

Last Modified: June 26, 2023

Online Privacy Policy

California Notice of Collection

The privacy of users of the ECHO Incorporated Web Site (hereinafter referred to as “Users”) is very important to ECHO Incorporated (hereinafter referred to as “ECHO”). The purpose of this Online Privacy Policy is to inform Users as to ECHO’s practices concerning the collection, use, access and security of information submitted by Users to ECHO’s Web Site. This Online Privacy Policy does not apply to information collected by: (1) ECHO offline or through any other means, including on any other website operated by ECHO or any third party (including our affiliates and subsidiaries); or (2) any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or through the ECHO Web Site.

By accessing or using the ECHO Web Site, you agree to this Online Privacy Policy and ECHO’s Terms and Conditions of Web Site Use, available at <https://www.echo-usa.com/terms-conditions>. This Online Privacy Policy may change from time to time (see Updates to Our Privacy Policy). Your continued use of the ECHO Web Site after we make changes is deemed to be acceptance of those changes, so please check this Online Privacy Policy periodically for updates.

Children Under the Age of 16

The ECHO Web Site is not intended for children under 16 years of age. No one under age 16 may provide any personal information to or on the ECHO Web Site. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on the ECHO Web Site or through any of its features, register on the ECHO Web Site, make any purchases through the ECHO Web Site, use any of the interactive or public comment features of the ECHO Web Site, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at 1-800-432-3246.

A. Data Collection

The purpose of the ECHO Web Site is to provide the User with interactive online access to information, resources and services that enhance the User’s understanding of ECHO’s full line of products and services and to facilitate purchases of ECHO’s products and services. However, ECHO recognizes the importance of safeguarding the privacy of the Users accessing the ECHO Web Site. Specifically, ECHO collects the following types of User information through the ECHO Web Site:

Contact Information: Name, mailing address, phone number and e-mail address(es).

Purchasing Information: Billing and/or shipping information, product information.

Demographic Information: Age, personal interests and product preferences.

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

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

How We Use Your Information

Any information provided by the User is used by ECHO for the purpose of the sale of products and services, warranty registration, product recall, personalizing the User's online experience and to selectively send the User information that may be of a particular interest. If Users order ECHO's products and services, ECHO specifically uses the Users' information to process the order, and to ship products and provide services. ECHO may use Users' email addresses and/or phone numbers to communicate with Users about the Users' orders and shipping details. ECHO may also send Users confirmation emails when Users order products and services.

In addition to the foregoing, ECHO may collect other types of User information to allow ECHO to conduct market research, meet User needs and promote the purposes of the ECHO Web Site.

B. Security

ECHO uses secure web pages when credit card and other personal information of Users are collected. ECHO's online credit card processing system is handled by Authorized.Net, a third-party provider. Information is relayed to Authorized.Net system through secure channels using SSL (Secure Sockets Layer). Users' credit card information is not stored on ECHO's servers or computers. Such credit card information is only stored in the Authorized.Net PCI-compliant data center. ECHO's employees and agents who are required to process orders are provided with passwords and only then can access the Authorized.Net data center for Users' information. Users should separately review Authorized.Net's privacy policy to fully understand their privacy practices.

C. Cookies

ECHO may use "cookies" to collect information concerning use of the ECHO Website by Users. A "cookie" is a small text file that the ECHO Website can place on a User's computer hard drive in order, for example, to gather information concerning Users' use of the ECHO Website, to allow more streamlined use of the ECHO Web Site, and improve the functionality of the ECHO Web Site. The cookie transmits this information back to the ECHO Website's computer. The use of cookies is a relatively standard practice which is employed by most commercial web sites. Cookies cannot read any information from the User's hard drive or read any information collected by other cookie files created by other websites. Our intention is to provide all visitor's of our website with a seamless experience, and the collection of cookies helps us accomplish that. Users may determine when "cookies" are placed on their respective electronic devices, or prevent the or limit placement of "cookies" on their respective electronic devices, by adjusting their browser features. Users wishing to do so should consult their IT managers or conduct an Internet search in order to obtain more

information. Please note that limiting the collection of certain types of cookies may disrupt your experience on our website and cause issues with your use of the same.

If you wish to reject any or all cookies from ECHO:

You can decline to visit the ECHO website.

You can set your browser to block cookies.

You can either block cookies from all websites, or you can specify which websites you would like to block from using cookies.

Chrome instructions: <https://support.google.com/accounts/answer/61416>

Chrome instructions: <https://support.google.com/accounts/answer/61416>

Edge instructions: <https://support.microsoft.com/en-us/search?query=disable%20cookies%20in%20microsoft%20edge>

Safari instructions: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Internet Explorer instructions: <https://support.microsoft.com/en-us/topic/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

D. Interest Based Advertising

ECHO may also use cookies, pixels, beacons, or other web tracking technologies to track the amount of time spent on our sites or social media and whether or not certain content, such as video, was viewed. We may work with a trusted third-party to collect and process this information for us, based on our instructions and in compliance with our Privacy Policy. We may also participate in interest-based advertising using similar technology. This means that you may see advertising for ECHO products on other web sites based on your browsing behavior across web sites. Some web sites where we may advertise belong to ad networks that use our web browsing history to choose which ads to display on their network web sites. These ads include advertising for ECHO products. Other web sites where you see our ads, such as Facebook, may use interest preferences that you have chosen on those sites, as well as registration and other information about you to choose which ads to display to you. Some internet browsers, websites such as Facebook, and mobile devices offer opt-outs for interest-based advertising. Please refer to the web site you are visiting, your browser, and/or your device settings for additional information.

Some content or applications on the ECHO Web Site 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 the ECHO Web Site. 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.

In addition, you can opt-out of receiving interest-based ads from third parties who are members of the Network Advertising Initiative (NAI) or who follow the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out pages on the NAI web site and DAA web site.

(<http://networkadvertising.org/choices/>) and (<http://www.aboutads.info/choices/>)

Residents of certain states such as California and Nevada may have additional personal information rights and choices. Please see Your State Privacy Rights below for more information.

E. Access to User Information

The ECHO Web Site provides certain information relating to Echo product catalogs, manuals and other literature, and ECHO news and dealer locations. In addition, the ECHO Web Site allows Users to order products and services and register their products for product warranty purposes. Users who utilize the online order form or the online product registration form can input and submit the orders and product registration over the Internet. Registered Users who have any concerns regarding information submitted to ECHO by such Users should contact ECHO.

In the event ECHO collects any information from a User which the User wishes to retrieve, update, modify or have deleted, the User should contact ECHO at 1-800-432-3246.

F. Disclosure of User Information

ECHO does not sell, rent, or trade personal information to third parties, although ECHO may share personal information with its affiliates and business partners in order to facilitate User purchases.

ECHO will cooperate with any court order or other legal process and will provide User personal information to the extent necessary and/or compelled for any legal proceeding. It is also ECHO's practice to release account and other personal information when ECHO believes such release is necessary to protect the rights, property or safety of ECHO's employees, our users or other third-parties. Further, in certain limited situations, ECHO may exchange information with other companies and organizations for fraud protection and credit risk reduction.

G. Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. To learn more about California residents' privacy rights, visit [://echo-usa.com/california-notice-of-collection](http://echo-usa.com/california-notice-of-collection).

Pursuant to Section 1798.83 of the California Civil Code, residents of California have the right to request from a business, with whom the California resident has an established business relationship, certain information with respect to the types of personal information the business shares with third-parties for direct marketing purposes by such third party and the identities of the

third parties with whom the business has shared such information during the immediately preceding calendar year.

To request a copy of the information disclosure provided by ECHO pursuant to Section 1798.83 of the California Civil Code, please contact 1-800-432-3246.

Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sale opt-out rights may submit a request by calling our toll-free number: 1-800-432-3246. However, please know we do not currently sell data triggering that statute's opt-out requirements.

Do-Not-Track Signals

Note that your browser settings may allow you to automatically transmit a "Do Not Track" signal to websites and online services you visit. There is no consensus among industry participants as to what "Do Not Track" means in this context. Like many websites and online services, we currently do not alter our practices when we receive a "Do Not Track" signal from a visitor's browser.

H. Updates to our Privacy Policy

As ECHO recognizes the need to update this Privacy Policy to reflect new features and services provided by ECHO and/or ensure compliance with applicable law, ECHO reserves the right to update this Online Privacy Policy as it deems necessary. If there are changes or additions to this Online Privacy Policy, ECHO will post those changes here or in other formats for review, with a notice that the Online Privacy Policy has been updated on the ECHO Web Site home page. The date the Online Privacy Policy was last revised is identified at the top of the page. You are responsible for periodically visiting the ECHO Web Site and this Online Privacy Policy to check for any changes.

I. Contact Information

Questions or concerns regarding the ECHO Web Site and/or this Privacy Policy should be directed to the ECHO Marketing Department at 1-800-432-3246 from 8:30 a.m. to 5:00 p.m. (Central Standard Time) Monday through Friday.