

This Privacy Policy applies to the website located at www.kesselco.com (the "Website" or "Site").

This policy is effective as of: June 5, 2018

Kessel Construction, Inc. ("Kessel" or "we," "us" or "our") is committed to protecting your privacy through compliance with this policy. This Privacy Policy discloses how we collect, share, and use information about you that Kessel collects through the Website and our use of and your ability to correct the information collected. The Website provides visitors with information about Kessel, as described in more detail in our Terms of Use available at www.kesselco.com/terms-of-use. In using and viewing the Website, you understand that Kessel may use your Personal Data (defined below) subject to the terms of this Privacy Policy.

This Privacy Policy applies to information that we collect via the Website and in email, text, and other electronic messages between you and us via the Website. This Privacy Policy expressly DOES NOT apply to information that is collected by us offline or via any other website operated by us or any third party (including any affiliate), including via any third-party websites that are linked to the Website.

Please review this Privacy Policy carefully. If you do not agree with this Privacy Policy, your choice is to not use our Website. By accessing or using the Website, you hereby agree to this Privacy Policy. This Privacy Policy may change from time to time as set forth below and your continued use of the Website after a new version of this Privacy Policy has been posted constitutes your acceptance of the changes on a going forward basis. Accordingly, we ask that you check back to see if there are any updates to this Privacy Policy from time to time.

Children's Online Privacy Protection Act

Kessel complies with the Children's Online Privacy Protection Act of 1998 ("COPPA"). COPPA requires that website operators never knowingly request personally identifiable information from anyone under the age of 13 without requesting verifiable parental consent. In accordance with COPPA, we do not knowingly collect any Personal Data from children under the age of 13. We recommend that no one under the age of 18 submit Personal Data to our Site.

Information Collected on the Website

Kessel does not collect any personal information through www.kesselco.com except that information which is knowingly and willingly supplied by the user for the purpose of providing the services/information requested through our site. Certain information provided by Kessel on the Website is available without Kessel collecting any Personal Data from you. In using and viewing the Website, you understand that Kessel may use your Personal Data subject to the terms of this Privacy Policy. Kessel collects the following information about users of the Website:

Information by which you may be personally identified, such as name, postal address, e-mail address, telephone number, or Facebook, Instagram, and/or Twitter usernames ("Personal Information"); and

Information concerning your internet connection or devices (such as your IP address) collected as a result of our use of Google® Analytics (“Google® Analytics Data” and, collectively with Personal Information, “Personal Data”).

We collect this information when you:

Request information about Kessel through the Website;

Subscribe to an email newsletter;

Purchase Kessel products and/or services (to the extent offered for sale on the Website);

Send Kessel an email message;

Fill out certain forms available on the Website, including the “Provide Feedback,” “Add/Edit Business Profile” and “Submit an Event” forms;

Otherwise provide Kessel with Personal Data; or

With respect to information collected via Google® Analytics, automatically when you use the Website (as described below).

You have a choice as to whether to provide Kessel with any Personal Data. We will not collect your Personal Information unless you provide it to us. You may opt out of our collection of Google® Analytics Data by following the process set forth below. Although you are not required to disclose Personal Data to us, some portions of the Website may not be available to you without your providing this information.

Information We Collect Through Automatic Data Collection Technologies. As you navigate through and interact with our Website, we may use automatic data collection technologies, namely cookies as a result of our use of Google® Analytics, to collect certain information about your equipment, browsing actions, and patterns including:

Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.

Information about your computer and internet connection, including your IP address, operating system, and browser type.

A cookie is a small file placed on the hard drive of your computer. 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 our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

The information we collect automatically is statistical data and does not include Personal Information, but we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

Estimate our audience size and usage patterns.

Store information about your preferences, allowing us to customize our Website according to your individual interests.

Speed up your searches.

Recognize you when you return to our Website.

Moreover, if you do not want your Personal Data collected with or by Google® Analytics, you can install the Google® Analytics opt-out browser add-on available from Google (more information is available at

https://support.google.com/analytics/answer/181881?hl=en&ref_topic=2919631 and the add-on is available here <https://tools.google.com/dlpage/gaoptout>). This add-on prevents the Google® Analytics JavaScript from sharing information with Google® Analytics about visit activity. Please follow all instructions for your specific browser and as otherwise provided by Google.

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see below.

Use and Disclosure of Your Information

Kessel uses any Personal Data and any other information that you provide in a limited number of ways. We may use your Personal Data or other information:

To respond to your emails sent to Kessel;

To make the site easier for you to use by not making you enter your Personal Data more than once and otherwise presenting the Website to you;

To provide you with information about Kessel, its affiliates, and/or its or their products and services;

To conduct a transaction that you have requested;

To verify your identity and grant access to your account (to the extent this feature is made available);

To alert you to updated information and other news and information from Kessel;

To carry out our obligations and enforce our rights arising from any agreements between us and you;

To notify you about changes to the Website;

To fulfill any other purpose for which you provide information;

As otherwise set forth in this Privacy Policy; and

For any other purpose Kessel deems appropriate with your consent or as described when you provide the information.

In addition, Kessel may hire other companies to perform services on our behalf such as operating certain aspects of the Site or sending you email. These other companies may be supplied with or have access to your Personal Data or other information for the sole purpose of providing these services to us or on our behalf. Kessel may also use third-party ad servers or ad networks to deliver ads to you on Kessel's behalf. These third-party ad servers may be supplied with or have access to your Personal Data or other information for the sole purpose of providing these services to us or on our behalf. They also may collect and use certain Personal Data about your visits to the Site in order to send advertisements that may be of interest to you. We may also provide certain Personal Data to third parties for analytical purposes, such as in connection with our use of Google® Analytics.

We may also on occasion combine information about you that we have with information we obtain from other parties to enhance our ability to market to you those products or services that may be of interest to you.

We may need to disclose Personal Data or other information collected from you when required by law or if we have a good-faith belief that the action is necessary to comply with a pending judicial proceeding, a court order or legal process served on Kessel or to protect our rights or the rights of others, to fight fraud, identity theft, to ensure the integrity and operation of our business and systems, or to protect the rights, property or safety of Kessel, its employees, members or others.

We may also disclose your information (including your Personal Data) to a buyer or other successor in the event of a merger, divestiture, restructuring, change of control, reorganization or other sale or transfer of all or some of Kessel's asset, whether as a going concern or as a part of bankruptcy or liquidation or similar proceeding, in which such information is among the assets transferred.

Control of your Personal Data; Choices concerning Personal Data

When you give us Personal Data, Kessel will not share that information with third parties without your permission, other than for the limited exceptions provided herein. Such Personal Data will only be used for the purposes set forth herein. Kessel may send periodic emails informing you of changes and updates regarding the Website.

You may exercise control over our collection of Personal Data as follows:

With respect to Personal Information, please contact us at info@kesselco.com if you would like us to delete or modify your Personal Information, or if you would like to opt-out of our use or disclosure of your Personal Information or if you do not wish to be contacted by us for promotional purposes.

With respect to Google® Analytics Data, please install the Google® Analytics opt-out browser add-on, as discussed above.

How we Share Your Information

We will not disclose your Personal Data to others without your permission, except as explained in this Privacy Policy.

Aggregate Information

On an aggregate basis only, we may collect comprehensive demographic, business information and data, and other non-identifying information about users of the Website. Kessel will never disclose any Personal Data as part of this aggregate information but we may lend, sell, share or otherwise disclose aggregate information with others so we can perform research and provide the results to third parties, enhance and market the Website, and conduct accounting and process record keeping functions.

Other websites and links

We may include links to other websites that we think will be of interest to you or operated by our business partners, affiliates, advertisers, and others. These third parties have separate data collection and privacy practices independent from ours, and Kessel cannot be responsible for their policies or activities. Please contact those third parties directly if you have questions about their privacy policies.

IP Addresses

Additionally, we may use IP address information to count and track aggregate visits to Website, to help diagnose problems with our server, and to administer the Website. Kessel does not link IP addresses to anything personally identifiable so while a particular user's session can be tracked, the user remains completely anonymous. Kessel does not track its customers over time and across third party websites to provide targeted advertising and, therefore, does not respond to "Do Not Track (DNT)" signals. However, some third-party sites do keep track of your browsing activities when they serve you content, which enables them to tailor what they present to you. Third parties that have content embedded on Kessel's Sites such as a social feature may set cookies on your browser or obtain information about the fact that a web browser visited a specific Kessel site from a certain IP address. Third parties cannot collect any other personally identifiable information from Kessel's Sites unless you provide it to them directly.

Accessing and Updating Information

Kessel does not currently have an online method for users to delete their Personal Data contained in our database. However, you may change or update the Personal Information we have collected, request that we delete it, or request that we change how we use it by sending an email to info@kesselco.com with your instructions. Please note that this deletion may otherwise impact prior transactions performed on the Website. We will not accommodate a change or deletion if we believe doing so will violate any law or legal requirement or cause the information to be incorrect.

Changes to this Privacy Policy

We encourage you to review our Privacy Policy not just the first time you visit the Website but periodically afterwards since we may modify our Privacy Policy from time to time. The date of the last update of the Privacy Policy will always be posted below:

THIS PRIVACY POLICY WAS LAST REVISED ON: May 5th, 2021

If we make any substantive changes to our Privacy Policy in the future with regard to how we use your Personal Data, we will incorporate those changes here and will notify you via [insert notice mechanism]. Your continued use of the Website after the changes are posted constitutes your agreement to the changes, both with regard to information we have previously collected from you and with regard to information we collect from you in the future. If you do not agree to the changes, please discontinue use of the Website. Lastly, if Kessel is sold or merged with another company, your Personal Data will be included as part of the sale as noted above but unless you are notified that the Privacy Policy is changed, your Personal Data and other collected information will be maintained in the same manner.

International Users

While our Website is meant for use in the United States by United States residents, like almost every website, our Website is accessible around the world. By visiting the Website and providing your information, you acknowledge and agree that your Personal Data can be stored for the purposes identified in this Privacy Policy. We process and store your information in North America and your information may be stored on servers located outside your residential jurisdiction and which may have less stringent privacy practices than your own. If you access the Website from outside the United States, your usage of the Website constitutes consent to the transfer of your data outside of your country and to North America.

Security

This Website has industry-standard security measures in place to protect the loss, misuse, and alteration of the information under our control, and we make good faith efforts to store your Personal Data in a secure operating environment. Unfortunately, no data transmission over the Internet can be guaranteed to be absolutely secure. As a result, while we strive to protect your Personal Data, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.

Contacting Kessel

Please feel free to share any comments and concerns with us. If you have any questions about this Privacy Policy or the practices of the Website, please send us an email at info@kesselco.com.

YOUR CALIFORNIA PRIVACY RIGHTS

California Civil Code Section 1798.83 permits customers of Kessel who are California residents to request certain information regarding its disclosure of personal information to third parties for

their direct marketing purposes. To make such a request, please send an e-mail to:
info@kesselco.com or write us at:

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