



## PRIVACY POLICY

LAST UPDATED AND EFFECTIVE DATE: 8/27/2023

This Privacy Policy describes how Profire Energy Inc. ("*Profire*," "*we*," or "*us*") collects, uses, and discloses personal information about you and your data privacy rights. Personal information is sometimes also referred to as personal data, personally identifiable information, or other like terms to mean any information that directly or indirectly identifies you or is reasonably capable of being associated with you or your household. This Privacy Policy applies if we collect personal information when you visit our website, contact us, request a quote, apply for a job or when you otherwise interact with us online (collectively, "*Services*").

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### SOURCE AND TYPE OF PERSONAL INFORMATION WE COLLECT

#### INFORMATION YOU PROVIDE TO US

We collect personal information you provide directly to us. For example, we collect information directly from you when you contact us for customer support, apply for a job or make other inquiries. The types of personal information that we may collect directly from you include certain identifiers and contact information, such as your name, company name, email address, address, and phone number. In addition, if you apply for a job with us, we may also collect your resume, desired compensation, and other information you disclose in our job applicant portal. Further, we may collect certain commercial information when you request a warranty claim or arrange to return a product, such as the products you purchased and obtained, including serial number, original sales order number, return subject, and return reason. Lastly, we may





collect any personal information you disclose when you send a message to us through our Contact Us webform or call our customer support number.

#### *INFORMATION WE COLLECT AUTOMATICALLY*

We automatically collect certain personal information about your interactions with us or our Services, including:

- **Device and Usage Information:** We may collect information about how you access our Services (e.g., this website), including data about the device and network you use, such as your hardware model, operating system version, IP address, unique device identifiers, and browser type. We also collect information about your activity on our website, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Services.
- **Information Collected by Cookies and Similar Tracking Technologies:** We and others that control collection of personal information may use tracking technologies, such as cookies, to collect information about you. Cookies are small data files stored on your hard drive or in device memory that help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. For more information about cookies and how to disable them, see the [Your Choices](#) section below.

#### *INFORMATION WE DERIVE*

We may derive personal information or draw inferences about you based on the information we collect, such as your qualification or ability to perform the job you applied for on our portal.

### **PURPOSE AND USE OF PERSONAL INFORMATION**

We may use the categories of personal information identified above for the following purposes:

- Provide, maintain, and improve our Services;
- To process a warranty claim or the return of a product;
- Conduct business dealings with you and our service providers;
- To send you information about our Services, press releases and email alerts, updates in the industry, and other communications;
- Improve your experience on our website;
- Respond to your comments and questions and provide customer service;
- Consider your candidacy for employment;
- Detect, investigate, and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect the rights and property of Profire and others;
- Debug to identify and repair errors on our website;
- Comply with our legal and financial obligations; and
- Carry out any other purpose described to you at the time the information was collected.





## **DISCLOSURE OF PERSONAL INFORMATION**

We disclose personal information in the following circumstances or as otherwise described in this Privacy Policy. To learn more about the categories of personal information we may disclose and the categories of recipients, please see [Summary of Prior 12-Month Personal Information Handling Practices](#) below, which describes our prior 12-month and going forward personal information disclosure practices.

- **Our Service Providers or Contractors:** We may disclose or make available personal information with our services providers and contractors who provide services to our business, such as authorized distributors, shipping, IT and software, applicant tracking, email, and cookie providers.
- **Legal Disclosures:** We may disclose personal information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements. We may also disclose personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Profire, our users, the public, or others.
- **With Advisors and Lawyers:** We may disclose personal information to our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Disclosure of Personal Information During Change of Ownership:** We may disclose personal information in connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **With Your Consent:** We may disclose personal information with your consent or at your direction.
- **Disclosure of Non-Personal Information:** We may disclose aggregated or de-identified information that cannot reasonably be used to identify you. When doing so, we publicly commit to maintain and use the information in an aggregated or de-identified form and not attempt to re-identify the information, unless permitted or required by law.

## **RETENTION OF PERSONAL INFORMATION**

We store 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.

## **ADVERTISING AND ANALYTICS**

We allow others to provide analytics services and serve advertisements on our behalf across the web and in mobile apps. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information may be used by us and others to, among other





things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services and other websites, and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices).

We also work with third parties to serve ads to you as part of customized campaigns on third-party platforms. As part of these ad campaigns, we or the third-party platforms may convert information about you, such as your email address and phone number, into a unique value that can be matched with a user account on these platforms to allow us to learn about your interests and serve you advertising that is customized to your interests. Note that the third-party platforms may offer you choices about whether you see these types of customized ads.

Lastly, we note that we use cookies provided by Google Analytics to collect statistical information about the use of the website. You can learn more about Google Analytics and how it collects and processes data (including how to control the information sent to Google) by visiting:

[www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout> (requires you to install a browser add-on).

### **TRANSFER OF INFORMATION TO THE UNITED STATES AND OTHER COUNTRIES**

Profire is headquartered in the United States, and we have operations and service providers in the United States and other countries. Therefore, we and our service providers may transfer your personal information to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction. We will take steps to ensure that your personal information receives an adequate level of protection in the jurisdictions in which we process it.

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

Our website may contain third-party links, including third-party integrations. Through these links and third-party integrations, you may be providing information (including personal information) directly to the third party, us, or both. You acknowledge and agree that we are not responsible for how those third parties collect, share, or use your information. Because Profire has no control over the privacy practices or content of these linked sites, we recommend that you carefully review the privacy policies of every third-party service that you visit or see, including those third parties you interact with through our website.

### **YOUR CHOICES**

#### **COOKIES**

Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our website.





**COMMUNICATIONS PREFERENCES**

You may opt out of receiving promotional emails from Profire by following the instructions in those communications. If you opt out, we may still send you non-promotional emails, such as those about your purchases or our ongoing business relations.

**CHILDREN**

This website is not intended for or directed at children under the age of 18. In addition, we do not knowingly collect personal information from children under the age of 18. We also do not knowingly sell, share, use for targeted advertising, or disclose the personal information of children under the age of 18.

**YOUR CALIFORNIA PRIVACY RIGHTS**

This section contains additional information for residents of California regarding our personal information handling practices and data privacy rights.

**SUMMARY OF PRIOR 12-MONTH PERSONAL INFORMATION HANDLING PRACTICES**

We provide in the chart below a summary of our prior 12-month personal information handling practices. You can learn more about the information we collect at or before the point of collection above in the [Source and Type of Personal Information](#), [Purpose and Use of Personal Information](#), and [Disclosure of Personal Information](#) sections, which is the same as our prior 12-month personal information handling practices.





CATEGORY OF PERSONAL INFORMATION	SOURCES	BUSINESS OR COMMERCIAL PURPOSE OF PROCESSING, DISCLOSURE, AND RECIPIENTS OF PERSONAL INFORMATION
<p>Identifiers, such as name, unique personal identifier, email address, Internet Protocol address, address, and other similar identifiers.</p>	<p>You</p>	<p><b><u>Sold</u></b>                      We may have sold this category of personal information to third parties who provide advertising, marketing or analytics services.</p> <p><b><u>Shared for Cross-Context Behavioral Advertising</u></b>                      We may have shared this category of personal information with third parties for cross-context behavioral advertising and other marketing and analytics services.</p> <p><b><u>Service Providers or Contractors</u></b>                      We may have disclosed this category of personal information with our service providers and contractors who provide services to our business, such as distribution services, shipping, IT and software, email, and cookie providers.</p> <p><b><u>Purpose of Processing</u></b>                      We process this category of personal information to provide our Services, learn more about our website users, consider your candidacy for a job, for marketing and advertising, and for other reasons, as described in greater detail in the <a href="#">Purpose and Use of Personal Information</a> and <a href="#">Disclosure of Personal Information</a> sections.</p>
<p>Any personal information described in the California Customer Records Act (Cal. Civ. Code § 1798.80(e)), such as name, signature, address, telephone number, education, employment history, and employment.</p>	<p>You</p>	<p><b><u>Sold</u></b>                      We have not sold this category of personal information to third parties.</p> <p><b><u>Shared for Cross-Context Behavioral Advertising</u></b>                      We have not shared this category of personal information with third parties for cross-context behavioral advertising.</p>





CATEGORY OF PERSONAL INFORMATION	SOURCES	BUSINESS OR COMMERCIAL PURPOSE OF PROCESSING, DISCLOSURE, AND RECIPIENTS OF PERSONAL INFORMATION
		<p><b><u>Service Providers or Contractors</u></b>                      We may have disclosed this category of personal information with our service providers and contractors who provide services to our business, such as cloud storage, shipping, IT and software, and email.</p> <p><b><u>Purpose of Processing</u></b>                      We process this category of personal information to provide our Services, learn more about our website users, consider your candidacy for a job, for marketing and advertising, and for other reasons, as described in greater detail in the <a href="#">Purpose and Use of Personal Information</a> and <a href="#">Disclosure of Personal Information</a> sections.</p>
<p>Commercial information, such as records of the products or services you purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>You</p>	<p><b><u>Sold</u></b>                      We have not sold this category of personal information to third parties.</p> <p><b><u>Shared for Cross-Context Behavioral Advertising</u></b>                      We have not shared this category of personal information with third parties for cross-context behavioral advertising.</p> <p><b><u>Service Providers or Contractors</u></b>                      We may have disclosed this category of personal information with our service providers and contractors who provide services to our business, such as cloud storage, shipping, IT and software, email, and cookie providers.</p> <p><b><u>Purpose of Processing</u></b>                      We process this category of personal information to provide our Services, learn more about our website users, for warranty and product returns, for marketing and advertising, and for other reasons, as</p>





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		<p>described in greater detail in the <a href="#">Purpose and Use of Personal Information</a> and <a href="#">Disclosure of Personal Information</a> sections.</p>
<p>Internet or other electronic network activity information.</p>	<p>You</p>	<p><b>Sold</b> We may have sold this category of personal information to third parties who provide advertising, marketing or analytics services.</p> <p><b>Shared for Cross-Context Behavioral Advertising</b> We may have shared this category of personal information with third parties for cross-context behavioral advertising and other marketing and analytics services.</p> <p><b>Service Providers or Contractors</b> We may have disclosed this category of personal information with our service providers and contractors who provide services to our business, such as distribution services, shipping, IT and software, email, and cookie providers.</p> <p><b>Purpose of Processing</b> We process this category of personal information to provide our Services, learn more about our website users, for marketing and advertising, and for other reasons, as described in greater detail in the <a href="#">Purpose and Use of Personal Information</a> and <a href="#">Disclosure of Personal Information</a> sections.</p>







CATEGORY OF PERSONAL INFORMATION	SOURCES	BUSINESS OR COMMERCIAL PURPOSE OF PROCESSING, DISCLOSURE, AND RECIPIENTS OF PERSONAL INFORMATION
<p>Geolocation data, such as your address.</p>	<p>You</p>	<p><b><u>Sold</u></b>                      We have not sold this category of personal information to third parties.</p> <p><b><u>Shared for Cross-Context Behavioral Advertising</u></b>                      We have not shared this category of personal information with third parties for cross-context behavioral advertising.</p> <p><b><u>Service Providers or Contractors</u></b>                      We may have disclosed this category of personal information with our service providers and contractors who provide services to our business, such as cloud storage, shipping, IT and software, email, and cookie providers.</p> <p><b><u>Purpose of Processing</u></b>                      We process this category of personal information to provide our Services, learn more about our website users, for marketing and advertising, and for other reasons, as described in greater detail in the <a href="#">Purpose and Use of Personal Information</a> and <a href="#">Disclosure of Personal Information</a> sections.</p>
<p>Professional or employment-related information, such as those of the business-to-business contacts that reach out to us for Services or information listed in your resume.</p>	<p>You</p>	<p><b><u>Sold</u></b>                      We have not sold this category of personal information to third parties.</p> <p><b><u>Shared for Cross-Context Behavioral Advertising</u></b>                      We have not shared this category of personal information with third parties for cross-context behavioral advertising.</p> <p><b><u>Service Providers or Contractors</u></b>                      We may have disclosed this category of personal information with our service providers and contractors who provide services to our business,</p>





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		<p>such as cloud storage, shipping, IT and software, and email.</p> <p><b>Purpose of Processing</b>                      We process this category of personal information to provide our Services, learn more about our website users, consider your candidacy for a job, for marketing and advertising, and for other reasons, as described in greater detail in the <a href="#">Purpose and Use of Personal Information</a> and <a href="#">Disclosure of Personal Information</a> sections.</p>
<p>Education information, such as diploma, certification and other such information in your resume.</p>	<p>You</p>	<p><b>Sold</b>                      We have not sold this category of personal information to third parties.</p> <p><b>Shared for Cross-Context Behavioral Advertising</b>                      We have not shared this category of personal information with third parties for cross-context behavioral advertising.</p> <p><b>Service Providers or Contractors</b>                      We may have disclosed this category of personal information with our service providers and contractors who provide services to our business, such as cloud storage, recruiting, IT, and email.</p> <p><b>Purpose of Processing</b>                      We process this category of personal information to process your job application and for other reasons, as described in greater detail in the <a href="#">Purpose and Use of Personal Information</a> and <a href="#">Disclosure of Personal Information</a> sections.</p>





CATEGORY OF PERSONAL INFORMATION	SOURCES	BUSINESS OR COMMERCIAL PURPOSE OF PROCESSING, DISCLOSURE, AND RECIPIENTS OF PERSONAL INFORMATION
Inferences drawn from any of the information identified herein.	You	<p><b><u>Sold</u></b> We may have sold this category of personal information to third parties who provide advertising, marketing or analytics services.</p> <p><b><u>Shared for Cross-Context Behavioral Advertising</u></b> We may have shared this category of personal information with third parties for cross-context behavioral advertising and other marketing and analytics services.</p> <p><b><u>Service Providers or Contractors</u></b> We may have disclosed this category of personal information with our services providers and contractors who provide services to our business, such as distribution services, shipping, IT and software, email, and cookie providers.</p> <p><b><u>Purpose of Processing</u></b> We process this category of personal information to provide our Services, learn more about our website users, consider your candidacy for a job, for marketing and advertising, and for other reasons, as described in greater detail in the <a href="#">Purpose and Use of Personal Information</a> and <a href="#">Disclosure of Personal Information</a> sections.</p>

**SELLING OR SHARING OF PERSONAL INFORMATION**

While we do not sell personal information for monetary consideration in the traditional sense, our disclosure of personal information (such as, identifiers, Internet or other electronic network activity information, and inferences) to certain third parties (e.g., cookie providers) for marketing or advertising purposes is considered a “sale” or “sharing” of personal information under the California Privacy Rights Act (“CPRA”). However, we do not knowingly sell, share, use for targeted advertising, or disclose the personal information of children under the age of 16.





### OPT-OUT PREFERENCE SIGNALS

An opt-out preference signal is a signal that is sent by a platform, technology, or mechanism on your behalf that communicates your choice to opt-out of the sharing for targeted advertisements or sale of your personal information. You can learn more about implementing opt-out preference signals [here](#) or by exploring other developing technologies and services that offer this tool.

We treat opt-out preference signals as valid requests to opt-out of the sale or sharing of your personal information under privacy laws. Ordinarily, your opt-out preference signal is sufficient for us to honor your request, but in some instances, we may request additional information to help facilitate your request for offline sales or sharing. We will not use, disclose, or retain this additional information for any purpose other than to facilitate the request.

### SENSITIVE PERSONAL INFORMATION

Under California law, certain types of personal information are considered "sensitive" personal information and requires additional data privacy rights and obligations. Because we do not collect sensitive personal information on this website, we do not offer a limit use and disclosure of sensitive personal information right under California law. Please [Contact Us](#) if you have any questions.

### YOUR RIGHTS

The CPRA affords California residents certain rights with respect to their personal information, subject to certain exceptions. Subject to certain limitations you have the following rights:

- (1) Right to Delete. You have the right to request us to delete the personal information we have collected about you.
- (2) Right to Correct. You have the right to request us to correct inaccurate personal information we maintain about you.
- (3) Right to Know and Access. You have the right to know and access the personal information we have collected about you, including the categories of personal information, the categories of sources from which the personal information is collected, the business or commercial purpose for collecting, selling, or sharing personal information, the categories of third parties to whom we disclose personal information, and the specific pieces of personal information we have collected about you.
- (4) Right to Data Portability. You have the right to receive the information under right (3) in a format, to the extent technically feasible, that is portable, usable, and allows you to transmit the personal information to a person without impediment, where the processing is carried out by automated means.
- (5) Rights Related to Sharing for Cross-Context Behavioral Advertising or Sale. You have the right to opt out of the sharing of your personal information for cross-context behavioral advertising and the sale of your personal information.





- (6) Rights Related to Sensitive Personal Information. As described in the [Sensitive Personal Information](#) section above, we do not collect sensitive personal information. As such, there is no need to exercise your right to limit the use or disclosure of sensitive personal information. Please [Contact Us](#) below if you have any questions.
- (7) Right to No Discrimination. You have the right not to be discriminated against for exercising any of your privacy rights. This includes us not: (a) denying you goods or services; (b) charging you different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties; (c) providing you a different level or quality of goods or services; (d) suggesting to you that you will receive a different price or rate for goods or services or a different level or quality of goods or services; and (e) retaliating against you for exercising your privacy rights.

#### **INSTRUCTIONS ON HOW TO EXERCISE YOUR PRIVACY RIGHTS**

You may exercise your privacy rights by calling our phone number at 1.855.PRO.FIRE or emailing us at [solutions@profireenergy.com](mailto:solutions@profireenergy.com). In some instances, we will need to verify your identity before honoring your privacy right request. We will verify your identity by asking you to provide personal information related to your recent interactions with us. We will honor your privacy rights request within 45 calendar days of receipt, unless we request an extension as permitted by data privacy laws. However, we will honor opt-out of sale and sharing requests within 15 business days. You may exercise the right to opt-out of sale or sharing by clicking on the Do Not Sell or Share My Personal Information link and using opt-out preference signals.

#### **AUTHORIZED AGENTS**

If permitted by law, you may exercise your privacy rights through an authorized agent. If we receive your request from an authorized agent, we may ask for evidence that you have provided such an agent with a power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf. If you are an authorized agent seeking to make a request, please [Contact Us](#).

#### **ADDITIONAL DISCLOSURE FOR CALIFORNIA RESIDENTS**

California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. If you are a California resident and would like to make such a request, please contact us at [solutions@profireenergy.com](mailto:solutions@profireenergy.com).

#### **DO NOT TRACK**

Some browsers have incorporated "Do Not Track" features. Most of these features, when turned on, send a signal or preference to the websites you visit, indicating that you do not wish to be tracked. Because there is not yet a common understanding of how to interpret the do not track signal, we currently do not respond to the browser do not track signals. However, we do honor valid opt-out preference signals, as mentioned in the [Opt-Out Preference Signals](#) section above.





***POLICY UPDATES***

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. We may also provide you with an additional notice (such as by sending you a notification) in connection with making material changes to this Privacy Policy. We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

***CONTACT US***

If you have any questions about this Privacy Policy, please contact us at [solutions@profireenergy.com](mailto:solutions@profireenergy.com).

