



Data protection notice

Robert Bosch AG (ELPRO is a part of Robert Bosch AG)

Version 01/2025



ELPRO Privacy Policy – Highlights

If you are a consumer in Canada, this Privacy Policy explains how ELPRO-BUCHS AG “ELPRO” collects, uses, processes, discloses, and retains your personal information, personal data, and personally identifiable information when you visit our websites, mobile applications, and any other applications, products, or services (collectively, the “ELPRO Website”) that display this Privacy Policy.

By accessing and/or using the website, you consent to the uses and disclosure of your personal information in accordance with this Privacy Policy.

ELPRO acts as a controller of your personal information. We determine how and why personal information can be used and provides the specific website.

Any comments, complaints, or questions regarding the processing of your personal information may be emailed to privacy.policy@us.bosch.com or mailed to the Privacy Notice Administrator 38000 Hills Tech Drive, Farmington Hills, Michigan 48331.

You can obtain more information about how we collect, use, disclose and safeguard your personal information by reviewing our full Privacy Policy below.

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Introduction

ELPRO thanks you for your interest in our company, products, and/or services. We are dedicated to protecting your personal information and putting you in control of how we collect and process your personal information.

Scope

This Privacy Policy covers our processing of personal information, personally identifiable information, and personal data (for simplicity, referred to as personal information), as required by Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA) and any applicable substantially similar provincial legislation.

Personal Information Purpose(s), Collection, and Third-Party Communication(s)

ELPRO collects the personal information described below. If any additional personal information is collected by ELPRO, we will provide any required notice(s), and where applicable, obtain any required consent(s), in accordance with applicable laws.

Information You Create or Directly Provide to Us

- **Profile Information:** We collect personal information when you create, access, or maintain an account. The personal information collected includes your name, company name, email address, phone number, mailing address, account login name and password, ID, contract master data, etc. Personal information collected from you is used for the purposes of registration, marketing, customer support, fulfilling or meeting the reason you provided the information and customer support. We communicate this personal information with the following third parties: Hubspot and Shopify
- **Communication and Customer Support:** We collect personal information when you request information from us, contact our customer service, or sign up for email newsletters or marketing communications. This may also include when you interact with our chat feature. The personal information collected includes your name, email address, phone number, mailing address, account login name and password, ID, contract contractual master data, chat conversations, etc. Personal information collected from you is used for the purposes of registration, marketing, customer support, fulfilling or meeting the reason you provided the information and customer support, dispute resolution. We communicate this personal information with the following third parties: HubSpot and Shopify
- **Transaction Information:** We collect personal information when you make purchases. The personal information collected includes products or services requested or provided, order details, delivery information, amount charged, payment method, billing information. Personal information collected from you is used for the purposes of processing payments, delivering products and services requested, resolve disputes. We communicate this personal information with the following third parties: Shopfiy and Stripe for payment method.

Information We Collect Indirectly as You Use Our Services

- **Device and Network Information:** When accessing our Services, we collect personal information about your device. This may also include when you interact with our chat feature. The personal information collected includes IP address. Personal information collected from you is used for the purposes of technical administration of ELPRO and ELPRO's affiliate websites, mobile applications and/or Services and maintaining the safety, security, and integrity of our websites, products and Services, databases and other technology assets, and business, etc. We disclose this information to contracted service providers performing work on our behalf such as hosting providers, marketing providers, website developers etc.
- **Location Information:** We collect personal information about your precise location information based on your device permissions. You do not have to grant this permission to use our website. However, your decision to decline permission may impact the websites functionality. This may impact functionality such as you may need to manually enter an address to find a store near you if you have not enabled location data collection. This personal information is used for the purposes to provide search results for things near you, etc. We disclose this personal information to contracted service providers performing work on our behalf such as marketing providers.
- **Usage Information:** We collect personal information about your activity on our website through log files and cookies. The personal information collected includes access dates and times, pages or screens viewed, duration you spent on a page or screen, route by which you access our website, searches you conduct within the website, information about activity on a page, other system activity, your use of any external links within our website, information about your interaction with our emails, your Internet Service Provider, Mobile Advertising ID, media access control (MAC)

address, and identifiers associated with the browser cookies, web beacons, and similar technology we deploy on our Services. See Cookie Section below. This information is used for the purposes of analytics, marketing, security administration. We disclose this information to contracted service providers performing work on our behalf such as marketing providers.

In addition to the purposes listed above, personal information collected may be used for:

- Compliance with legal and/or regulatory requirements.
- Evaluating or conducting a merger, sale of assets, consolidation or restructuring, financing or acquisition of all or a portion of any ELPRO business, asset, or opportunity by, with or into another business, entity or company.
- Technical administration and maintaining the safety, security, and integrity of our websites, products and services, databases and other technology assets, and business.

Sensitive Personal Information

We collect the following sensitive personal information you provide to us: Consumer's account log-in, financial account, debit card, or credit card number, along with any required security or access code, password, or credentials that allow access to an account.

We use sensitive personal information collected from you for transactions/purchases.

Consent

By using the website, you are consenting to the collection and use of your personal information as described in this Privacy Policy. If you do not consent, do not continue to use this website. When using personal information for a new purpose not disclosed in this Privacy Policy, we will obtain consent. Separate, explicit consent will be obtained prior to the processing of (1) your sensitive personal information, or (2) your personal information is used in a way not reasonably expected, or (3) the processing creates a risk of significant harm to you.

Retention of Personal Information

We will retain your personal information to accomplish the purpose(s) for which it was collected and to comply with legal obligations.

Storage of Personal Information

Your personal information will be stored in Switzerland, the European Union (Ireland), and the United States of America and accessible to authorized employees within our marketing, sales, and IT departments.

Use of Links to Affiliated and External Sites

The website may contain links to other websites. Your use of these websites is not covered by our Privacy Policy. You are encouraged to review the privacy policy(s) of the linked websites for more information about their privacy practices and your privacy rights.

Chat Feature

We provide the opportunity to learn about our products, Services, and more by means of a chat feature. When using the chat feature, you may not be communicating with a live person. The conversation is retained to fulfill the purposes for which it was provided. The chat conversation will be deleted after 30 days unless the chat is part of a support or service request. In the latter case, the chat's content is assigned to your customer account. To protect your privacy, we recommend that you refrain from sharing personal information that is not necessary to fulfill your request.

Use of Cookies, Analytics, and Other Similar Technologies

We distinguish between cookies and similar technologies that are technically required for your convenience and those that are not. ELPRO makes it possible to control the use of cookies and other similar technologies that are not technically required.

We use the following services:

- **Google Analytics:** To track website performance and user engagement.
- **Google Tag Manager:** Management of website tags via an interface, integration of program codes on our websites.
- **Google Ads:** Placement of advertisements, remarketing, and conversion tracking.
- **Google Maps:** This website uses map services from Google Maps. This website uses map services from Google Maps, which may trigger further data processing operations over which we have no control. If you do not want any data transfer to take place, do not use the map services within the website.
- **Google Floodlight Tag:** Tracks user actions on a website after the user sees or clicks on an ad. It's used to measure conversions and create audiences for future ad campaigns.
- **Google Signals:** Google Signals are session data from sites and applications that Google associates with users who have signed into their Google accounts, and who have turned on Ads Personalization.
- **Facebook Plugin:** To create a direct connection to Facebook which provides information on your activity. If you do not want any data transfer to take place between us and the social networks, do not log in via the social registration services.
- **LinkedIn Plugin:** To create a direct connection to LinkedIn which provides information on your activity. If you do not want any data transfer to take place between us and the social networks, do not log in via the social registration services.
- **X (formerly Twitter) Plugin:** When you use the X content, such as an embedded timeline or X buttons, X may receive log data containing data of the website you visited. If you do not want any data transfer to take place between us and the social networks, do not log in via the social registration services.
- **Instagram Plugin:** To create a direct connection to Instagram which provides information on your activity. If you do not want any data transfer to take place between us and the social networks, do not log in via the social registration services.
- **LinkedIn Insight Tag:** Track conversions, retarget website visitors, and learn aggregate insights about categories of members interacting with ads.
- **YouTube:** To create a connection to YouTube allowing video and audio files to be transmitted and played back. If you do not want any data transfer to take place between us and YouTube, do not use YouTube content on the website.
- **Meta:** Meta processes your personal data based on your consent via the "Meta-pixel" for the creation of campaign reports, tracking of conversions, click events as well as targeted

advertising outside our websites (retargeting) by means of e.g. URL, referrer URL, membership of re-marketing lists defined by us. The aforementioned information can also be used to link you to your Meta account and to include you in remarketing lists. We do not receive any personal data about you from Meta, only anonymized campaign reports about the target group and ad performance.

- **Microsoft Clarity:** behavioral analytics tool to help understand and improve website for users.
- **Hubspot:** Marketing automation tool. To generate and qualify leads, we use contact and content IDs within our web forms which allow us to identify you and perform visitor stitching, conversion tracking and retargeting.

Security

ELPRO takes commercially reasonable efforts to ensure that your personal information collected by ELPRO through this website is protected against tampering, loss, destruction, access by unauthorized persons or unauthorized disclosure. ELPRO security measures are being continuously improved in accordance with the state of technological developments; however, absolute protection is not possible.

International Data Transfer

ELPRO may also transfer your personal information to third parties outside the country of origin. This includes, without limitation, the United States. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in countries other than the country in which you reside. You can obtain information about ELPRO's policies and practices with respect to foreign service providers (including affiliates), or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Policy Administrator as described below.

International Transfer within Bosch

When processing your personal information, we may transfer your personal information to our parent company, Robert Bosch GmbH located in Germany, or to any other Bosch/ELPRO affiliates throughout the world. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in countries other than the country in which you reside.

Children's Privacy

ELPRO does not knowingly collect or use any personal information from online visitors under the age of 16. ELPRO does not knowingly allow visitors under the age of 16 to participate in any promotions or contests made available from time to time.

Your Rights

Individuals located in Canada have certain rights pursuant to Canadian Privacy Laws. Subject to certain exceptions and limitations, and depending upon the jurisdiction where you reside, such rights may include:

Right to access - to be informed of the existence, use, and disclosure of your personal information and shall be given access to your personal information. When you successfully demonstrate inaccuracy or incompleteness of your personal information, we will correct, delete, or amend as appropriate.

Right to data portability – to request your personal information be provided to you in written and intelligible transcript. If not feasible, your personal information will be provided in structured, commonly used technological format. At your request, the personal information to any third party authorized to collect such data. If you are handicapped, a reasonable accommodation will be provided on request.

Right to cease dissemination and de-indexing - to request we end distribution of your personal information or deactivate hyperlink(s) that provide access to your personal information.

Right not to be subject to automated decision-making - you will be notified of decisions made exclusively by automated processing of your personal information. Upon your request we will inform you of (1) of the personal information used to render the decision, (2) of the reasons and the principal factors and parameters that led to the decision, and (3) of the right of the person concerned to have the personal information used to render the decision corrected. You have the option to request a review of the decision.

Right to withdraw your consent - to the collection, use or disclosure of your personal information.

Right to challenge - you have the right to address a challenge concerning compliance with Canadian privacy law to the contact method listed in the Section How to Exercise Your Rights.

How to Exercise Your Rights

We will not discriminate against you for exercising any of your rights. If you choose to exercise your rights, use one of the following options:

Sending an email to: privacy.policy@us.bosch.com

To assist ELPRO to process your request, the following information is required: your full name, phone number, address, and include any additional information about your previous contact with ELPRO (e.g. contact point with ELPRO, screenshots, reference to a specific product/newsletter) may help expedite the request. We can only respond if we can verify your identity or authority to make the request.

Response Timing and Format

We respond to all verifiable consumer requests within thirty (30) days or sooner when required by law. In some cases, more time may be needed to provide a response. We will inform you of the reason and extension period in writing. If we cannot comply with a request, a written response explaining the reasons will be provided.

We do not charge a fee to process or respond to your verified consumer request, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Filing a Complaint

If you are dissatisfied with ELPRO's response to an objection or challenge filed under, you may file a complaint with the [Office of the Privacy Commissioner of Canada](#). Depending upon the province where you live, you may also (or instead) have the right to file a complaint with the applicable provincial privacy commissioner/regulator.

Controller Contact

To obtain more information on our products or Services, you may submit your inquiry using one of the contact methods below:

Email: privacy.policy@us.bosch.com

Postal Address: Privacy Notice Administrator 38000 Hills Tech Drive, Farmington Hills, Michigan 48331.

Changes to Privacy Policy

ELPRO reserves the right to revise this privacy policy as required. Published revisions are effective immediately, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. The effective date of this privacy policy is 2025-15-12.

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■ SWISS QUALITY