

# **WATER HEATERS MASTERS INC. PRIVACY POLICY**

**EFFECTIVE DATE:** October 1, 2025

## **Protecting your privacy.**

Your privacy is a major priority at Water Heaters Masters Inc., and we take great care to protect your information. The Water Heaters Masters Inc. Privacy Policy lays out the ways in which we gather and protect information, and how you can control your personal information.

## **Why we updated our privacy policy.**

Our updates are intended to make the policy easier to read, inform you about new personal information options, and reflect changes to our information-sharing practices after October 1, 2025.

Over a dozen states have recently enacted new privacy laws, with new terms and new definitions. We also offer consumers personal information options that didn't exist until recently. As a result, we made changes so that our updated privacy policy provides a revised description of how we will collect, use, and share personal information and the personal information options we offer. We also provide a California State-Specific Privacy section to supplement our privacy policy with the specific requirements of California state laws.

## **We changed our information-sharing practices.**

At Water Heaters Masters Inc., our purpose is to provide excellent water heater replacement and repair services and related plumbing services. This requires the use of various persons/companies such as Third-Party advertisers, vendors, and suppliers. Collectively, we try to ensure our customers (including vendors, suppliers, applicants, and employees) receive relevant, personalized information and experiences no matter how they interact with us.

As described below, we are going to share personal information regarding consumer inquiries and purchases made after September 1, with select partners to help better ensure we're delivering relevant information and experiences and measuring how well we're doing. Some of those partners may use the shared information to improve their interest-based advertising, independent of Water Heaters Masters Inc.

See below regarding "Advertising Opt-Outs" to learn more about asking us to limit this type of sharing for advertising purposes (referred to as a "sale" by some state laws).

## **Water Heaters Masters Inc. Privacy Policy**

At Water Heaters Masters Inc., our purpose is to provide excellent water heater replacement and repair services and related plumbing services. We collect, use, and share information about consumers to fulfill our purpose, meet (and hopefully exceed) customer expectations.

This Privacy Policy is designed to give you an understanding of the personal information options we provide to all Americans, what types of information related to consumers we collect, how we use that information, and how we share that information.

California state laws require us to describe our privacy practices using specific definitions and providing specific details—you can find information consistent with applicable state law in our California State-Specific privacy section. If you still have any questions about our privacy practices, feel free to ask using our contact information provided below.

### **Scope**

This Privacy Policy applies to Water Heaters Masters Inc. and events under the Water Heaters Masters Inc. name. This Policy also applies to digital properties (we use “digital properties” to include websites and mobile apps) owned or operated by Water Heaters Masters Inc., unless they are operated by a Third-Party outside our control, in which case the Third-Party’s privacy policy would apply.

### **Personal Information Options**

While only required by a relatively small number of US states, we provide the following options to all Americans:

- **Access:** We’ll give you a report on the personal information that Water Heaters Masters Inc. has about you. Just submit your [access request](#) to get started. Exceptions apply.
- **Correction:** You can ask us to correct certain personal information we have about you by submitting a [correction request](#). Exceptions apply.
- **Deletion:** You can ask us to delete certain personal information we have about you by submitting a [deletion request](#). Exceptions apply.
- **Advertising Opt-Outs:** Some states have nuanced requirements that, for Water Heaters Masters Inc., impact sharing of information for advertising purposes.
  - You can ask us to not share or sell personal information and sensitive personal information by submitting a [DO NOT SHARE request](#). Exceptions apply.
  - See below regarding “Advertising Opt-Outs” to learn more about asking us to limit this type of sharing for advertising purposes (referred to as a “sale” by some state laws).

## Collection

We may collect information relevant to you in three ways.

First, we may collect information directly from you. This could be as part of your interactions with Water Heaters Masters Inc. personnel, on the phone, during in-home visits, or when you provide information through our digital properties.

This also includes information when it is supplied through an assisted device, a call center assistant, or from others acting legally on your behalf.

The personal information we collect directly from you may include things such as:

- Name
- Postal address (billing and jobsite)
- Email address
- Phone number
- Payment card number and other payment information
- Survey responses
- Form submission information.
- Chat submissions
- Reviews and other content you post on our digital properties in publicly accessible blogs and other forums (be aware that anyone who accesses these posts may view, collect, and use the information you provide)

In certain situations, we may also collect other information directly from you such as:

- Driver's license (for example, if you apply for a job)
- Social Security Number (for example, if you apply for a job)
- Location information (such as when you ask us to provide services)
- Demographic and lifestyle information
- Health information (for example, if you obtain employee benefits)
- Biometric data (for example auditory, facial or fingerprints in connection with Water Heaters Masters Inc.'s digital properties and devices)
- Commercial information
- DMV or Background check related information (for example, if you apply for a job)

Second, we will collect such information by observing behavior — either in the “real world” or through our digital properties.

### **Cameras & sensors**

Our offices and vehicles may use cameras and sensors for asset protection and other operational purposes, such as measuring traffic patterns and protecting and improving our business.

### **Information collected automatically**

Our digital properties are not designed to respond to “do not track” requests from browsers. We may collect information about your digital interactions with us including, for example:

- Type of device and/or browser you're using

- IP address
- Browsing behavior while visiting our digital properties
- The URLs of the websites visited before visiting our site (these are called “referring URLs”)
- IMEI/UDID (a numeric identifier for your mobile device)
- MAC address (another kind of numeric identifier for your mobile device)
- IDFA (Apple’s ID for advertising, a randomly generated number)
- AAID (Google Android’s unique ID for advertising)
- Location information

Most current operating systems on mobile devices require that a user give permission for a specific app or website to collect specific location information—don’t give our app or website permission if you don’t want that information collected. Mobile devices also often provide users with the ability to adjust settings related to sharing specific location information. Note that adjusting these settings does not completely eliminate the ability of others to develop location information about your device (such as non-specific location information derived from IP addresses).

### **Collection by others**

Water Heaters Masters Inc. and our partners use cookies, pixels, tags, or similar technologies on our digital properties. We may permit third-party service providers to collect and process some information from our digital properties through these or other automated means. We may share personal information with those providers and may have similar arrangements with interest-based advertisers. See above regarding “Advertising Opt-Outs” to learn more on how you can limit this collection and sharing and below for more on interest-based advertising.

Our digital properties link to other companies’ websites, many of which have their own privacy policies. Be sure to review the privacy policy on the website you are visiting to understand their privacy practices—our policy will not apply to others’ digital properties.

Third, we may receive information about you from other sources, independent of you. For example, we may receive information about you as a gift recipient or as the person designated by another customer to receive services from our company. We may receive information relating to you from our financial-services partners, consistent with federal law and the specific partner’s privacy notice, arising from other financial services. We may also receive information related to you from data brokers or other third parties.

### **Transfer of Assets**

As we continue to develop our business, we may sell or purchase assets. If another entity acquires any of our assets, the Personal Information and Non-Identifying Information we have about you, or any person may be transferred to and used by this acquiring entity. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties to the extent permitted by applicable law.

## Use

We will use information about you to meet your expectations, give you a great experience with Water Heaters Masters Inc., and improve our business to better serve you and others in the future. Some examples of this may include:

- Identifying you or a device on our digital properties to personalize or customize experiences.
- Fulfilling orders and requests for products, services, or information
- Processing refunds, returns, and exchanges.
- Tracking and confirming orders.
- Delivering and installing products
- Conducting research and analytics
- Engaging in internal uses with the purpose of enhancing existing or creating new products, services, digital properties, and technologies
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance a service or device that is owned, manufactured, manufactured for, or controlled by us.
- Perform required background checks associated with employment.

We will also use information related to you in efforts to protect you, our customers, Water Heaters Masters Inc., and other stakeholders. Examples may include detecting and responding to security incidents, protecting against and responding to malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity. We also may use such information to comply with and enforce applicable legal requirements, relevant industry standards and our policies.

We may use location information collected by a digital property to provide you with personalized content, information, or notices (including, but not limited to, notices that may be required by law based on your location).

## Sharing

We may combine or share information among current or future Water Heaters Masters Inc. companies, including affiliates and subsidiaries.

We may share your information with third parties to perform services on our behalf such as:

- Fulfilling orders and delivering packages
- Scheduling and performing product installations and services.
- Providing customer care and technical support, including servicing products
- Sending marketing communications and providing advertising services
- Measurement and reporting of advertising frequency, attribution, and performance
- Personalizing customer experience on our digital properties
- Conducting research and analysis
- Processing credit card and other types of payments
- Detecting fraud and other illegal activity

We also may share personal information in connection with co-branded product or service offerings (including sharing personal information with business partners to validate offers or services). Additionally, we may share personal information in connection with financial products or services related to our business.

Sometimes we may be required to share personal information for legal reasons, for example, if we are required to do so by a regulation, court order, subpoena or other legal process. We may also share information when we believe it is necessary to comply with the law or to respond to a government request, or when we believe disclosure is necessary or appropriate to protect Water Heaters Masters Inc., our customers, or others.

We may share personal information in the event of a corporate sale, merger, acquisition, joint venture, reorganization, divestiture, dissolution, liquidation, or similar event.

### **Interest-based advertising & related information sharing**

You can opt out of interest-based advertising from third-party providers who follow the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising at [www.aboutads.info/choices](http://www.aboutads.info/choices).

As a general rule, when we share personal information the contract between us and the receiving party places specific limits on how they use the information in support of Water Heaters Masters Inc. However, this general rule does not apply to some information sharing for advertising purposes. For example, we may share browsing history from our website or our prediction of your preferences/interests and personal information (like a device identifier or IP address, for example) with third parties to support providing you or a device relevant ads. Some recipients may combine this information with assumptions based on other information they have collected in order to tailor ads to you or the identified device.

As another example, we may share consumer purchase history with social-media companies so that, if you have an account with that company's digital properties, they can improve the performance of our advertising on their properties and we can better assess how those advertisements performed. Some of these companies will combine this information with other personal information for their own purposes, independent of Water Heaters Masters Inc., but are obligated by law to follow their own privacy policy.

See above regarding "Advertising Opt-Outs" to learn more about asking us to limit this type of sharing for advertising purposes (referred to as a "sale" by a number of state laws).

### **Social media**

Our digital properties may include ways to interact and share using social media, through features such as a "thumbs up" button, "share this" button, or interactive mini programs that run on our website ("widgets"). These features may collect information such as your IP address or the page you are visiting on our website and may set cookies to enable the feature to function properly. Any information you gave permission

to will also be shared with us, such as your profile picture, email address or friends list, and any information you have made public in connection with the social media services. Social media features can be hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the social media company providing the feature.

### **How we protect information about you**

We use a variety of administrative and cybersecurity measures designed, under a risk-based approach, to ensure the confidentiality of information about you from bad actors. However, as set forth in the applicable terms of use for each digital property, we cannot and do not guarantee the security of the information we collect.

You also can do your part to help protect the information you provide to us. For apps or sites that require a password, be sure to create a strong password. Use that password only on our digital properties and not on other sites or for other accounts. And do not share your password with anyone—especially anyone claiming to work with us. We would never contact you and ask for your password—ever.

### **Protecting children’s privacy**

We do not knowingly solicit or collect personal information from children under the age of 13 without parental consent. If we learn that we have collected personal information from a child under age 13 without parental consent, we will promptly delete that information. Our digital properties are not intended for minors under age 18 and we also ask third parties who share personal information with us, including data brokers, not to include any information concerning children or minors under the age of 18 if possible. If you believe we are processing information about a child or minor without parental consent, please contact us as specified in the “How to contact us” section below.

Please note that in some cases we may not be able to remove content posted on our properties, in which case we will let you know if we are unable to do so and why. Additionally, even if we are able to anonymize or make content or information no longer visible on our digital properties at your request, this cannot ensure complete or comprehensive removal of the content or information from the internet.

### **Privacy Policy updates**

We may need to update our Privacy Policy as we and our customers grow and evolve. If we make material changes, we will notify you by means of posting a notice on this website prior to or upon the change becoming effective, as well as informing you of any choices you may have with respect to these changes.



## How to contact us:

If you have any questions about our Privacy Policy or practices, please contact us.

**Phone:** (1-866-528-8265) or (1-925-363-4965)

**Email:** [waterheatersmasters@gmail.com](mailto:waterheatersmasters@gmail.com)

### Address

Water Heaters Masters Inc.

Attn: Compliance Department

2229 DeMartini Lane, Brentwood, CA 94513

If you wish to make an Access, Correction, Deletion, or Advertising Opt-Out request as discussed at the start of this policy, you or your authorized representative must follow the methods provided in our California State-Specific Privacy Information section.

## California Residents:

If you are a California resident and would like to learn more about your rights under California's laws or review a privacy policy and notice consistent with the same, visit our California State-Specific Privacy Rights section.

**Last Updated:** October 1, 2025

## California State-Specific Privacy Information

This Statement is designed to be consistent with California privacy laws. This Statement uses certain terms that have the meaning given to them by the California Consumer Privacy Act (CCPA), as amended, unless otherwise specified.

### 1. Collection and Use

#### a. Collection

During the 12-month period prior to the effective date of this Statement, we may have collected the following categories of personal information, including sensitive personal information, about you:

- **Identifiers:** identifiers such as a real name, alias, postal address, unique personal identifier (such as customer number, unique pseudonym, or user alias), email address, account name, Social Security number, driver's license number, passport number, and other similar identifiers, physical characteristics or description, state identification card number, and signature
- **Identifiers (Online):** a device identifier; cookies, beacons, pixel tags, mobile ad identifiers and similar technology; other forms of persistent or probabilistic identifiers, and Internet Protocol address



- **Other Financial, Medical, and Health Information:** bank account number, credit card number, debit card number, insurance policy number, and other financial information, medical information, and health insurance information
- **Information Related to Characteristics Protected Under California or Federal Law:** characteristics of protected classifications under California or federal law, such as race, color, national origin, religion, age, sex, gender, gender identity, gender expression, sexual orientation, marital status, medical condition, ancestry, genetic information, disability, citizenship status, and military and veteran status
- **Commercial Information:** including records of personal property, products or services purchased, obtained, or considered, and other purchasing or consuming histories or tendencies.
- **Biometrics:** biometric information such as a fingerprint provided along with a product return if required by local law, or fingerprint or facial provided in conjunction with usage of Water Heaters Masters Inc devices.
- **Internet and Other Electronic Network Activity Information:** including, but not limited to, browsing history, search history, and information regarding your interaction with websites, applications or advertisements.
- **Geolocation Data**
- **Sensory Information:** Audio, electronic, visual, thermal, and similar information
- **Professional or Employment-Related Information**
- **Education Information**
- **Profile Inferences:** inferences drawn from any of the information identified above to create a profile about you reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and/or aptitude.

b. Sources of collection

We collected personal information about you from the following sources:

- You
- Water Heaters Masters Inc.
- Device(s) You Used
- Service Providers

c. Purposes for collection/use

We collected and used personal information about you for the following purposes:

- Performing services you have purchased from or contracted for with us, including providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytics services, or providing similar services.
- Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance.
- Detecting and responding to security incidents, protecting against and responding to malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity
- Short-term, transient use, including, but not limited to, non-personalized advertising shown as part of your interactions with our digital properties.
- Debugging to identify and repair errors that impair existing intended functionality.

- Undertaking internal research for technological development and demonstration
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us.
- Displaying advertisements intended for you based on personal information, related to your activities over time and across nonaffiliated websites or online applications, used to predict your preferences or interests (targeted advertising)
- Customizing your experience on our digital properties
- Processing liability and warranty claims or registrations
- Complying with and enforcing applicable legal requirements, relevant industry standards and our policies

## **2. Disclosures**

a. We may have disclosed the following categories of personal information for a business purpose:

- Identifiers
- Identifiers (Online)
- Other Financial, Medical and Health Information
- Information Related to Characteristics Protected Under California or Federal Law
- Commercial Information
- Biometrics
- Internet and Other Electronic Network Activity Information
- Geolocation Data
- Sensory Information
- Professional or Employment-Related Information
- Education Information
- Profile Inferences
- Background Check related information

b. We may share personal information about you for cross-context behavioral advertising — seeking to place ads to you on others' digital properties based, at least in part, on personal information obtained from your activity on others' digital properties.

c. We may have sold (as defined under California law) the following categories of personal information:

- Commercial Information
- Identifiers (online) associated with a device used to interact with our digital properties or advertisements (such as a device identifier, cookies, beacons, pixel tags, mobile ad identifiers and similar technology)
- Internet and other electronic network activity information associated with a device used to interact with Digital Properties or advertisements.
- Profile Inferences

- d. We do not sell the personal information of consumers under the age of 16 if we have actual knowledge of the individual's age.
- e. **Sensitive Personal Information:** We do not share sensitive personal information for cross-context behavioral advertising. We do not sell sensitive personal information.
- f. We may have disclosed personal information about you with the following categories of third parties:
- Our affiliates
  - Our joint marketing partners
  - Our business partners
  - Social media networks
  - Third-party marketing partners
  - Government entities, including law enforcement.

Information we disclose to third parties:

	3rd Party Categories					
Personal Information Categories	Our Affiliates	Our Joint Marketing Partners	Our Business Partners	Social Media Networks	Third-party Marketing Partners	Government Entities, Including Law Enforcement*See Disclosure
Identifiers	Yes, processed for business operations	Yes, processed for advertising purposes	Yes, processed for advertising purposes and business operations	Yes, processed for advertising purposes	Yes, processed for advertising purposes	Yes, see disclosure below
Identifiers (Online)	Yes, processed for business operations	No	Yes, processed for advertising purposes and business operations	Yes, processed for advertising purposes	Yes, processed for advertising purposes	Yes, see disclosure below
Other Financial, Medical and Health Information	No	No	Yes, processed for business operations	No	No	Yes, see disclosure below

Information Related to Characteristics Protected Under	No	No	Yes, processed for business operations	No	No	Yes, see disclosure below
<b>3rd Party Categories</b>						
<b>Personal Information Categories</b>	<b>Our Affiliates</b>	<b>Our Joint Marketing Partners</b>	<b>Our Business Partners</b>	<b>Social Media Networks</b>	<b>Third-party Marketing Partners</b>	<b>Government Entities, Including Law Enforcement*See Disclosure</b>
California or Federal Law						
Commercial Information	Yes, processed for business operations	Yes, processed for advertising purposes	Yes, processed for advertising purposes and business operations	Yes, processed for advertising purposes	Yes, processed for advertising purposes	Yes, see disclosure below
Biometrics	No	No	Yes, processed for business operations No	No	No	Yes, see disclosure below
Internet and Other Electronic Network Activity Information	Yes, processed for business operations	No	Yes, processed for business operations	Yes, processed for advertising purposes	Yes, processed for advertising purposes	Yes, see disclosure below
Geolocation Data	No	No	Yes, processed for business operations	Yes, processed for advertising purposes	Yes, processed for advertising purposes	Yes, see disclosure below
Sensory Information	No	No	Yes, processed for business operations	No	No	Yes, see disclosure below

Professional or Employment Related Information	No	No	Yes, processed for business operations	No	No	Yes, see disclosure below
<b>3rd Party Categories</b>						
<b>Personal Information Categories</b>	<b>Our Affiliates</b>	<b>Our Joint Marketing Partners</b>	<b>Our Business Partners</b>	<b>Social Media Networks</b>	<b>Third-party Marketing Partners</b>	<b>Government Entities, Including Law Enforcement*See Disclosure</b>
Education Information	No	No	Yes, processed for business operations No	No	No	Yes, see disclosure below
Profile Inferences	Yes, processed for business operations	No	Yes, processed for business operations No	Yes, processed for advertising purposes	Yes, processed for advertising purposes	Yes, see disclosure below

Please note: Water Heaters Masters Inc. shares Personal Information with government entities, including law enforcement, only in the following circumstances: (1) when required to do so as a matter of law; (2) to assist in the investigation of a potential crime impacting Water Heaters Masters Inc., its employees, its customers, or the communities we serve; or (3) when required in response to legal process (e.g., subpoena, search warrant).

### 3. Retention — California Residents

Water Heaters Masters Inc. has in place a record-retention schedule reflecting our intended retention periods for certain types of information. The following reflects the longest applicable intended retention period by personal-information category for information related to California consumers acquired on or after January 1, 2023. Once the intended retention period has passed, subject information is to be deleted or modified such that it is no longer personal information. However, when information falls into more than one category or retention period requirement, the longer retention period will apply.

<b>Personal Information Categories</b>	<b>Intended Retention Period</b>
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Biometrics	Up to 10 years after last activity
<b>Personal Information Categories</b>	<b>Intended Retention Period</b>
Commercial Information	10 years after expiration of contractual obligations
Education Information	10 Years after termination of employment
Geolocation Data	Up to 5 Years
Identifiers	Up to 10 years after last activity, subject to contractual obligations
Identifiers (Online)	Up to 3 years
Information Related to Characteristics Protected Under California or Federal Law	Up to 3 years (consumer) 10 Years after termination of employment
Internet and Other Electronic Network Activity Information	Up to 3 years

Other Financial, Medical and Health Information	Up to 25 years after last activity, subject to contractual obligations
Professional or Employment Related Information	10 Years after termination of employment
<b>Personal Information Categories</b>	<b>Intended Retention Period</b>
Profile Inferences	Up to 3 years
Sensory Information	Up to 3 years, subject to contractual obligations

There are a number of reasons personal information may be retained longer than the intended retention period. For example, deletion or modification does not happen immediately after a retention period has passed and instead executes periodically, no less frequently than annually. Additionally, some information systems or information may be placed on legal holds due to potential litigation or regulatory review and information, therefore, is not deleted or modified. Other examples are when retention requirements differ between consumer and employee.

#### 4. Consumer Privacy Rights

You have certain choices regarding our use and disclosure of personal information about you, as described below. You may be required to verify your identity and authority to make such requests, as described below.

- **Access:** You have the right to request, twice in a 12-month period, that we disclose to you the personal information related to you we have collected during the past 12 months. This may include:
  - o The categories and specific pieces of personal information we have collected about you.
  - o The categories of sources from which we collected personal information.
  - o The business or commercial purpose for which we collected or sold personal information.



- o The categories of third parties with whom we shared the personal information.
  - o The categories of personal information about you that we sold or disclosed for a business purpose, and the categories of third parties to whom we sold or disclosed that information for a business purpose.
- **Correction:** You have the right to request that we correct certain personal information we have collected, taking into account the nature of the personal information and the purposes of the processing of the personal information. If you make a correction request, we may correct or instead delete information as allowed

by law. Exceptions apply. When making correction requests, it is important to properly identify the information that is incorrect and provide the correct information concurrently with this information.

- **Deletion:** You have the right to request that we delete certain personal information we have collected from you. Exceptions apply.
- **Opt-Out of Sale:** You have the right to opt-out of the sale of personal information about you.

## 5. How to Submit a Request

- Submit a request by:  
email to [waterheatersmasters@gmail.com](mailto:waterheatersmasters@gmail.com)  
Phone: 1-866-528-8265 or 1-925-363-4965
- Mail: 2229 DeMartini Lane, Brentwood, CA 94513

More information on opting out of the sale of personal information about you, including through enabling Global Privacy Controls, is available in our **DO NOT SHARE/SELL** section.

### California Residents

- **Limit the Use or Disclosure of Sensitive Personal Information.** You have the right to request that we limit our use or disclosure of Sensitive Personal Information (as defined by California law) about you to certain uses authorized by the CCPA. We do not disclose Sensitive Personal Information beyond such authorizations.
- **Do Not Share My Personal Information.** You have the right to opt out of our sharing of personal information for cross-context behavioral advertising. See our **DO NOT SHARE/SELL** section for more information on how to exercise this right.
- **Shine the Light Request:** You also may have the right to request that we provide you with (a) a list of certain categories of personal information we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year and (b) the identity of those third parties. To submit a Shine the Light Request, email us at [waterheatersmasters@gmail.com](mailto:waterheatersmasters@gmail.com).

### **Verifying Requests**

To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to personal information about you or complying with your request. If you have an account with us, we may verify your identity by requiring you to sign in to your account. If you request access to or deletion of personal information and do not sign in to an account with us, we require you to provide the following information: name, email address, phone number, and postal address, and relevant job or account identifiers. In addition, if you do not have an account and you ask us to provide you with specific pieces of personal information, we reserve the option to require you to sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request. If you designate an authorized agent to make a request on your behalf for which verification is required, we may (1)

require you to provide the authorized agent written permission to do so, and (2) require you to verify your own identity directly with us (as described above).

## **6. DO NOT SHARE/SELL**

California residents have the right to request that we limit our disclosure or use of Sensitive Personal Information (as defined by California law) about you to certain disclosures or uses specified by the CCPA, as amended. We do not disclose Sensitive Personal Information in a manner not specified, but California residents may request that we limit the use of such information only to CCPA-specified uses.

**The process to exercise your right to limit use of Sensitive Personal Information is easy to do.**

1. Submit a DO NOT SHARE/SELL request.
2. Update your settings on each browser/device (see below)

- **"Do Not Share" for California Residents**

A Do Not Share request requires specific actions designed to stop cross-context behavioral advertising to you (which in Water Heaters Masters' context means attempting to place advertisements intended for you on others' digital properties).

Please note that you may still see advertisements from Water Heaters Masters Inc. when you are online. For example, let's say you enter "water heater repair" when doing an online search. We may have asked your search engine provider to show a Water Heaters Masters Inc. ad to anyone who makes such a search. You'll see such an ad from Water Heaters Masters Inc., but it's only based on your search terms and has nothing to do with any information about you we may have shared with that search engine provider.

- **"Do Not Sell"**

Under California law, certain sharing of information for advertising purposes may be considered a "sale" of "personal information." For example, if you've visited our digital properties within the past 12 months and you've seen ads, under California laws personal information about you may have been "sold" to our advertising partners for their own use.

## **How to opt-out of the Sale of Information Related to You**

For our website, click on "Do Not Sell or Share My Personal Information" on this page and follow the instructions.

- **Opt-out cookie:** An opt-out cookie will be placed and stored on your browser, for Do Not Sell purposes, preventing personal information from being made available from this website to advertising partners for their own use, independent of Water Heaters Masters Inc.
- **Only this browser on this device:** The opt-out cookie only applies to the browser you were using and only for the device you were using at the time you made the selection. If you access Water Heaters Masters websites from other

browsers or devices, you will also need to make this selection on each browser and device.

### **A few things to keep in mind regarding Do Not Sell.**

- **Ads and interest-based advertising:** You will still see ads. You are not opted out of interest-based advertising. To opt-out of interest-based advertising, visit [www.aboutads.info/choices](http://www.aboutads.info/choices).
- **If you delete or clear cookies, you'll need to click the button again the next time you visit to re-select Do Not Sell.** If you delete or clear your cookies, that will delete our opt-out cookie, and you will need to opt-out again.

### **What about Global Privacy Control?**

If you have enabled Global Privacy Control, we will recognize the GPC signal when you visit our website and we'll prevent personal information from being made available from the website to advertising partners for their own use, independent of Water Heaters Masters Inc.

- If you have an account with Water Heaters Masters Inc., you must contact us to ensure we apply a Do Not Sell request to information about you for information that is manually shared.
- **CA Residents:** If you also wish to request that we not share personal information about you for cross-context behavioral advertising, you must select the appropriate Opt-out cookie preferences, each time it is available for selection (i.e. initially, and upon clearance of cookie preferences, per browser and device).

## **7. Additional Information**

If you choose to exercise any of your rights, you have the right not to receive, and will not receive, discriminatory treatment by us. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request. Employees and contractors are provided additional notices via different statements.

## **8. Additional Third Party Related Privacy Information**

*We partner with Google, Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. Additionally, we use this information and limited personal information as needed, for purposes of conducting business with our applicants, employees, customers and vendors. For more information about how these Third Parties may collect and use your data, visit their respective websites Privacy Statements: [Microsoft](#), [Google](#), [Zapier](#), [True Review](#), [Diamond Certified](#), [Yelp](#), [Angi](#), [Service Fusion](#), [Square](#), [Intuit](#), [Paypal](#), [IFTTT](#), [Bradford White](#), [Takagi](#), [Noritz](#), [American Standard](#), [Rheem](#), [Colonial Life](#), [Humana](#), [Kaiser](#), [Acrisure](#), [Ascensus](#), HMO Insurance Services, [CalChamber](#).*

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