

Website Privacy Notice Last Updated: March 2024

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I. Introduction

RoadSafe Traffic Systems, Inc. (RoadSafe, “we,” or “us”) respects the privacy of its customers’ (“you” or “your”) Personal Information.

This Website Privacy Policy (“Privacy Policy”) explains our information collection practices as required by the California Consumer Privacy Act, and the rights and choices that you may have relating to how we collect, use, retain, and disclose your Personal Information when you visit <https://www.roadsafetraffic.com> (our “Website”) or otherwise engage with our services online, when you apply to become a customer, either online or in-person, and when you visit a brick-and-mortar RoadSafe storefront to purchase our products.

Terms that are capitalized are defined within this Privacy Policy.

If you are a California resident, please see the section below titled Your Privacy Rights and Choices; Notice to California Residents for additional information provided pursuant to California law.

For purposes of this Privacy Policy, Personal Information means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to a particular individual or household. Personal Information does not include anonymous, de-identified or aggregated data that is not associated with a particular individual. Personal Information also does not include publicly available information, such as information obtained from government records or information that has otherwise been lawfully made available to the public.

This Privacy Policy explains how RoadSafe collects and uses Personal Information, including, where applicable, how we disclose Personal Information to external parties for business purposes. It also explains the categories of Personal Information we collect, the sources from which we receive it, and the categories of recipients to whom it may be disclosed. We describe certain privacy rights and choices you may have regarding the Personal Information that we have collected, including, where applicable, how to request access to, correction, or deletion of your Personal Information.

II. Categories of Personal Information We Collect

We may have collected one or more categories of the following types of Personal Information and Sensitive Personal Information in the last twelve (12) months:

- Identifiers, such as your full name, address, contact information, email address, or signature (electronic or handwritten);
- Other government-issued identifiers, such as your federal employer identification number (FEIN) or Social Security number (SSN), where your SSN may be used to identify your business;
- Financial information, such as your bank name and address, checking or savings account numbers, or payment card numbers (credit or debit);
- Commercial information, such as records of personal property, products or services purchased, or other purchasing histories or tendencies, to the extent same are displayed through the results of a credit check that we perform when you apply to become a RoadSafe customer;
- Information regarding your Internet or network activity, such as browsing history, search history, or details about your interactions with our Website or the advertisements on our Website. This information may be received through website tracking technologies such as cookies. For more information, see the How Our Website Uses Cookies section below.

A. WHY WE COLLECT YOUR PERSONAL INFORMATION

We collect and use Personal Information, including Sensitive Personal Information, to facilitate our customer relationships. This includes:

- Processing new customer applications;
- Obtaining and verifying credit checks;
- Maintaining and updating our customer records;
- Pursuing collection of outstanding payments for products or services;
- Complying with applicable laws, regulations, or other legal requirements, such as audits or other requests by government agencies including the Departments of Labor or Transportation;
- Soliciting and managing customer relationships and engagements including:
 - staffing customer projects
 - marketing our services, capabilities, and areas of expertise
- Administering and maintaining our operations, including for safety purposes.
- Exercising or defending our legal rights and those of our employees, affiliates, customers, contractors, and agents.

We do not knowingly collect Personal Information from children under the age of 16 without parental or guardian consent. If a child under the age of 16 has provided us with Personal Information, we ask that a parent or guardian contact us so that we can identify and delete the information.

B. SOURCES OF PERSONAL INFORMATION COLLECTED

There are two primary means by which we collect Personal Information or Sensitive Personal Information, as applicable. Most often, we collect Personal Information directly from you, our customer or

prospective customer. This occurs, for example, when you visit our Website and submit your information on the “Contact Us” page or request to join our email list. It also occurs when you submit a new customer application to us online or in person.

In limited circumstances, we may receive your Personal Information indirectly from your activity on our Website or from third parties. Those third parties may include digital marketing or advertising networks, internet service providers, or data analytics providers. We use cookies and other website tracking technologies to compile website usage details for sales and marketing purposes.

C. HOW OUR WEBSITE USES COOKIES

Our Website uses cookies and other website technologies. A “cookie” is a small text file that may be placed on your computer when you visit a website or click on a URL. There are two types of cookies that may be used: a session cookie and a persistent cookie. A single-session cookie is held temporarily in your computer’s memory during only a single visit to a website to personalize user experience, to determine ways to improve the site, its content, and services offered through the site. A single-session cookie disappears from your hard drive when you close your browser. A persistent cookie is entered by your web browser into the “Cookies” folder on your computer and remains in this folder after you close your browser. It may be used by your browser on your next visit to a website unless or until it is deleted or set to expire.

Examples of the categories of cookies and other technologies we may use on our Website include:

- **Essential/Strictly Necessary Cookies.** These cookies are necessary for the Website to function properly. They help improve visitor experience, make the site easier for you to use and facilitate the provision of requested online services and transmission of communications over a network.
- **Functional Cookies.** These cookies are not essential for the Website to function properly, but they allow our Website to remember a visitor’s preferences and personalize a visitor’s Website experience.
- **Performance & Analytics Cookies.** These cookies are used to gather statistical data on how visitors use the Website, such as which webpages are visited most frequently, so that we can determine how the Website is performing and make improvements to its functionality and performance.
- **Marketing & Advertising Cookies.** These cookies may be placed on the Website by RoadSafe or our third-party marketing partners. They may collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). 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.

Most browsers are set up to accept cookies. You may reject or delete cookies by adjusting your browser preferences at any time; however, this may limit your ability to use all of the features on our Website or the appearance of certain webpages. To confirm your cookie preferences and learn how you can opt out of behavioral tracking on the Website, please select “Do Not Sell or Share My Personal Information” in the footer of the Website’s Homepage or click [here](#). You may opt out of all cookies except those that are strictly necessary for the functioning of our website. Please note that our Website is not currently configured to be compatible with opt-out preference signals. Please also note that opting out of cookies may be browser or device specific.

Other Technologies. Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us to analyze site activity. For example, we may use web beacons to count users who have visited a page or opened an email and for other related Website statistics (for example, recording the popularity of certain Website content and verifying system and server integrity). We may also collect different types of information from website technologies to improve the quality of our Website and the services it provides. For example, we may collect information about the device you use to access our Website, your operating system and/or mobile device type, browser type, domain and other system settings, as well as the language your system uses and the country and time zone where your device is located. We may record the IP address of the device you use to connect to the Internet.

Our use of cookies and other tracking technologies may result in “sales” of data as defined by the CCPA or cross-contextual behavioral advertising. If you are a California resident, you may opt out of the use of third-party cookies and tracking technologies used for targeted advertising by clicking [here](#).

D. DISCLOSURES OF PERSONAL INFORMATION

We may disclose Personal Information or Sensitive Personal Information, as applicable, to the following categories of recipients for a business purpose:

1. Credit Agencies
2. Collections Agencies
3. Government Agencies
4. Other Government Entities, including Taxing Authorities and Auditors
5. Law Enforcement Agencies
6. Service Providers
7. Parties to litigation involving RoadSafe

We will only disclose your Personal Information to third parties where required by law or to assist in furthering our business processes outlined in this Privacy Policy. Several of our customer-related business processes are supported by Service Providers, which are vendors that are contractually restricted from utilizing the Personal Information we provide to them for purposes other than to perform specific business functions as instructed by RoadSafe. These processes relate to:

- Credit checks or other customer eligibility assessments;
- File sharing, data storage, or data hosting;
- Online chat or messaging providers; and
- Digital marketing and advertising

We require our Service Providers to implement appropriate security measures to protect your Personal Information. We do not permit them to process or use your Personal Information for any purpose other than those specified in our service agreements or otherwise instructed by us. Our Service Providers may be located outside of your state of residence or the United States.

E. OTHER DISCLOSURES PERMITTED OR REQUIRED BY LAW

We may also disclose your Personal Information for the following additional purposes, where permitted or required by applicable law:

- To other members of our company (including outside of your home state) for the purposes set out in this Privacy Policy or as necessary to process your customer application or other related requests;
- To comply with our legal obligations or other valid legal processes such as search warrants, subpoenas, or court orders. When we disclose your Personal Information to comply with a legal obligation or legal process, we will take reasonable steps to ensure that we only disclose the minimum Personal Information necessary to accomplish the specific purpose of the request;
- To protect our legal rights and property, including the safety of our premises and work sites;
- During emergency situations or where necessary to protect the safety of persons or property; or
- For additional purposes with your consent where such consent is required by law.

III. Data Security

Maintaining the security of Personal Information is very important to us. We maintain reasonable administrative, technical, and physical safeguards to protect the confidentiality, integrity, and accessibility of Personal Information.

Although we do our best to protect Personal Information, we cannot guarantee the security of Personal Information transmitted to our Website or information systems via the Internet. Any transmission of Personal Information is at your own risk.

IV. Data Retention

To determine the appropriate retention period for Personal Information, we consider applicable legal requirements, the amount, nature, and sensitivity of the Personal Information at issue, the potential risk of harm from unauthorized use or disclosure of that Personal Information, the purposes for which we process the Personal Information, and whether we can achieve those purposes through other means. Except as otherwise permitted or required by applicable law or regulation, we will only retain your Personal Information for as long as necessary to fulfill the purposes for which we collected it, as required to satisfy any legal, accounting, or reporting obligations, or as necessary to resolve legal disputes.

V. Your Privacy Rights and Choices; Notice to California Residents

Under California law, you may have rights with respect to your Personal Information. These rights include, in applicable cases:

Your Right to Request Access to Information. To request access to your Personal Information and, where technically feasible, to request a copy of your Personal Information. You may also have the right to obtain additional details about how we use or disclose your Personal Information.

Your Right to Request Review and Correction of Information. To request that we correct any inaccurate or incomplete Personal Information we have collected about you.

Your Right to Request Deletion of Information: To request that we delete your Personal Information. Please note that we may not be able to delete certain information depending on legal exceptions or obligations. Please see the Data Retention section above for more information regarding the reasons

we may retain your information.

Your Right to Restrict the Use and Disclosure of Information. To restrict how we use your information, including your Sensitive Personal Information. For example, you may decline to allow RoadSafe to use your Personal Information for certain marketing purposes. Note that RoadSafe collects, uses, and discloses Personal Information solely for the operational purposes described in this Privacy Policy. RoadSafe does not collect, use, or disclose Sensitive Personal Information to infer characteristics about you.

Your Right to Opt-Out of Targeted Advertising: To opt out of any Personal Information disclosures for the purposes of targeted advertising. Please note that RoadSafe does not proactively use or disclose your Personal Information for targeted advertising purposes. However, certain Personal Information may be collected automatically by cookies and other website technologies when you visit our Website.

If you wish to make one of these requests, please visit our Privacy Rights Portal or contact us at via email at Partner@roadsafetraffic.com.

We may ask you to help us confirm your identity and verify your rights related to the Personal Information we possess. You may also submit a request to exercise your rights through an authorized agent, in which case your agent must present signed written permission to act on your behalf. You may be required to independently verify your identity with us and confirm that you have provided authorization to the agent. Applicable law may allow or require us to decline your request as to some or all of your Personal Information. If we cannot honor your rights request, we will inform you of the reasons why, subject to any legal or regulatory restrictions.

VI. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time, and we will post a new Privacy Policy on our Website when we make material updates.

VII. Contact Us

If you have any questions about this Privacy Policy or need to access this Privacy Policy in an alternative format, please contact us at Partner@roadsafetraffic.com or at (888) 650-7623.

If you have any questions about our use of your Personal Information or would like to make a data access or other privacy rights request, please contact us at Partner@roadsafetraffic.com or submit your request via our [Privacy Rights Portal](#).