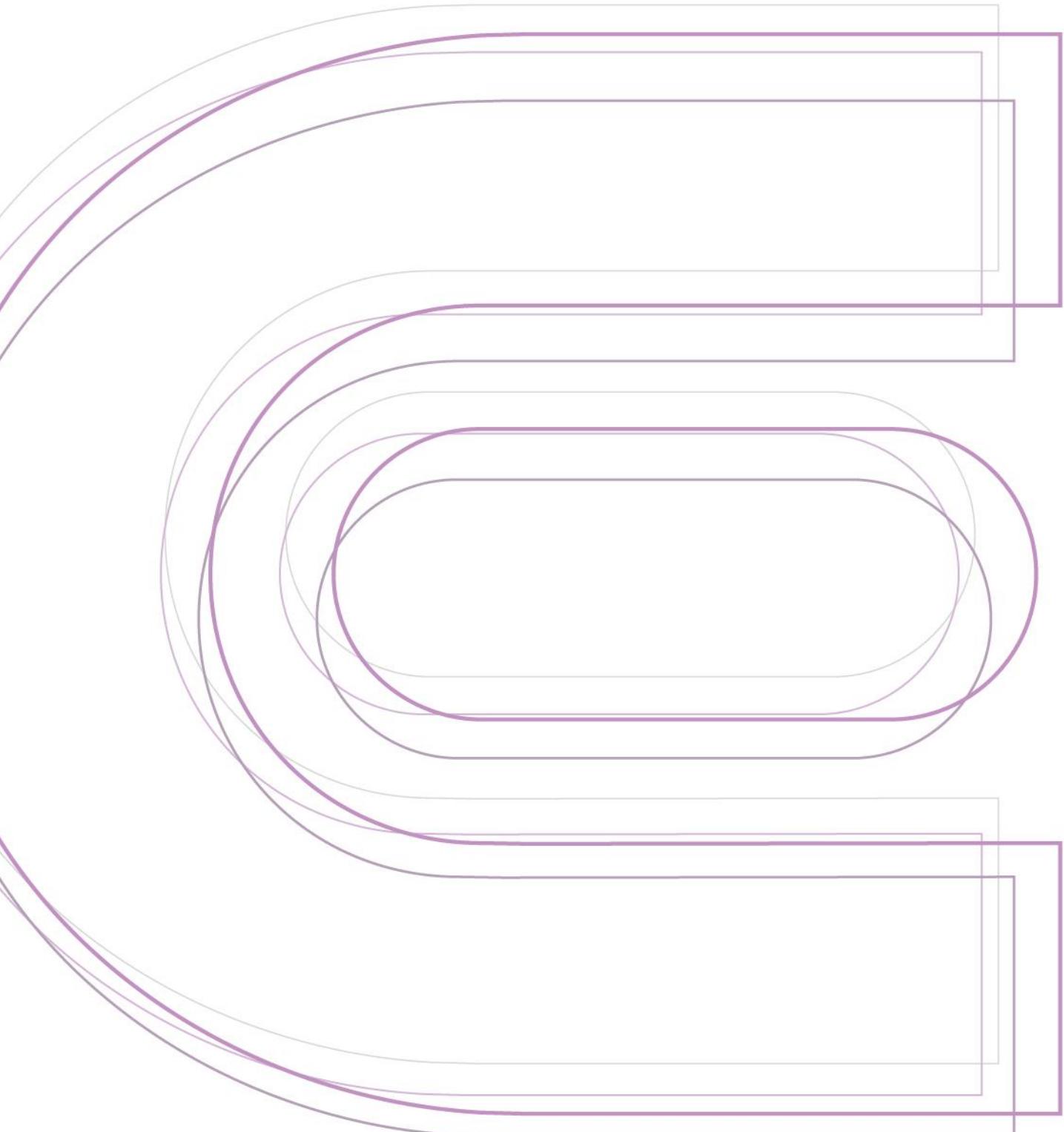




# Data protection notice

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

Version 01/2025



## **Notice at Collection**

If you are a consumer in the United States, this Privacy Notice 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 Notice.

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](mailto: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 Notice below.

- *Personal Information Purposes, Collection, and Disclosure*
- *Sensitive Personal Information*
- *Sale or Sharing of Personal Information*
- *Retention of Personal Information*
- *Use of Cookies, Analytics, and other similar technologies*
- *Do Not Track Signals and Universal Opt-Out Mechanisms*
- *Your Rights*
- *How to Exercise Your Rights*
- *Changes to Privacy Notice*

## ***ELPRO Privacy Notice***

### **Privacy Notice of ELPRO**

#### **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 Notice covers our processing of personal information, personally identifiable information, and personal data (for simplicity, referred to as personal information), as required by numerous laws and regulations in the United States.

#### **Personal Information Purpose(s), Collection, and Disclosure**

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, login name and password, ID, contract contractual master data, etc. Personal information collected from you is used for the purposes of registration, customer support, marketing, fulfilling or meeting the reason you provided the information and customer support. We disclose this information to contracted service providers performing work on our behalf such as 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 disclose this data to contracted service providers performing work on our behalf such as 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 disclose this information to contracted service providers performing work on our behalf such as Shopify 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.

### **Sale or Sharing of Personal Information**

We do not sell your personal information for monetary considerations.

We share your personal information for the purposes of [cross-context behavioral advertising, profiling, targeted advertising] with the following third parties:

- Google Ads
- Meta Ads
- LinkedIn Ads

To exercise your right to opt-out, submit a request to us via the “Your Privacy Choices” link or via this email [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com) .

### **Sensitive Personal Information Collection and Opt-Out**

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. Therefore, sensitive personal information collected from you is not used for additional purposes; therefore, we do not have an opt-out to limit the use of your sensitive personal information.

### **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.

We will not retain your personal information in an identifiable form when the purpose(s) for collection have been accomplished and there are no business or legal requirements for retaining your personal information. Your personal information will be destroyed, deleted, de-identified, and/or removed from our systems.

### **Use of Links to Affiliated and External Sites**

The ELPRO website may contain links to other websites. Your use of these websites is not covered by our Privacy Notice. You are encouraged to review the privacy notice(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.

### Session Replay Software

This website uses session replay technology to monitor how you interact with our website. This technology may include recording mouse clicks and movements, keystrokes, pages, and other content viewed by you.

Session replay software is provided by: Microsoft Clarity

To exercise the right to opt-out, submit a request via this email [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com).

### 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. ELPRO has enacted Google's Restricted Data Processing and does not share your personal information with Google.
- **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.

## Do Not Track Signals and Universal Opt-Out Mechanisms

When activated in your browser, our website recognizes your Global Privacy Control (GPC) settings. No other browser opt-out tracking settings are recognized.

ELPRO does not sell or share your personal information collected through the website to third parties as defined by relevant laws. Therefore, we do not recognize "Do Not Track" ("DNT") or Universal Opt-Out Mechanisms, such as Global Privacy Controls.

## International Transfer within ELPRO

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 and 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.

## California "Shine the Light" Privacy Rights

California's "Shine the Light" law permits ELPRO customers who are residents of California to annually request a list of their personal information (if any) that ELPRO disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties.

### 1.1. Your Rights

Dependent on the state of your residence \* you may be provided the following data subject rights:

**Right to Confirm/Know/Disclose** - what personal information ELPRO has collected about you, the sources from which it is collected, the purposes for collecting, selling, or sharing it, and the categories of third parties to whom we disclose it.

**Right to Access/Obtain** - a copy of the personal information collected about you, including information about automated decision making.

**Right to Data Portability** - receive your personal information in a transferable and readily usable format, when technically feasible.

**Right to Delete** - your personal information, subject to certain exceptions.

**Right to Correction** - of the personal information we maintain about you.

**Right to Opt-Out** - of sale or sharing of personal information to third parties, targeted advertising, profiling, automated decision making, collection of sensitive personal information, or collection of personal information through the operation of a voice or facial recognition.

**Right to Question the Results of Profiling** - and to review your personal information used for profiling, to question the results, to be informed of the reasons of the resulting decision, and to be informed of what actions you can take to secure a different decision.

If a decision was based on inaccurate personal information, you have the right to have the personal information corrected and the profiling decision reevaluated.

**Right to Restrict Sensitive Personal Information** - to limit the use and disclosure or to opt-out.

**Right to Appeal** - our decision regarding your submitted request.

**Right to not be discriminated against** for exercising your privacy rights

\* States include California, Colorado, Connecticut, Delaware, Florida, Iowa, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, Virginia

## 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:

Calling us at (888-43-BOSCH (888-432-6724))

Sending an email to: [privacy.policy@us.bosch.com](mailto: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.

Depending on your state of residence you may request certain rights through an authorized agent. When an authorized agent submits your request, we may also require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

When you have provided your authorized agent with a power of attorney pursuant to California Probate Code Sections 4000 to 4465, we may require a copy of such power of attorney before fulfilling any request.

## Response Timing and Format

We respond to all verifiable consumer requests within forty-five (45) 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

You may file a complaint with the applicable state Attorneys General Office or regulatory agency.

## **1.2. Controller Contact**

To obtain more information on our website, you may submit your inquiry using one of the contact methods below:  
**Email:** [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com)

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

## **Data Protection Incident**

Please use for the notification of data protection Incidents our [data protection incident reporting system](#).

## **Changes to Privacy Notice**

ELPRO reserves the right to revise this privacy notice 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 notice is 2025-15-12.

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