and delete those cookies that are otherwise stored on your device at any time. Please consult the instructions provided by your browser or your mobile device’s manufacturer to determine how you can limit the placement of and/or remove cookies or other technologies. Please note, however, that limiting or disabling the use of cookies and other technologies may impact or adversely affect your ability to perform certain transactions on, use certain functionalities of, and access certain content on our Website.
- Do-Not-Track Signals:** We do not act in response to Do-Not-Track Signals. Do Not Track is a preference in some web browsers that is intended to inform websites that you do not want to be tracked. How this feature is used and activated varies from browser to browser. Because there currently is no industry or legal standard for recognizing or responding to Do-Not-Track Signals, we do not respond to them at this time. Pivot takes your privacy and security very seriously, and we will continue to reassess our Do-Not-Track Policy as technology and related guidance develops

Additionally, third parties may collect data that relates to you. We cannot control third parties’ responses to do-not-track signals or other such mechanisms. Third parties’ use of data relating to you and responsiveness to Do-Not-Track Signals is governed by their respective privacy policies.

## 7. Data Retention

Pivot will retain your Personal Information only for as long as is necessary to accomplish the purposes set out in this Privacy Policy. We will retain and use your Personal Information to provide our clients with Services, the extent necessary to comply with our legal obligations (for example, if we are required to retain

your data to comply with applicable laws), resolve disputes, enforce our legal agreements and policies, and as required by essential, internal business needs.

## 8. Data Transfer

Pivot operates in and uses Service Providers located in the United States. If you are located outside of the United States, your information, including Personal Information, may be transferred to the United States. The United States does not provide the same legal protections as other countries and territories.

## 9. Children's Privacy

All of our Services and our Website are intended for adult audiences, and are not meant to address anyone under the age of 18 ("Children"). As such, Children may not use our Website. If you are under 18, do not attempt to use any of our Services or our Website, and do not provide us any Personal Information about yourself.

We do not knowingly collect or sell the Personal Information of Children. If you are a parent or guardian and you are aware that your child has violated this Privacy Policy and provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from Children without verification of parental consent, we will take steps to remove that information from our systems.

## 10. California Residents

### a. California Consumer Privacy Act

The California Consumer Privacy Act ("CCPA") provides you with rights regarding how your data or personal information is treated, and we want to ensure you understand and are able to exercise those rights.

### b. Personal Information Collected Over the Last 12 Months

As required by the CCPA, the following section describes the categories of Personal Information Pivot may have collected in the preceding twelve months, the categories of sources from which that information may have been collected, and the commercial purpose for collecting that information. The Personal Information we collect depends on our relationship with you.

| Category of Information | Examples of Information   | Sources of Information   | Purpose for Collecting the Information           |
|-------------------------|---|--|--|
| Identifying Information | Real name, alias, signature, Social Security number, driver's license number, passport number, postal address, email address, phone number, or other identifiers. | Clients, potential clients, users that fill out forms on our website, employees, potential employees | To provide service or other business activities  |
| Payment Information     | Credit card or debit card number, bank account number, routing number, and other financial information.   | Customers  | For payment verification                         |
| Commercial Information  | Records of Services purchased, obtained, or considered, or other  | Customers  | For services, products, and warranty information |

|  |  |            |   |
|--|--|------------|---|
|  | purchasing or consuming histories or tendencies.   |            |   |
| Employment Information                               | Information you include if you apply for a job at Pivot, like identifying, contact, education, employment, and employment history information.   | Applicants | For possible employment   |
| Medical Information and Health Insurance Information | Insurance policy numbers.  | Employees  | For health insurance coverage   |
| Usage and Technical Information                      | Information about your interaction with our Website and content or advertisements on third-party sites or platforms, such as social networking sites (e.g. IP address; browsing history; search history; device information; information about user's interaction with Website (via cookies and pixel tags). | Customers  | To operate, maintain, provide, and improve our Website and Services; provide; requested and relevant content; to detect security incidents; detect, prevent, and address technical issues; secure our network and other devices; and protect our network, property, and personnel |
| Sensitive Information                                | Information about your demographics  | HubSpot    | To provide services   |

**c. Personal Information Shared Over the Last 12 Months**

As required by the CCPA, the following section lists the categories of Personal Information Pivot may have disclosed and the categories of recipients of such information in the preceding twelve months:

| <b>Category of Information</b> | <b>Categories of Recipients</b>   |
|--------------------------------|---|
| Identifying Information        | Our clients, our Service Providers (including analytics), and government entities (where required by law) |
| Payment Information            | Bank for processing   |
| Employment Information         | Background check organizations, and health insurance brokers and carriers.                                |

**Pivot does not, and will not, sell any Personal information of California consumers. Pivot will update this Privacy Policy and comply with applicable laws and regulations in the event that it sells Personal Information of California consumers in the future.**

#### **d. California Resident Rights**

California residents are afforded certain rights related to their information under state law. Pivot aims to take reasonable steps to allow California residents to access or delete your Personal Information, and exercise other applicable rights. Pivot informs you that, where applicable under relevant law, individuals may be entitled to the following:

- **Right to Know:** The information we collect, use, disclose, and sell about you is set out in this Privacy Notice, together with any other specific notices that are provided to you at the time of collection of your Information. Additionally, you can ask us to provide list of:
  - The specific pieces of your Personal Information Pivot holds;
  - The categories of Personal Information collected about you within the last 12 months;
  - The categories of sources of from which your Personal Information is collected;
  - The categories of third parties with whom your Personal Information was shared for a business purpose or sold in the last 12 months; and
  - The business or commercial purpose for collecting or selling your Personal Information.

This right is not absolute and only applies in certain circumstances.

- **Right to Delete:** You can ask us to delete your Personal Information that we have about you. This right is not absolute and only applies in certain circumstances.
- **Right to Opt-Out of the Sale of Personal Information:** You have the right to opt-out of the sale of your Personal Information. However, at this time Pivot does not sell any consumer personal information.
- **Right to Non-Discrimination:** You have a right to non-discrimination in the Services or quality of Services you receive from us for exercising your rights conferred by the CCPA. This right is limited and does not apply in certain circumstances.
- **Disclosure of Direct Marketers:** You can ask us to provide the categories of information we disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year; the names and addresses of the third parties that received the information; and if the nature of the third party's business cannot be determined from their name, examples of the products or services marketed.
- **Authorized Agent:** Under California law a consumer can appoint an "authorized agent" to make certain verifiable requests upon their behalf, such as the right to know what information we collect about the consumer or to request deletion of the consumer's information. An "authorized agent" may submit a request on behalf of a California resident who has authorized the agent to act on

their behalf. Because the security and privacy of your information is paramount, we will ask that you identify such persons and directly confirm that such persons are authorized to act as your agent and exercise your applicable rights under California law in such situations. This may require us to contact you directly and alert you that an individual has claimed to be your agent and is attempting to access or delete your information. We will also independently verify your identity to ensure that an unauthorized person is not attempting to impersonate you and exercise your rights without authorization. We will not share your information or honor any other requests in those situations where you cannot or do not grant permission in writing for an identified authorized agent to act on your behalf, or where we cannot independently verify your identity.

#### **e. Submitting a Privacy Rights Request**

As described above, California residents have certain rights to access, delete, or otherwise control the use, collection, and/or disclosure of their information. Pivot will respond to an individual's "verifiable request" to exercise their rights under such laws, that is, where we have received a request purporting to be from a particular individual, and we have been able to verify the individual's identity. The need to verify an individual's identity is critical to protecting your information, and ensuring that your information is not shared with anyone pretending to be you or someone who is not authorized to act as your agent on your behalf.

You may submit a verifiable request via the following:

By email to [compliance@pivotinteriors.com](mailto:compliance@pivotinteriors.com)

or

By toll-free number: 888-482-8808

We will ask you to provide information about yourself so that we can verify your identity as part of this process. This information may include your name, address, services you have received from us, account information and any other information deemed necessary by Pivot to reasonably verify your identity, to ensure that your information is not shared with anyone impersonating you. Once we have verified your identity, we will work to fulfill your request in a timely manner. Please note there may be some situations in which we are unable to fulfill your request, such as if we cannot find any information about you within our systems. Additionally, we may not be able to honor a deletion request in some situations, such as if your information is necessary to fulfill the Services you requested or meet a legal obligation. We will inform you whether we can fulfill your rights request.

We may ask for additional information if we have difficulty confirming your identity. We will not share your information or honor other requests in those situations in which we are unable to confirm a request for your information is a "verifiable request."

Please note when you request to know or access to your Personal Information, there will be some Personal Information which we are not able to disclose to you, such as documents which include confidential or Personal Information about another entity or person; documentation relating to management forecasting or planning; and copies of references. We will not be able to comply with your request in certain circumstances, for example where your request is manifestly unfounded or excessive.

### **11. Contact Us**

If you have questions about this Privacy Policy or our practices related to the collection and use of Personal Information, please contact Pivot using the email address below:

By email: [compliance@pivotinteriors.com](mailto:compliance@pivotinteriors.com)

### **12. Security**



While no data transmission of the internet is 100% secure from intrusion, we maintain reasonable physical, electronic, and procedural safeguards to protect your information. However, it is possible that third parties may unlawfully intercept or access transmissions or private communications despite our efforts to prevent this, and we therefore make no guarantees regarding the security of user information.

### **13. Third-Party Platforms and Services**

The Services and the Website may be linked to, rely on, and/or be integrated with websites, applications, interfaces, services, and/or platforms operated by third-party companies, including Service Providers. This Privacy Policy does not govern the practices of third parties, including our partners, third-party Service Providers, and/or advertisers, even when those services are branded as, or provided on behalf of, Pivot. We are not responsible for the privacy practices of any websites, applications, interfaces, services, and platforms operated by such third parties that you linked to, or that rely on, and/or are integrated with the Services. Please note that this Privacy Policy does not apply to those third-party websites that may be linked to our Website. Pivot is not responsible for and does not control the security or privacy when you visit those sites. Pivot encourages you to visit the privacy notices governing those sites.

### **14. Changes to this Privacy**

This Privacy Policy is subject to revision. If we make any changes to this Privacy Policy, we will change the "Last Updated" date above.

### **15. Difficulty Accessing Our Privacy Policy?**

Individuals with disabilities who are unable to usefully access our privacy policy online may contact us at the above-listed contact information to inquire how they can obtain a copy of our policy in another, more easily readable format.