

## **EZ BEACH STEPS PRIVACY POLICY**

Effective Date: April 21, 2025

Last Updated: April 21, 2025

This Privacy Policy describes how You and Mom & Me, L.L.C. dba EZ Beach Steps and its affiliates ("Company," "we," or "us") collect and process personal information in relation to your use of our services and website, <https://ezbeachsteps.com>. If you do not agree to this Privacy Policy, your choice is to not utilize our services or website or provide personal information in connection with them. By utilizing our services and website, you agree to this Privacy Policy and expressly consent to the processing of personal information according to this Privacy Policy.

If you live in Canada, a [supplemental privacy notice](#) may also apply to you. Please follow the links and review the supplemental privacy notice describing how we process personal information for these regions. To exercise any applicable rights, please follow the instructions provided under the section "Exercising Your Rights" in the supplemental privacy notice.

### **1. Personal Information We Collect.**

#### **A. Information You Choose to Give Us**

- Contact information, including name, employer name, address, city, state, zip code, email address, and telephone number.
- Information provided or accessed in connection with the services we provide, including online forms, account information, residence and/or site information, survey responses, communications with our online support team.
- Payment information to complete purchase transactions.
- Information required to process job applications and evaluate employee candidates.

#### **B. Information Automatically Collected by Using Our Website**

- Your device data and how you interact with our website, including IP address, browser type, and unique device identifier.
- Cookies and similar technology. Please review the cookie technology section below for more information.
- Usage information, including the pages or content you view and searches on our website.

#### **C. Information We Collect from Third Parties**

- The Company may purchase leads that contain personal information, including mailing address, e-mail address and telephone number, for the purpose of identifying and contacting potential customers. The Company

may also receive personal information about potential or actual customers from the Company's installers.

**D. Categories of Sensitive Personal Information**

- Account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account
- Precise geolocation information
- Contents of mail, email, and text messages unless the business is the intended recipient of the communication
- Sex life or sexual orientation information, including status as transgender or nonbinary
- Citizenship or immigration status

**2. How We Use Information We Collect.** We may process this information to:

- Fulfill or meet the reason you provided the information. For example, if you provide your personal information to purchase our services, we will use that information to process your payment and facilitate delivery. We may also save your information for these purposes.
- Provide, offer, support, personalize, or develop our website and services.
- Create, maintain, customize, and secure your account with us.
- Process your requests, purchases, transactions, and payments and prevent transactional fraud.
- Provide you with support and respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- Help maintain the safety, security, and integrity of our website, services, databases and other technology assets.
- Test, research, analyze, and conduct product development to develop and improve our website, and related services.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- Evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

- Communicate with you about your job application with us and evaluate your potential employment with us.
- Send promotional messages, marketing, advertising, and other information that may be of interest to you based on your preferences.
- Personalize, measure, improve, and otherwise adjust our advertising to you.
- Fulfill any other use that we describe when you provide the information.

Please note that we may anonymize or reasonably deidentify your personal information so that it can no longer be reasonably associated with or used to identify you in some circumstances. We may retain and use such information for any legitimate business purpose without further notice to you or obtaining your consent, unless required by law.

### **3. Disclosing, Sharing, and Selling Information.**

#### **A. Disclosing Personal Information**

We may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

We disclose personal information as stated below:

- with data analytics, software/IT, cybersecurity, cloud service, consultants, financial, legal, and other similar providers that support our business.
- with banks and credit card processors to the extent necessary for the Company to deliver the services.
- with installers, distributors, or other vendors to the extent necessary for the Company to deliver its services to you, including providing quotes for potential services.
- when we believe sharing is necessary to protect our rights, preserve safety, investigate fraud or other wrongdoing.
- when required by law, which includes complying with any court order, law, or legal process, including responding to a government or regulatory request.
- in connection with the sale, transfer or financing of the Company's business or its assets, including a bankruptcy proceeding or to our affiliates.
- to enforce or apply our agreements, including for billing or collection purposes.
- for any other purpose we disclose to you when you provide the information.

#### **B. Sharing Personal Information for Personalized Advertising**

In this Privacy Policy, "sharing" means disclosing a consumer's personal information to third parties for cross-context behavioral advertising or targeted advertising. "Cross-context behavioral advertising" refers to the targeting of advertising to a consumer based on the consumer's personal information obtained from the consumer's activity across websites and applications, other than those with which the consumer intentionally interacts. In the preceding twelve months, the Company has not "shared" personal information such as identifiers and contact information with third parties for the purpose of cross-context behavioral advertising.

#### C. Selling Personal Information

In the preceding twelve months, the Company has not sold personal information to any third parties and does not sell personal information pertaining to minors under the age of 16.

### **4. Information Security and Retention.**

We use reasonable administrative, technical, and physical security measures to protect the personal information we retain and to help ensure that it is used in accordance with this Privacy Policy.

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless longer retention is required by law or for auditing purposes. To determine the appropriate retention period for personal information, we consider applicable laws, the volume and nature of the personal information, its purpose, and the potential risk of harm from its unauthorized use or disclosure.

### **5. Cookies and Tracking Technologies.**

#### A. Cookies

Our websites may use "cookies" and other tracking technologies to gather information about your interactions. This information may include demographic data, browser type, IP address, pages visited, activities conducted on the page, and the day and time of your visit. Our websites may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to make your experience on the website more personal and interactive. We do not currently honor "do not track" signals from a web site browser. Please refer to your computer browser help instructions for more information on cookies and other related technologies and how to manage their use. If you refuse or delete cookies, you will need to repeat the process if you use another computer or change browsers. If you refuse or delete cookies, some of the functionality of our websites could potentially be impaired.

#### B. Analytics Services

Please note that we use an analytics service, Google Analytics, to gather information about our website visits. To learn more about Google Analytics, including opting out of Google Analytics, click here <https://tools.google.com/dlpage/gaoptout?hl=en>

### C. Web Beacons

Pages of our websites may also contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that allow us, for example, to count users who have visited those pages. We may use this information to provide a better website user experience, and tailor our marketing communications.

## **6. Your Rights.**

Depending on where you live, you may have rights related to your personal information. These rights are described in the [supplemental privacy notice](#). You may exercise any of the rights consistent with applicable law by contacting us at [Info@EZBeachSteps.com](mailto:Info@EZBeachSteps.com) and following the instructions provided in the supplemental privacy notice document, under the "[Exercising Your Rights](#)" section. We may ask you to verify your identity before taking further action on your request.

## **7. Other Important Information.**

### A. Linked Websites

Our websites may contain links to other websites. We assume no responsibility for the content, privacy policies, or practices of any third-party websites. You expressly relieve the Company from any and all liability arising from your use of any third-party website, or from the content of any third-party website.

### B. Children's Privacy

Our website does not target or knowingly collect any information from individuals under the age of 18.

### C. Changes to our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page with a notification that the Privacy Policy has been updated on our website home pages. If we make material changes to how we treat the personal information we collect, we will notify you through a prominent notice on our website home pages, in addition to any other means necessary to fulfill our legal requirements. The date the Privacy Policy was last revised is identified at the top of the page.

## **8. Contact Information.**

For questions regarding this Privacy Policy, you may contact us via e-mail at [Info@EZBeachSteps.com](mailto:Info@EZBeachSteps.com) or by mail at 17401 Stanton St., West Olive, MI 49460. To exercise your consumer rights, depending on where you live, please follow the instructions provided in the [supplemental privacy notice](#) under the "[Exercising Your Rights](#)" section.

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## **SUPPLEMENTAL PRIVACY NOTICE – CANADA**

This supplemental privacy notice provides individuals located in Canada additional information required by Canadian privacy laws. These provisions, together with the statements in the above general Privacy Policy ("**Privacy Policy**"), set forth our practices and reasons for processing your personal information with regard to Canada personal data. For individuals located in Canada, if there is a conflict between this supplemental notice and the Privacy Policy, this notice governs. Certain capitalized terms used but not defined in this notice shall have the meanings set forth in our Privacy Policy.

### **Contact information:**

Please contact us at [Info@EZBeachSteps.com](mailto:Info@EZBeachSteps.com) with any questions or to access any rights detailed below.

### **Legal basis and purposes for data processing:**

We only process personal information when we have your consent, or another legal basis, to do so. We may also process your personal information for the purposes of our own legitimate interests or for the legitimate interests of others so long as that processing does not outweigh your rights and freedoms. Specifically, we will only process your personal information in connection with one or more of the following bases:

- With your consent.
- For the reason you provided it to us, including to provide any services requested or evaluate your employment candidacy.
- To perform a contract between you and us.
- To further our legitimate interests, such as performing or marketing our services or preventing fraud.
- To satisfy an applicable legal requirement.
- To serve the public interest, such as processing in response to a governmental request.

### **Automated decision making and profiling:**

We do not make automated decisions about you or engage in data profiling.

### **Personal information requirements:**

To engage with our services, website, or applications, you may be required to provide certain personal information to enable us to perform the services. Over the course of your relationship with the Company, you will be provided with information regarding which data elements are required.

### **Your rights:**

As a resident of Canada, you have choices regarding how we use your personal information. You are entitled to:

**The right to access:** You have the right to request copies of your personal information. We may charge you a minor fee for this service.

**The right to rectification:** You have the right to request that we correct any information that you believe is inaccurate. You also have the right to request that we complete information that you believe is incomplete.

To exercise these rights, please contact us at [Info@EZBeachSteps.com](mailto:Info@EZBeachSteps.com) or the mailing address above. Note that for your protection, we may need to verify your identity before we can process your request. If you believe that we have violated applicable law in our processing of your personal information, please contact us at [Info@EZBeachSteps.com](mailto:Info@EZBeachSteps.com) or contact a supervisory authority.

### **International Transfers:**

Our Company is based in the United States. Your personal information may be transferred to, stored at, or processed in the United States, or other countries that may not have equivalent privacy or data protection laws. By using our website, applications, and/or services, you understand and agree to these processing terms.

### **Data Retention:**

Your personal information will be retained for as long as the information is needed for the purposes set forth in our Privacy Policy and this supplemental notice, as well as for any additional period that may be required or permitted by law. The retention period depends on the purpose(s) for which the data was collected, how it is used, and applicable law. If we do not have a legal basis for retaining your information, we will delete it, as required by applicable law.

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### **Exercising Your Rights**

Depending on where you live, the rights described in this supplement may apply to you. To exercise your rights compatible with applicable law, please submit a verifiable consumer request via e-mail at [Info@EZBeachSteps.com](mailto:Info@EZBeachSteps.com).