

PRIVACY POLICY

Effective Date: August 1, 2019

This Privacy Policy describes information Home Builder Solution LLC (“Home Builder” or “we”) may collect when you visit and/or use the website and/or services found at homebuildersolution.com (the “Site”) and/or download and/or use Home Builder’s mobile application (the “App”) and how we store, use, and disclose that information.

Please read the Privacy Policy carefully. IF YOU DO NOT AGREE, PLEASE DO NOT ACCESS OR USE THE SITE OR THE APP. By accessing or using the Site and/or the App (collectively, the “Services”), or by clicking “I agree,” you agree to this Privacy Policy. This Privacy Policy may change from time to time. Home Builder will post the modified version at this link. Your continued use of the Services after the Privacy Policy is modified is deemed to be acceptance of those modifications.

1. **Scope.** This Privacy Policy applies to information collected when you use the Services and in electronic communications transmitted through the Services. It does not apply to information collected offline or by other means.
2. **Information We Collect.** Home Builder collects personal information and non-personal information. Home Builder collects information that may personally identify you, such as your name, company name, email address, street address, phone number, time zone, GPS location. Home Builder collects some information that is about you individually, but does not identify you, and collects information about your internet connection, your device used to access the Services, and your use of the Services and the Site.
3. **How We Collect.** Home Builder collects information from and about you directly when you provide such information to Home Builder and automatically when you use the Services.
 - (a) **Information You Provide.** Home Builder collects information you provide when you register and create or update an account, when you complete any of the forms available through the Services, when you submit details of transactions to the Services, and when you request support or otherwise correspond with Home Builder. Home Builder collects information about estimates, payments, names of projects, project schedules, project work orders, project purchase orders, project completion time, workflow, photographs, project options, names of suppliers, lists of supplies, costs of supplies, your transactions with vendors, your progress on projects, business unit names, addresses, contact information, geographical coordinates, your name, email address, and street address, and other similar and related information.
 - (b) **Information Collected Automatically.** When you download the App, visit the Site, or otherwise use the Services, Home Builder collects details about your access and use of the Services, including IP address, details about your device, internet connection, operating system, browser type, browsing actions, and the resources that you access and use on the Services, referring site, geo-location, and other traffic

data through cookies, pixels, and other technology. The information Home Builder collects automatically may include personal information or Home Builder may associate it with personal information it collects in other ways or receives from third parties. If Home Builder associates with data with personal information, Home Builder will treat it as personal information, but if such data is not associated with other personal information, Home Builder will treat it as non-personal information.

- (i) *Location Data and Time Clock.* Home Builder collects GPS location data, but only while the App is in use. Such data will be recorded in connection with photos taken while the App is in use. The Site and the App may have a time clock feature that records the time when you clock in or out.
- (ii) *Retargeting.* Home Builder uses Google's remarketing ad service. Home Builder allows Google to use cookies, pixels, and similar technologies to serve cookies to your browser and collect information when you visit the Site or use the App. The information collected (which may include content you view, date and time you viewed the content, and location information related to your IP address) does not identify you, but allows Google to recognize your device and browser when you visit third party websites so that Google can serve you more relevant advertisements about the Services. See *Section (7)* to learn how to opt out.

4. **Cookies and Related Technology.**

- (a) *Browser Cookies.* Browser cookies are small files placed on your device. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of the Services and may not be able to use the web portal portion of the Site at all. Unless you have adjusted your browser setting so that it will refuse browser cookies, Home Builder's system will issue browser cookies when you direct the browser to the Services.
- (b) *Flash Cookies.* Flash cookies are local stored objects that collect and store information about your preferences and navigation to, from, and on the Services. Flash cookies are not managed by the same browser settings that are used for browser cookies.
- (c) *Web Beacons/Pixels.* Web beacons or pixels are small electronic files that allow Home Builder to count users who have visited the page or opened an email, or measure other statistics. Pixel tags also serve you cookies to allow Home Builder to advertise to you later on other websites.

5. **How We Use.** Home Builder uses information that you provide and/or that Home Builder collects to present the Services to you, to provide you with information, products, and/or services that you request from Home Builder, to fulfill any other purpose for which you provide such information, to provide you with notices about your account and/or subscription, to carry out Home Builder's obligations and enforce Home Builder's rights

arising from any agreements entered into between you and Home Builder, to notify you about changes to the Services or any other products or services Home Builder offers or provides through the Services, to estimate audience size and usage patterns, to store information about your preferences and enable Home Builder to display advertisements to you on third party sites, to allow you to participate in interactive features on the Services, in any other way Home Builder may describe when you provide the information, and for any other purpose with your consent. Home Builder may aggregate the information you provide or that Home Builder collects from you with information collected from other users manipulate it to enable Home Builder to offer certain benchmarking data. Home Builder may also use the information you provide or that Home Builder collects from you to score you, contractors, and/or other home builders and to provide those scores to you and third parties. Home Builder may also use your information to contact you about Home Builder's goods and services (and possibly goods and services offered by third parties) that may be of interest to you. If you do not want Home Builder to use your information this way, please see ["Your Choices"] below.

6. To Whom We Disclose.

- (a) *General.* Home Builder may disclose aggregated information about its users and information that does not identify any individual without restriction. Home Builder may disclose personal information that it collects or you provide as described in this Privacy Policy, to Home Builder's subsidiaries and affiliates; to contractors service providers, and other third parties Home Builder uses to support its business; to a buyer or successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Home Builder's assets; to fulfill the purpose for which you provided the personal information; for any other purpose disclosed by Home Builder when you provide the information, and with your consent. Home Builder may also disclose your personal information to comply with any court order, law, or legal process, including to respond to any government or regulatory request, to enforce Home Builder's terms of use and other agreements, and if Home Builder believes disclosure is necessary or appropriate to protect the rights, property, or safety of Home Builder, its customers, or others.
- (b) *No Disclosure for Third Party Direct Marketing.* Home Builder does not share personal information it receives or collects from you with third parties to allow those third parties for their direct marketing purposes (to market their own goods or services directly to you) unless you have first consented and then only unless or until you withdraw your consent.
- (c) *Google Analytics.* The Services use Google Analytics. You can learn how Google collects and processes data here: www.google.com/policies/privacy/partners/.
- (d) *Retargeting.* Certain service providers may have pixels embedded in the Services so that such pixels may set cookies on your browser and/or obtain information about the fact that a particular browser accessed or used the Services from a particular IP

address. These third party cookies allow you to receive Home Builder advertisements on third party websites.

7. **Your Choices.**

- (a) Do Not Track. Home Builder's Services do not respond to web browser Do Not Track (DNT) signals.
- (b) Tracking Technologies. You may set your browser to refuse some or all browser cookies, or to alert you when cookies are being sent. To learn how to manage Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that parts of the Services (including the web portal) may not be accessible or may not function properly.
- (c) Personalized Ads. To learn how to opt out of personalized ads served by Google, click here: <https://support.google.com/ads/answer/2662922?hl=en> and to opt out of personalized ads on non-Google websites and apps, click here: https://adssettings.google.com/anonymous?sig=ACi0TCgT2_5qPIEJgbhghLGJS2kGg_SMJ6bzToJCfkn-VgbzskjnzNbCC3QEn5XW_JY8Eu2CpmaCbKshJ6pj-cqropl4yqQuO95ynZWPYXZRwxaoSsCSO1I&hl=en. To opt out of interest-based advertising via the "Your Ad Choices" tool click here <https://youradchoices.com/control> or here <http://optout.networkadvertising.org/?c=1>.
- (d) Promotions by Home Builder. If you do not want Home Builder to use your information to contact you about its or third parties' goods and services, you may click "unsubscribe" at the bottom of email communications from Home Builder, or you may contact Home Builder at the contact information set forth below.
- (e) Third Party Direct Marketing. If you have consented to our disclosure of your personal information to third parties for their direct marketing purposes and you wish to withdraw that consent to opt-out of such practice and prevent further disclosure of your personal information to third parties for their direct marketing purposes, you may do so by contacting us by U.S. mail or email using the information set forth in Section 11 below.
- (f) Updating Information. You may review and change your personal information that you provide to Home Builder by logging in to the Services and visiting your profile page to make edits to the settings. You may also contact Home Builder at the contact information set forth below to request access to, correct, or delete certain personal information that you have provided to Home Builder. Home Builder may not be able to delete your personal information except by also deleting your user account. Home Builder may not accommodate a request to change information if Home Builder believes the change would violate any law or legal requirement or cause the information to be incorrect. If you delete any content you post from the Services, copies of such content may remain in cached and archived pages or might have been copied or stored by others.

8. **Data Security.** Home Builder has implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where Home Builder has given you (or where you have chosen) a password for access to certain parts of the Services, you are responsible for keeping this password confidential. Do not share your password with others. Unfortunately, the transmission of information via the internet is not completely secure. Home Builder cannot guarantee the security of your personal information transmitted to or through the Services. Any transmission of personal information is at your own risk. Home Builder is not responsible for circumvention of any privacy settings or security measures contained in the Services.
9. **Changes to Privacy Policy.** Changes to the Privacy Policy will be posted on this page. If Home Builder makes material changes to the way it treats users personal information, it may notify you by email or through a notice. The date the Privacy Policy was last revised appears at the top of the Privacy Policy. You are responsible for ensuring Home Builder has a current email address for you and for periodically visiting the Services and the Privacy Policy to check for any changes.
10. **Children.** The Services are not for children. Home Builder does not knowingly collect personal information from children under the age of 13. If Home Builder learns that it has collected or received such information, it will delete that information. If you believe we might have information from or about a child under the age of 13, please let us know by contacting us using the information set forth in *Section 11*.
11. **Contact Information.** If you have any questions or comments about this Privacy Policy and Home Builder's privacy practices, please contact Home Builder at:

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