

**Sentry 1 Fire and Security LLC Privacy Policy**  
**Last Revised: 07/20/2024**

This privacy policy (“Privacy Policy”) applies to Sentry 1 Fire and Security LLC and its affiliates (“Sentry 1” “we” “us” “our”) and the services and information available through this website (the “Site”). By visiting the Site, you are consenting to the collection, use, disclosure, storage, transfer and processing of your personal data described in this Privacy Policy. On occasion Sentry 1 may revise this Privacy Policy to reflect changes in the law, our Personal Data collection and use practices, the features of our Site, or advances in technology. If we make any material changes, we will notify you either via email (sent to the e-mail address specified in your account) or by means of a prominent notice on this Site. You should also check back frequently to ensure you understand our then-current Privacy Policy. The Site is meant for use by individuals residing within the United States only; others may not use the Site at this time.

**1. Sentry 1’s Commitment to Your Privacy**

Sentry 1 is committed to protecting your privacy through commercially reasonable means. We understand that your personal information is important to you. We value your trust in us and will work hard to earn your confidence so that you can use our services and recommend us to your friends and family. We welcome your comments about our Privacy Policy and hope you will contact us if you have any concerns.

**2. Information Collected by Sentry 1**

We collect personally identifiable information (“Personal Data”) about you that you provide to us while using the Site. Personal Data includes information that can identify you as a specific individual, such as your name, address, email address, phone number, and if you are a Sentry 1 employee, certain employee and work-related information. We also collect non-personally identifiable information, including your IP address, search preferences related to specific searches, location, and interactions with our Site. When we link non-personally identifiable information with Personal Data, we will treat it as Personal Data under this Privacy Policy.

Please realize that we can only control the privacy practices of our own company. Our Site may at times include links to other websites and online services whose privacy practices may differ from those of Sentry 1. These services will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate our sign-up form. Such services may give you the option to post information about your activities on this Site to your profile page to share with others within your network. If you submit personal information to or through any of those websites or services, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit or online services you use.

If you use the Site to obtain advice services for or about another person, we may collect the name of, and information about, that individual. You must make sure that you have the right to provide such information. By providing any Personal Data of another person, you represent that you have

all necessary authority and/or have obtained all necessary consents from such person to enable us to collect, use and disclose such Personal Data as set forth in this Privacy Policy.

### **3. Protecting Your Personal Data**

To prevent unauthorized access, maintain data accuracy, and ensure correct use of Personal Data, we employ reasonable and current technical, administrative and physical safeguards. To protect credit card transactions while in transit, Sentry 1 currently uses commercially reasonable encryption.

### **4. How Sentry 1 Uses the Information It Collects**

We use Personal Data to provide you with the products and services from our Site, to build features that will make the services available on the Site easier to use, and to contact you about these services. This includes faster purchase requests, better customer support and timely notice of new services and special offers and more relevant content.

From time to time, Sentry 1 may contact you to request feedback on your experience using the Site, to assist us in improving the Site, or to offer special savings or promotions to you, as a Site user. If you would prefer not to receive notices of special savings or promotions, you may simply opt-out from receiving them by using the hyperlink provided in these notices.

### **5. Sharing Your Personal Data**

Sentry 1 does not share your Personal Data, except as disclosed in this Privacy Policy or as otherwise authorized by you. Sentry 1 may share your Personal Data with its subsidiaries and with third parties as described in the categories below:

**Sentry 1's Third-Party Partners:** In order to provide you with certain services, we may share your Personal Data with third party partners and service providers (including Sub-Dealers), or require that you transact directly with a third-party partner or service provider. Third party partners and service providers consist of companies with which Sentry 1 has contracted in order to provide you with services or products featured on our Site.

Please refer to the websites of third-party partners and service providers for their Privacy Policies and other information about them.

**Sentry 1's Agents:** Many of the services we provide require us to hire other companies to help us with these tasks. For example, Sentry 1 may hire companies to help us handle mail and e-mail, analyze the data we collect, market our products and services, handle credit card transactions and provide customer service. The companies we employ to help us with these tasks have access to Personal Data to perform their functions, but may not use it for other purposes. Sentry 1 acts in good faith to require all agents to whom Personal Data is disclosed to enter into confidentiality agreements and to agree to act in a manner consistent with the relevant principles articulated in this Policy.

**Advertisements, Marketing Material and Other Offers:** Unless you tell us that you do not want to receive these offers and subject to applicable law, Sentry 1 or those companies that we have a

commercial relationship with, may occasionally send advertisements, marketing material or other offers that we think might be of interest to you. If you do not want to receive these advertisements, marketing material or other offers, please call (844) 663-8891. Where required by law, we will seek your consent prior to sending you any marketing materials. To the extent allowed by law, the provision of your email and phone number to us constitutes your prior express written consent, and electronic signature, authorizing us to contact you at that email address and phone number, including through the possible use of an automatic telephone dialing system or artificial or prerecorded voice, live calls and text messages, for both promotional and informational reasons. You agree that this consent may be assigned by us to third parties and affiliates. You are not required to provide such consent in order to make a purchase as you can always contact us directly to arrange an alternate purchase method. By providing your telephone number to us, you certify that this is your own number that you own, and not a line owned or used by another, and that you will immediately notify us if your number changes or is reassigned. You agree to indemnify us if this is not the case and if the future owner or user of the number makes a claim against us for contact at that number. You may opt out of such contact at any time and through any of the reasonable methods outlined herein. A copy of Sentry 1's written Do-Not-Call Policy will be provided upon request.

**Future Business Transfers:** Our business is constantly changing. As part of that process, Sentry 1 may sell or buy other companies, and Personal Data may be transferred as part of these transactions. It is also possible that Sentry 1, or substantially all of its assets, may be acquired by another company, whether by merger, sale of assets or otherwise, and Personal Data may be transferred as part of such a transaction. In such cases, the acquiring company would be required to honor the privacy promises in this Privacy Policy or obtain your consent to any material changes to how your Personal Data will be handled.

**Compliance with Law and Other Disclosures:** Sentry 1 reserves the right to release Personal Data in order to comply with applicable law and when we believe that disclosure is necessary to comply with a judicial proceeding, court order, or legal process served on us. We may also release Personal Data to enforce or apply the terms and conditions applicable to our products and services, protect us or others against fraudulent or inappropriate activities, or otherwise protect the rights, property or safety of Sentry 1, our affiliated companies, our customers, or others.

## **6. Sentry 1's Policy Concerning Cookies and Other Tracking Technologies**

Cookies and similar tracking technologies, such as beacons, scripts, and tags, are small bits of code, usually stored on a user's computer hard drive or device, which enable a website to "personalize" itself for each user by remembering information about the user's visit to the website.

As described in more detail below, our Site may use cookies to store your preferences, display content based upon what you view on our Site to personalize your visit, analyze trends, administer the Site, track users' movements around the Site, serve targeted advertising and gather demographic information about our user base as a whole. On mobile websites and mobile apps, we may use Anonymous Device IDs and/or Advertiser Identifiers in a manner similar to our use of cookies on our Site. To opt-out of advertising and certain other cookies, please see the opt-out links below.

**Sentry 1's Cookies (First Party Cookies):** Sentry 1 may use our cookies to improve your web-browsing experience. For example, we use a cookie to reduce the time it takes for you to submit purchase requests by storing a registered user's e-mail address so that the user does not need to enter their e-mail address each time that they log-in to Sentry 1. We will also use a cookie to keep track of your search criteria while you are engaging Sentry 1's services. Sentry 1's cookies are associated with a user's Personal Data. However, no third party may use the information we collect through our cookies for their own purposes.

**Third Party Cookies:** We work with third-parties that place cookies on our Site to provide their services, including:

- **Ad Targeting:** We work with third-party advertising companies to serve ads while you are visiting our Site and permit these companies to place and access their own cookies on your computer in the course of serving advertisements on this Site. These companies may use information obtained through their cookie (which does not include your name, address, e-mail address or telephone number) about your visits to our and other websites, in combination with non-personally identifiable information about your purchases and interests from other online sites in order to provide advertisements about goods and services of interest to you. Other companies' use of their cookies is subject to their own privacy policies and not ours.
- **Data Providers:** We also allow data providers to collect web log data from you (including IP address and information about your browser or operating system), when you visit our Site, or place or recognize a unique cookie on your browser to enable you to receive customized ads or content. These cookies contain no personally identifiable information. The cookies may reflect de-identified demographic or other data linked to data you voluntarily have submitted to us, e.g., your email address, that we may share with data providers solely in hashed, non-human readable form.
- **Analytics/M Measurement:** We also use third-party analytics cookies to gain insight into how our visitors use the Site, to find out what works and what does not, to optimize and improve our websites and to ensure we continue to be interesting and relevant. The data we gather includes which web pages you have viewed, which referring/exit pages you have entered and left from, which platform type you have used, date and time stamp information and details such as the number of clicks you make on a given page, your mouse movements and scrolling activity, the search words you use and the text you type while using our Site. We also make use of analytics cookies as part of our online advertising campaigns to learn how users interact with our website after they have been shown an online advertisement, which may include advertisements on third-party websites.
- **Remarketing Pixel Tags:** In addition, we may share web site usage information about visitors to our Sites with third-party advertising companies for the purpose of managing and targeting advertisements and for market research analysis on our Site and other sites. For these purposes, we and our third-party advertising companies may place pixel tags (also called clear gifs) on some of the pages you visit on our Site. We will then use the non-personally identifiable information that is collected using these pixel tags to serve you relevant advertisements when you are visiting other sites on the Internet. These

advertisements may be targeted to specific searches you conducted on Sentry 1 during earlier browsing sessions.

- **Flash Cookies:** Our partners, who may provide certain features on our site or display advertising based on your browsing activity, also use Local Shared Objects such as Flash cookies, and Local Storage such as HTML5, to collect and store content information and preferences. Various browsers may offer their own management tools for removing HTML5 local storage.

**Opting Out of Cookies:** We provide you with choice regarding the use of cookies as described in this Privacy Policy. However, our Site is not currently configured to respond to Do Not Track signals. If you would prefer that we did not use cookies when you visit our Site, check with your browser's settings and "help" menu for how to configure your settings to reject cookies.

**Mobile Devices, Anonymous Device Identifiers and Hashed IDs:** We and/or data providers that we have engaged may collect and store a unique identifier matched to your mobile device, in order to deliver customized ads or content while you use applications or surf the internet, or to identify you in a unique manner across other devices or browsers. In order to customize these ads or content, we or a data provider may collect de-identified demographic or other data about you (received from third parties) either to data you voluntarily have submitted to us, e.g., your email address, or to data passively collected from you, such as your device identifier or IP address. However, we will share your email address solely in hashed, non-human readable form. If you no longer wish to receive interest-based advertising on your mobile device browser or applications, please refer to your device's operating system settings.

Please keep in mind that, without cookies or similar tracking technologies, you may not have access to certain features on our Site, including access to your profile/account and certain personalized content. Removing all cookies from your computer could also affect your subsequent visits to certain web sites, including the Sentry 1 web site, by requiring that, for example, you enter your username and password to access the employee or dealer program components of the Site.

## 7. **How You Can Access or Change Your Personally-Identifying Information**

Sentry 1 understands that you may want to change, access or delete your Personal Data. You may do so by calling (844) 663-8891. To protect your privacy and security, we may need to verify your identity before granting access or making changes to your personally-identifying information. Any request to access your personally-identifying information will be answered in less than 30 days. If you have registered your profile on any of the services available on our Site, your e-mail address and password are required in order to access your profile information.

We will retain your information for as long as your account is active or as needed to provide you services. In addition, we will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

**8. Children's Privacy**

Persons under the age of 18 are not eligible to use any services on our Site. Sentry 1 will confirm you are not a minor before selling any product or service to you, by obtaining your date of birth and running your credit over the phone with you, once your consent for the same is obtained.

**9. How to Contact Sentry 1**

Should you have any questions, concerns or comments, please call (844) 663-8891 during normal business hours. Inquiries via mail should be directed to Sentry 1 Fire and Security LLC, Attn: Legal Department, P.O. Box 942584; Miami, FL 33194. If you try to reach us through email or similar means, please be aware that email is not guaranteed to be a secure means of communication.