

**Effective 05/27/2020**

**EL CAMINIO HOLDINGS, INC.**  
California Consumer Act Privacy Notice

This California Consumer Privacy Act Notice (“Notice”) is provided by El Camino Holdings, LLC (“El Camino”) is referred to in this Notice as (“us” “we” or “us”) operates the <https://www.americadiy.com> website (hereinafter referred to as the "Service"). We help consumers rate, review and purchase from bulk material vendors and professionals (collectively, “Service Providers”), through its website and mobile application. This California Consumer Act Privacy Notice (“CCPA Notice”) applies to “Consumers” as defined by the California Consumer Privacy Act (“CCPA”). This Notice also explains certain rights that California residents have under the CCPA. This Notice explains how we collect, use, and disclose Personal Information about California residents. Under the CCPA, Personal Information (“PI”) is information that identifies, relates to, or could reasonably be linked with a California resident or household.

**Requests under the CCPA.**

This Notice explains how California residents can exercise their rights under the CCPA to request that we:

1. Disclose the following information covering the 12-month period prior to the request (“Access Request”):
  - a. The categories of PI we collected and the categories of sources from which we collected the PI;
  - b. The business or commercial purpose for collecting PI;
  - c. The categories of third parties to whom we disclosed PI, and the categories of PI disclosed;
  - d. The specific pieces of PI we collected; and
2. Delete PI we collected (“Deletion Request”).

The CCPA only applies to information about residents of California. If you are not a resident of California, you may submit a request and we will process it, as described in this Notice, even though the CCPA does not require us to do so. In accepting,

processing, and responding to requests by individuals who are not California residents, we will apply all of the same limitations and exceptions under the CCPA to those requests as apply to requests made by California residents. We reserve the right to change or stop the practice of accepting requests from individuals who are not California residents at any time and without prior notice. Note also that we are not required to delete PI that we did not collect directly from the Customer.

We collect and share the following categories of PI from the corresponding sources and for the corresponding purposes set forth below:

- A. **Categories of PI.** The PI that we collect, use, or disclose about a specific California resident will depend on, for example, our relationship or interaction with that individual. During the past 12 months we have collected the following categories of PI:
1. Personal unique identifiers, such as full name
  2. Personal information, including contact details such as telephone number, physical address, e-mail address, I.P. address, account name, financial information such as account number, payment card details including credit and debit card numbers.
  3. Consumer characteristics, purchase information, such as products and services obtained and transaction histories.
  4. Internet or online information such as browsing history, and information regarding interaction with our websites, applications, cookies and usage data, or advertisements on our website
  5. Sensory Data such as recording of audio, electronic, visual or similar information
  6. Inferences based on information about an individual to create a summary about, for example, an individual's preferences and likelihood of interest in certain services.
- B. **Sources of PI.** The sources from which we collect PI depend on, among other things, our relationship or interaction with a specific California resident. The information below lists the categories of sources from which we collect PI in

different contexts.

1. From California residents directly, or other individuals acting on their behalf, through electronic (e.g., website, social media) sources.
2. Authentication partners.
3. Payment Vendors
4. Data Enrichment Tools
5. Advertising partners
6. Analytics partners
7. Data Management Providers
8. Internal Systems
9. Outside companies or organizations from whom we collect personal data as part of providing products and services, completing transactions, supporting our everyday operations, or business management and development.

C. **Purpose of Collection.** The purposes for which we collect and use PI depend on, among other things, our relationship or interaction with a specific California resident.

1. Provide and maintain services
2. Support our everyday operations, including to meet legal and compliance requirements
3. Processing and managing interactions and transactions.
4. Provide delivery or pickup information to a purchased product's vendor
5. Research and Development.
6. Quality assurance;
7. Improving and develop our services;
8. Security;
9. Fraud prevention;
10. To detect, prevent and address technical issues.

D. **Categories of Third Parties with whom PI is shared.** The categories of third parties with whom we share PI depend on, among other things, our relationship or interaction with a specific California resident.

1. Our affiliates;
2. Service Providers;
3. Vendors which assist us in providing services and running our internal business operations (“Vendors”)

E. **Purpose of Third Parties receiving PI.** The purpose for which we collect PI depend on, among other things, our relationship or interaction with a specific California resident.

1. Performing services on our behalf
2. Processing and managing interaction and transactions
3. Research and Development
4. Quality assurance
5. Improving our services
6. Security
7. Fraud preventing
8. Marketing
9. To detect, prevent and address technical issues.
10. Government agencies including to support regulatory and legal requirements.
11. Outside companies or organizations, in connection with routine or required reporting, including consumer reporting agencies and other parties.
12. Companies or individuals that represent California residents such as an accountant, financial advisor, or holding power of attorney.

In addition, we may collect, use and disclose your PI as required or permitted by law, or as directed by you, in accordance with this Notice.

Some browsers have signals that may be characterized as do not track signals, but we do not understand them to operate in that manner or to indicate a do not sell expression by you so we currently do not recognize these as a do not sell request. We understand that various parties are developing do not sell signals and we may recognize certain such signals if we conclude such a program is appropriate.

**Verification of Consumer Request.**

California Consumers have the right to exercise the privacy rights under the CCPA. California Consumers may exercise these rights via an authorized agent who meets the agency requirements of the CCPA. Any request you submit is subject to an identification and residency verification process. We will not fulfill your CCPA request unless you have provided sufficient information for us to reasonably verify you are the Consumer about whom we collected PI.

### **No Sale of PI.**

During the past 12 months we have not sold PI that is subject to CCPA's sale limitations. The CCPA defines a "sale" as the disclosure of PI for monetary or other valuable consideration.

### **Tracking and Cookies Data.**

We use cookies and similar tracking technologies to track the activity on our website and mobile app and hold certain information. Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service. There is not yet a consensus as to whether third party cookies and tracking devices associated with our websites and mobile apps may constitute a "sale" of your PI as defined by the CCPA. You can exercise control over browser-based cookies by adjusting the settings on your browser and instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our website or mobile app.

### **Analytics.**

We may use third-party Service Providers to monitor and analyze the use of our Service.

### **Google Analytics.**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and

personalize the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit

### **Identifying Consumer PI.**

We will make commercially reasonable efforts to identify Consumer PI that we collect, process, store, disclose, and otherwise use and to respond to your California Consumer privacy rights requests. We will typically not charge a fee to fully respond to your requests, but we may charge a reasonable fee, or refuse to act upon a request, if your request is excessive, repetitive, unfounded, or overly burdensome. Some PI we maintain about Consumers is not sufficiently associated with enough PI about the Consumer for us to be able to verify that it is a particular Consumer's PI (e.g., clickstream data tied only to a pseudonymous browser ID). As required by the CCPA, we do not include that PI in response to verifiable consumer request. If we cannot comply with a request, we will explain the reasons in our response.

### **How to make requests.**

California Consumers have the right to send us a request, no more than twice in a twelve-month period, for the period that is twelve months prior to the request date, by submitting the request via email to: [cs@americadiy.com](mailto:cs@americadiy.com)

### **Changes to this Notice.**

We may change or update this Notice periodically. When we do, we will post the revised Notice on this webpage indicated when the Notice was last updated.