# **HOW WE** COLLECT **AND** RETAIN **YOUR PERSONAL INFORMATION**

"Personal information" is information that identifies you as an individual or relates to an identifiable individual. When Pentair collects your personal information, we seek to collect what is relevant, adequate, and not excessive for the purpose it is collected.

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Marketing preferences, such as e-mail subscription and frequency preferences;

With third parties, to permit them to send you marketing communications, consistent with your choices.

For other legal reasons, including to enforce our terms and conditions and to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others.

We have a legitimate interest in disclosing or transferring your personal information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings). Such third parties may include, for example, an acquiring entity and its advisors.

"Other Information" is any information that does not reveal your specific identity or does not directly relate to an identifiable individual, such as:

Browser and device information

App usage data

Information collected through IoT Devices, such as data about installation, product configuration, settings, usage, geo-location, and operational data

Information collected through cookies, pixel tags and other technologies

Demographic information and other information provided by you that does not reveal your specific identity

Information that has been aggregated in a manner such that it no longer reveals your specific identity

If we are required to treat Other Information as personal information under applicable law, then we may use and disclose it for the purposes for which we use and disclose personal information as detailed in this Notice.

#### **Collection of Other Information**

We may collect Other Information in a variety of ways, including:

Through your browser or device:

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servers and what information and files have been downloaded to the App based on your device number.

## Using cookies:

- Cookies are pieces of information stored directly on the computer that you are using. Cookies allow us to collect information such as browser type, time spent on the Services, pages visited, language preferences, and other traffic data. We and our service providers use the information for security purposes, to facilitate navigation, to display information more effectively, and to personalize your experience. We also gather statistical information about use of the Services in order to continually improve their design and functionality, understand how they are used and assist us with resolving questions regarding them. Cookies further allow us to select which of our advertisements or offers are most likely to appeal to you and display them while you are on the Services. We may also use cookies or other technologies in online advertising to track responses to our ads.
- We do not currently respond to browser do-not-track signals. If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a particular cookie (or cookies) from a particular website. You may also wish to refer to <a href="http://www.allaboutcookies.org/manage-cookies/index.html">http://www.allaboutcookies.org/manage-cookies/index.html</a>. If, however, you do not

If you would like more information about this practice, and to learn how to opt out of it in desktop and mobile browsers on the particular device on which you are accessing this Privacy Notice, please visit:

From Australia: <a href="http://www.youronlinechoices.com.au/">http://www.youronlinechoices.com.au/</a>

From Canada: <a href="https://youradchoices.ca/">https://youradchoices.ca/</a>
From Europe: <a href="http://www.edaa.eu/">http://www.edaa.eu/</a>

From the U.S: <a href="http://optout.aboutads.info/#/">http://optout.aboutads.info/#/</a> and <a href="http://optout.networkadvertising.org/#/">http://optout.aboutads.info/#/</a> and <a href="http://optout.networkadvertising.org/#/">http://optout.aboutads.info/#/</a> and <a href="http://optout.networkadvertising.org/#/">http://optout.networkadvertising.org/#/</a>

### **Use of Personal Information**

We use this Personal Information to operate, manage, and maintain our business, to provide our products and services, and to accomplish our business purposes and objectives, including, for example, using Personal Information to: develop, improve, repair, and maintain our products and services, including our events and trainings; fulfill your requests and transactions; personalize, advertise, and market our products and services; conduct research, analytics, and data analysis; maintain our facilities and infrastructure; undertake quality and safety assurance measures; conduct risk and security control and monitoring; detect and prevent fraud; perform accounting, audit, and other internal functions; comply with law, legal process, and internal policies; and exercise and defend legal daims.

We may use Sensitive Personal Information for purposes of performing services for our business, providing goods or services as requested by you, ensuring security and integrity, short term transient

The following chart details which categories of Personal Information we have collected and disclosed for our operational business purposes in the preceding 12 months. The chart also details the categories of Personal Information that we "sell" or "share" for purposes of cross-context behavioral advertising, including within the preceding 12 months.

Categories of Personal Information	Disclosed to Which Categories of Third Parties for Operational Business Purposes	Sold to Which Categories of Third Parties	Shared with Which Categories of Third Parties for Cross- Context Behavioral Advertising
Identifiers	Affiliates; Service Providers; Business Partners; Dealers; Shared Device Users; Contest Sponsors; Legal Authorities	Ad Networks	Ad Networks
Oustomer Records Information	Affiliates; Service Providers; Business Partners; Dealers; Shared Device Users; Contest Sponsors; Legal Authorities	Ad Networks	Ad Networks
Protected Class Information	Affiliates; Service Providers	None	None
Transaction Information	Affiliates; Service Providers; Business Partners; Dealers;	ı	!

### **Individual Rights and Requests**

### Requests to Know, Correct, Delete and Opt-Out

If you are a California resident, you may make the following requests:

### (1) Request to Know

If you are a California resident, you may request that we disclose to you the following information:

The categories of Personal Information we collected about you and the categories of sources from which we collected such Personal Information;

The specific pieces of Personal Information we collected about you, including in a portable format to the extent provided by law;

The business or commercial purpose for collecting, selling or "sharing" Personal Information about you;

The categories of Personal Information about you that we sold or "shared" and, for each, the categories of third parties to whom we sold or "shared" such Personal Information (if applicable); and

The categories of Personal Information about you that we otherwise disclosed, and the categories of third parties to which we disclosed such Personal Information (if applicable).

### (2) Request to Delete

You may request that we delete Personal Information we collected from you.

#### (3) Request to Correct

You may request to correct inaccuracies in your Personal Information.

To make a Request to Know, Correct or Delete, please contact us at <a href="mailto:privacy@pentair.com">privacy@pentair.com</a> or 1(877)241-9958. We will verify and respond to your request consistent with applicable law, taking into account the type and sensitivity of the Personal Information subject to the request. We may need to request additional Personal Information from you, such as your name, email address, mailing address and how you interact with us, in order to verify your identity and protect against fraudulent requests. If you maintain a password-protected account with us, we may verify your identity through our existing authentication practices for your account and require you to re-authenticate yourself before disclosing or deleting your Personal Information. If you make a Request to Delete, we may ask you to verify your request before we delete your Personal Information.

#### (4) "Request to Opt-Out of Sale"

You may request to opt out of any future sale of Personal Information about you by dicking <u>here</u> or by contacting us at <u>privacy@pentair.com</u>.

#### (5) "Request to Opt-Out of "Sharing"

You may request to opt out of any future "sharing" of your Personal Information for purposes of cross-context behavioral advertising (as defined under the CCPA) by clicking <a href="https://example.com/here-or-by-context">here-or-by-context</a> behavioral advertising (as defined under the CCPA) by clicking <a href="https://example.com/here-or-by-context">here-or-by-context</a> behavioral advertising (as defined under the CCPA) by clicking <a href="https://example.com/here-or-by-context">here-or-by-context</a> behavioral advertising (as defined under the CCPA) by clicking <a href="https://example.com/here-or-by-context">here-or-by-context</a> behavioral advertising (as defined under the CCPA) by clicking <a href="https://example.com/here-or-by-context">here-or-by-context</a> behavioral advertising (as defined under the CCPA) by clicking <a href="https://example.com/here-or-by-context">here-or-by-context</a> behavioral advertising (as defined under the CCPA) by clicking <a href="https://example.com/here-or-by-context">here-or-by-context</a> and <a href="https://example.com/here-or-by-context">here-or-by-context</a> and