

# Privacy Policy

Effective as of June 3, 2024.

Please click [here](#) to view the previous version of our Privacy Policy.

**California Notice at Collection/State Law Privacy Rights:** See the State law privacy rights section below for important information about your rights under applicable state privacy laws.

Burke America Parts Group LLC and our subsidiaries and affiliates (collectively, "**Burke America**," "**we**", "**us**" or "**our**") connect consumers, technicians, manufacturers, retailers, and extended warranty companies to provide comprehensive offerings in the repair service industry. This Privacy Policy describes how Burke America processes personal information that we collect through our digital or online properties or services that link to this Privacy Policy (including, as applicable, our websites, for example those located at [www.burkeamerica.com](http://www.burkeamerica.com), [www.repairclinic.com](http://www.repairclinic.com), [www.sundbergamerica.com](http://www.sundbergamerica.com), and [www.bapgparts.com](http://www.bapgparts.com), and our social media pages) as well as our marketing activities and other activities described in this Privacy Policy (collectively, the "**Service**"). Burke America may provide additional or supplemental privacy policies to individuals for specific services that we offer at the time we collect personal information.

This Privacy Policy does not apply to information that we process as a processor or service provider on behalf of our enterprise customers (such as retail businesses and service organizations) while providing the Burke America Services to them. Our use of information that we process on behalf of our enterprise customers may be governed by our agreements with such customers. If you have questions regarding your personal information that we process on behalf of an enterprise customer or would like to exercise any rights you may have with respect to such information, please direct your questions or requests to that enterprise customer.

You can download a printable copy of this Privacy Policy [here](#).

## Index

- **Personal information we collect**
- **Tracking Technologies**
- **How we use your personal information**
- **How we share your personal information**
- **Your choices**
- **Use of YouTube API Services**
- **Other sites and services**
- **Security**
- **International data transfers**
- **Children**
- **Changes to this Privacy Policy**
- **How to contact us**
- **State privacy rights notice**

## Personal information we collect

When you visit our websites, create an account with us (e.g., as a technician or consumer), or communicate with us, we may collect certain personal information about you for which we act as a controller. This section describes the types of personal information we may collect about individual

consumers or homeowners (“**DIY Users**”) and technicians or other trade professionals (“**Trade Professionals**”) as a controller, and the ways in which we collect such information.

**Information DIY Users and Trade Professionals provide to us.** Personal information DIY Users and Trade Professionals may provide to us through the Service or otherwise includes:

- **Contact data**, such as your first and last name, salutation, email address, billing and mailing addresses, company or personal phone number, professional title and company name, and company website.
- **Demographic data**, such as your city, state, country of residence, and zip code.
- **Profile data**, such as the username and password that you may set to establish an online account on the Service, profile picture, saved tutorial videos and/or articles, preferred part models, type of business, projected annual parts spend, and any other information that you add to your account profile.
- **Communications data** based on our exchanges with you, including when you contact us through the Service, communicate with us via Repair AI chat features, social media, or otherwise.
- **Transactional data**, such as information relating to or needed to complete your orders on or through the Service, including order history, order report requests, and transaction history.
- **Marketing data**, such as your preferences for receiving our marketing communications and details about your engagement with them, including when you sign up for our Repair Clinic VIP newsletter.
- **User-generated content data**, such as reviews, photos, comments, questions, messages, works of authorship, and other content or information that you transmit, or otherwise make available on the Service, as well as associated metadata. Metadata includes information on how, when, where and by whom a piece of content was collected and how that content has been formatted or edited. Metadata also includes information that users can add or can have added to their content, such as keywords, geographical or location information, and other similar data.
- **Payment data** needed to complete transactions, including payment card information. We also use a payment card processor, such as PayPal or WorldPay, as further described below in the “How We Share Your Personal Information” section to collect and process payment card information.
- **Trade Professionals’ Financial data**, such as your stated income, financial account numbers, or payment information.
- **Trade Professionals’ Government-issued identification number data**, such as national identification numbers (e.g., tax identification numbers) and sales tax certifications.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

**Third-party sources.** We may combine personal information we receive from you with personal information falling within one of the categories identified above that we obtain from other sources, such as: public records, social media platforms, and other publicly available sources.

**Automatic data collection.** We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device data**, such as your computer or mobile device’s operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., Wi-Fi, LTE, 3G), and general location information such as city, state or geographic area.
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access times and duration of access, and whether you have opened our emails or clicked links within them.

**Data about others.** We may offer features that help users invite their friends or contacts to use the Service, and we may collect contact details about these invitees so we can deliver their invitations. Please do not refer someone to us or share their contact details with us unless you have their permission to do so.

## Tracking Technologies

**Cookies and similar technologies.** Some of our automatic data collection is facilitated by cookies and similar technologies. For more information, see our Cookie Notice.

## How we use your personal information

We may use your personal information for the following purposes or as otherwise described at the time of collection:

**Service delivery and operations.** We may use your personal information to:

- provide the Service;
- enable security features of the Service;
- establish and maintain your user profile on the Service;
- communicate with you about the Service, including by sending Service-related announcements, updates, security alerts, and support and administrative messages;
- communicate with you about events or contests in which you participate; and
- provide support for the Service, and respond to your requests, questions and feedback.

**Service personalization**, which may include using your personal information to:

- understand your needs and interests;
- personalize your experience with the Service and our Service-related communications; and
- remember your selections and preferences as you navigate webpages.

**Service improvement and analytics.** We may use your personal information to analyze your usage of the Service, improve the Service, improve the rest of our business, help us understand user activity on the Service, including which pages are most and least visited and how visitors move around the Service, as well as user interactions with our emails, and to develop new products and services. For more information on analytics, see our Cookie Notice. For example, we use Google Analytics for this purpose. You can learn more about Google Analytics and how to prevent the use of Google Analytics relating to your use of our sites here: <https://tools.google.com/dlpage/gaoptout?hl=en>.

**Marketing and advertising.** We, our service providers and our third-party advertising partners may collect and use your personal information for marketing and advertising purposes:

- **Direct marketing.** We may send you direct marketing communications and may personalize these messages based on your needs and interests. You may opt-out of our marketing communications as described in the Opt-out of communications section below.
- **Interest-based advertising.** We and our third-party advertising partners may use cookies and similar technologies to collect information about your interaction (including the data described in the Tracking technologies section above) with the Service, our communications and other online services over time, and use that information to serve online ads that they think will interest you. This is called interest-based advertising. We may also share information about our users with these companies to facilitate interest-based advertising to those or similar users on other online platforms. You can learn more about your choices for limiting interest-based advertising in the Your choices section of our Cookie Notice.

**Compliance and protection.** We may use your personal information to:

- comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas, investigations or requests from government authorities;
- protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- audit our internal processes for compliance with legal and contractual requirements or our internal policies;
- enforce the terms and conditions that govern the Service; and
- prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

**Data sharing in the context of corporate events,** we may share certain personal information in the context of actual or prospective corporate events – for more information, see How we share your personal information, below.

**To create aggregated, de-identified and/or anonymized data.** We may create aggregated, de-identified and/or anonymized data from your personal information and other individuals whose personal information we collect. We make personal information into de-identified and/or anonymized data by removing information that makes the data identifiable to you. We may use this aggregated, de-identified and/or anonymized data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

**Further uses,** in some cases, we may use your personal information for further uses, in which case we will ask for your consent to use of your personal information for those further purposes if they are not compatible with the initial purpose for which information was collected.

## **How we share your personal information**

We may share your personal information with the following parties and as otherwise described in this Privacy Policy, in other applicable notices, or at the time of collection.

**Affiliates.** Our corporate parent, subsidiaries, and affiliates.

**Service providers.** Third parties that provide services on our behalf or help us operate the Service or our

business (such as hosting, information technology, customer support, online chat functionality providers, email delivery, marketing, and website analytics).

**Payment processors.** Any payment card information you use to make a purchase on the Service is collected and processed directly by our payment processors, such as PayPal and WorldPay. PayPal and WorldPay may use your payment data in accordance with their privacy policies located at, <https://www.paypal.com/us/webapps/mpp/ua/privacy-full> and <https://www.worldpay.com/en/privacy>, respectively. You may also sign up to be billed by your mobile communications provider, who may use your payment data in accordance with their privacy policies.

**Advertising partners.** Third-party advertising companies for the interest-based advertising purposes described above.

**Professional advisors.** Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

**Authorities and others.** Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the Compliance and protection purposes described above.

**Business transferees.** We may disclose personal information in the context of actual or prospective business transactions (e.g., investments in Burke America, financing of Burke America, public stock offerings, or the sale, transfer or merger of all or part of our business, assets or shares), for example, we may need to share certain personal information with prospective counterparties and their advisers. We may also disclose your personal information to an acquirer, successor, or assignee of Burke America as part of any merger, acquisition, sale of assets, or similar transaction, and/or in the event of an insolvency, bankruptcy, or receivership in which personal information is transferred to one or more third parties as one of our business assets.

**Other users and the public.** Your profile and other user-generated content data (except for messages) may be visible to other users of the Service and the public. For example, other users of the Service or the public may have access to your information if you chose to make your profile or other personal information (such as your first name and profile photo) available to them through the Service, such as when you provide comments, reviews, and product ratings. This information can be seen, collected, and used by others, including being cached, copied, screen captured or stored elsewhere by others (e.g., search engines), and we are not responsible for any such use of this information.

## Your choices

In this section, we describe the rights and choices available to all users. Users who reside in California, and Utah can find additional information about their rights below.

**Access or update your information.** If you have registered for an account with us through the Service, you may review and update certain account information by logging into the account.

**Opt-out of communications.** You may opt-out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by contacting us. Please note that if you choose to opt-out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.

**Cookies.** For information about cookies employed by the Service and how to control them, see our Cookie Notice.

**Do Not Track.** Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” signals. To find out more about “Do

Not Track,” please visit <http://www.allaboutdnt.com>.

**Declining to provide information.** We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

## **Use of YouTube API Services**

Our website utilizes YouTube API Services to deliver certain functionalities. By using these services, you are agreeing to the YouTube Terms of Service and Google’s Privacy Policy. For more details on how Google collects and processes data, please visit Google’s Privacy Policy.

## **Other sites and services**

The Service may contain links to websites, mobile applications, and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites, mobile applications or online services operated by third parties, and we are not responsible for their actions. We encourage you to read the privacy policies of the other websites, mobile applications and online services you use.

## **Security**

We employ technical, organizational, and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies, and we cannot guarantee the security of your personal information.

## **International data transfer**

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

## **Children**

The Service is not intended for use by anyone under 18 years of age. If you are a parent or guardian of a child from whom you believe we have collected personal information in a manner prohibited by law, please contact us. If we learn that we have collected personal information through the Service from a child without the consent of the child’s parent or guardian as required by law, we will comply with applicable legal requirements to delete the information.

## **Changes to this Privacy Policy**

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service or other appropriate means. Any modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). In all cases, your use of the Service after the effective date of any modified Privacy Policy indicates your acknowledging that the modified Privacy Policy applies to your interactions with the Service and our business.

## How to contact us

- **Email:** Attn: Customer Service  
privacy@burkeamerica.com
- **Mail:** 200 South Wacker Drive, Suite 3100  
Chicago, IL 60606

## State privacy rights notice

Except as otherwise provided, this section applies to residents of California and Utah and provides information to such residents pursuant to the California Consumer Privacy Act (“**CCPA**”) and the Utah Consumer Privacy Act (“**UCPA**”) (together, the “**State Privacy Laws**”).

This section describes how we collect, use, and share Personal Information of residents of these states and the rights these users may have with respect to their Personal Information. Please note that not all rights listed below may be afforded to all users and that if you are not a resident of one of these states listed above, you may not be able to exercise these rights. In addition, **we may not be able to process your request if you do not provide us with sufficient detail to allow us to confirm your identity or understand and respond to it.**

For purposes of this section, the term “**Personal Information**” has the meaning given to “personal data”, “personal information” or other similar terms and “Sensitive Personal Information” has the meaning given to “sensitive personal information,” “sensitive data”, or other similar terms in the State Privacy Laws, except that in neither case does such term include information exempted from the scope of the State Privacy Laws. In some cases, we may provide a different privacy notice to certain categories of residents of these states, such as job applicants, in which case that notice will apply instead of this section.

**Your privacy rights.** The State Privacy Laws may provide residents with some, or all of the rights listed below. However, these rights are not absolute, and some State Privacy Laws do not provide these rights to their residents. Therefore, we may decline your request in certain cases as permitted by law.

- **Information.** You can request the following information about how we have collected and used your Personal Information during the past 12 months:
  - The categories of Personal Information that we have collected.
  - The categories of sources from which we collected Personal Information.
  - The business or commercial purpose for collecting and/or selling Personal Information.
  - The categories of third parties with which we share Personal Information.
  - The categories of Personal Information that we sold or disclosed for a business purpose.
  - The categories of third parties to whom the Personal Information was sold or disclosed for a business purpose.
- **Access.** You can request a copy of the Personal Information that we have collected about you.
- **Appeal.** You can appeal our denial of any request validly submitted.
- **Correction.** You can ask us to correct inaccurate Personal Information that we have collected about you.
- **Deletion.** You can ask us to delete the Personal Information that we have collected from you.
- **Opt-out.**
  - **Opt-out of certain processing for targeted advertising purposes.** You can opt-out of certain processing of personal information for targeted advertising purposes.
  - **Opt-out of profiling/automated decision making.** You can opt-out of automated processing or profiling performed on personal information to evaluate, analyze, or predict personal aspects related to a person's economic situation, health, personal preferences,

interests, reliability, behavior, location, or movements.

- **Opt-out of other sales of personal data.** You can opt-out of other sales of your Personal Information.
- **Consumers under 16.** We do not have actual knowledge that we sell or share the personal information of consumers under 16 years of age.
- **Nondiscrimination.** You are entitled to exercise the rights described above free from discrimination as prohibited by the State Privacy Laws.

**Exercising your right to information/know, access, appeal, correction, and deletion.** You may submit requests to exercise your right to information/know, access, appeal, correction, or deletion at by calling us toll free at 1-800-269-2609, or via email to [privacy@burkeamerica.com](mailto:privacy@burkeamerica.com).

**Exercising your right to opt-out of the “sale” or “sharing” of your Personal Information.** While we do not sell personal information for money, like many companies, we use services that help deliver interest-based ads to you as described above. The State Privacy Laws may classify our use of some of these services as “selling” or “sharing” your Personal Information with the advertising partners that provide the services. You can submit requests to opt-out of tracking for targeted advertising purposes or other sales of Personal Information here: via email to [privacy@burkeamerica.com](mailto:privacy@burkeamerica.com) or via phone by calling 1-800-269-2609, or by broadcasting the global privacy control signal.

**Verification of Identity; Authorized agents.** We may need to verify your identity to process your information/know, access, appeal, correction, or deletion requests and reserve the right to confirm your residency. To verify your identity, we may require government identification, a declaration under penalty of perjury, or other information, where permitted by law.

Under some State Privacy Laws, you may enable an authorized agent to make a request on your behalf upon. However, we may need to verify your authorized agent’s identity and authority to act on your behalf. We may require a copy of a valid power of attorney given to your authorized agent pursuant to applicable law. If you have not provided your agent with such a power of attorney, we may ask you to take additional steps permitted by law to verify that your request is authorized, such as by providing your agent with written and signed permission to exercise your State Privacy Laws rights on your behalf, the information we request to verify your identity, and confirmation that you have given the authorized agent permission to submit the request.

**Personal information that we collect, use and disclose.** We have summarized the Personal Information we collect and may disclose to third parties by reference below to both the categories defined in the “Personal information we collect” section of this Policy above and the categories of Personal Information specified in the CCPA (Cal. Civ. Code §1798.140) and describes our practices currently and during the 12 months preceding the effective date of this Privacy Policy. Information you voluntarily provide to us, such as in free-form webforms, may contain other categories of personal information not described below.

Personal Information (“PI”) we collect	CCPA statutory category	Categories of third parties to whom we “disclose” PI for a business purpose	Categories of third parties to whom we “sell” or “share” PI
<ul style="list-style-type: none"> <li>● <i>Contact data</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Identifiers</i></li> <li>● <i>Commercial information</i></li> <li>● <i>California customer records</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Affiliates</i></li> <li>● <i>Service providers</i></li> <li>● <i>Payment processors</i></li> <li>● <i>Advertising partners</i></li> <li>● <i>Professional advisors</i></li> <li>● <i>Authorities and others</i></li> <li>● <i>Business transferees</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Advertising partners (to facilitate online advertising)</i></li> </ul>

<ul style="list-style-type: none"> <li>Demographic data</li> </ul>	<ul style="list-style-type: none"> <li>Identifiers</li> <li>California customer records</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Advertising partners</li> <li>Professional advisors</li> <li>Authorities and others</li> <li>Business transferees</li> </ul>	<ul style="list-style-type: none"> <li>Advertising partners (to facilitate online advertising)</li> </ul>
<ul style="list-style-type: none"> <li>Profile data</li> </ul>	<ul style="list-style-type: none"> <li>Identifiers</li> <li>Commercial information</li> <li>California customer records</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Advertising partners</li> <li>Professional advisors</li> <li>Authorities and others</li> <li>Business transferees</li> <li>Other users and the public</li> </ul>	<ul style="list-style-type: none"> <li>Advertising partners (to facilitate online advertising)</li> </ul>
<ul style="list-style-type: none"> <li>Communications data</li> </ul>	<ul style="list-style-type: none"> <li>Identifiers</li> <li>Commercial information</li> <li>California consumer records</li> <li>Internet or Network Information</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Advertising partners</li> <li>Professional advisors</li> <li>Authorities and others</li> <li>Business transferees</li> </ul>	<ul style="list-style-type: none"> <li>Advertising partners (to facilitate online advertising)</li> </ul>
<ul style="list-style-type: none"> <li>Transactional data</li> </ul>	<ul style="list-style-type: none"> <li>Commercial information</li> <li>California consumer records</li> <li>Financial information</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Payment processors</li> <li>Professional advisors</li> <li>Authorities and others</li> <li>Business transferees</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<ul style="list-style-type: none"> <li>Marketing data</li> </ul>	<ul style="list-style-type: none"> <li>Identifiers</li> <li>Commercial information</li> <li>California customer records</li> <li>Internet or Network Information</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Professional advisors</li> <li>Authorities and others</li> <li>Business transferees</li> </ul>	<ul style="list-style-type: none"> <li>Advertising partners (to facilitate online advertising)</li> </ul>
<ul style="list-style-type: none"> <li>User-generated content</li> </ul>	<ul style="list-style-type: none"> <li>Sensory Information</li> <li>California consumer records</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Authorities and others</li> <li>Business transferees</li> <li>Other users and the public</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<ul style="list-style-type: none"> <li>Government-issued identification number data</li> </ul>	<ul style="list-style-type: none"> <li>Identifiers (online)</li> <li>California customer records</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Professional advisors</li> <li>Authorities and others</li> <li>Business transferees</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<ul style="list-style-type: none"> <li>Payment data</li> </ul>	<ul style="list-style-type: none"> <li>Commercial information</li> <li>Financial information</li> <li>California consumer records</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Payment processors</li> <li>Professional advisors</li> <li>Authorities and others</li> <li>Business transferees</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<ul style="list-style-type: none"> <li>Device data</li> </ul>	<ul style="list-style-type: none"> <li>Identifiers (other)</li> <li>Internet or Network Information</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> <li>Advertising partners</li> <li>Professional advisors</li> <li>Authorities and others</li> <li>Business transferees</li> <li>Other users and the public</li> </ul>	<ul style="list-style-type: none"> <li>Advertising partners (to facilitate online advertising)</li> </ul>
<ul style="list-style-type: none"> <li>Online activity data</li> </ul>	<ul style="list-style-type: none"> <li>Identifiers (other)</li> <li>Commercial information</li> </ul>	<ul style="list-style-type: none"> <li>Affiliates</li> <li>Service providers</li> </ul>	<ul style="list-style-type: none"> <li>Advertising partners (to facilitate online advertising)</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Internet or Network Information</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Payment processors</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Third parties designated by you</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> </ul>	
<ul style="list-style-type: none"> <li>• <i>Data derived from the above</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Inferences</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service providers</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Advertising partners (to facilitate online advertising)</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Other Sensitive Personal Information We do not intentionally collect this information, but it may be revealed in identity data or other information we collect</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Protected Classification Characteristics</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>N/A</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>None</i></li> </ul>

- **California Notice of Financial Incentive.** We offer, or may in the future offer, various incentive programs that may constitute a “financial incentive” under the CCPA, such as our “10%-Off Your First Order” promotion, as well as any future rewards programs. The details of these programs are described on our websites. The types of personal information that we may collect through such programs may include contact data, device data, and online activity data.
  - You have the right to withdraw from these programs at any time and may do so by emailing us at [privacy@burkeamerica.com](mailto:privacy@burkeamerica.com) or by following the opt-out or unsubscribe instructions at the bottom of the relevant marketing email.
  - The value of the incentives provided pursuant to the programs depends on various factors, including as applicable: the benefit and insights that we realize and expect to realize when you continue to use our services; sales directly or indirectly generated from participation in our program; whether the sales generated by the program exceed the cost to us of offering the program; how many users sign up for the program; and increased goodwill towards us.

**Additional information for Nevada residents.** Nevada residents have the right to opt-out of the sale of certain personal information for monetary consideration. While we do not currently engage in such sales, if you are a Nevada resident and would like to make a request to opt out of any potential future sales, please email [privacy@burkeamerica.com](mailto:privacy@burkeamerica.com).

**Contact Us.** If you have questions or concerns about our privacy policies or information practices, please contact us using the contact details set forth in the How to contact us section, above.

## Cookie Notice

This Cookie Notice explains how Burke America ("**Burke America**", "**we**", "**us**" or "**our**") uses cookies and similar technologies in connection with the [www.burkeamerica.com](http://www.burkeamerica.com), [www.repairclinic.com](http://www.repairclinic.com), and [www.sundbergamerica.com](http://www.sundbergamerica.com) websites and any other website that we own or control and which posts or links to this Cookie Notice (collectively, the "**Sites**").

### What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies serve different purposes, like helping us understand how a site is being used, letting you navigate between pages efficiently, remembering your preferences, and generally improving your browsing experience. Our Sites may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer or mobile device until you delete them).

We use two broad categories of cookies: (1) first party cookies, served directly by us to your computer or mobile device, which we use to recognize your computer or mobile device when it revisits our Sites; and (2) third-party cookies, which are served by service providers or business partners on our Sites, and can be used by these parties to recognize your computer or mobile device when it visits other websites. Third-party cookies can be used for a variety of purposes, including site analytics, advertising, and social media features.

### What types of cookies and similar tracking technologies do we use on the Sites?

On the Sites, we use cookies and other tracking technologies in the following categories described in the table below.

Type	Description	Who serves the cookies (link to privacy policy/site)	How to control them
<i>Advertising</i>	These cookies are used by advertising companies to collect information about how you use our Sites and other websites over time. These companies use this information to show you ads they believe will be relevant to you within our services and elsewhere, and to measure how the ads perform.	Google Doubleclick Facebook Bing Ads Criteo Google Dynamic Commission Junction	You can opt-out of Google Doubleclick cookies here. You can opt-out of Facebook cookies here. See 'your choices' below.
<i>Analytics</i>	These cookies help us understand how our services is performing and being used. These cookies may work with web beacons included in emails we send to track which emails are opened and which links are clicked by recipients.	Google Analytics	You can find out more information about Google Analytics cookies here and about how Google protects your data here. You can prevent the use of Google Analytics relating to your use of our Sites by downloading and installing a browser plugin available here. See 'your choices' below.
<i>Essential</i>	These cookies are necessary to allow the technical operation of our services (e.g., they enable you to move around on a website and to use its features).	Google Privacy Policy	See 'your choices' below.

Type	Description	Who serves the cookies (link to privacy policy/site)	How to control them
<i>Functionality / performance</i>	Enhance the performance and functionality of our services.		See 'your choices' below.
<i>Social</i>	These cookies may allow you to log into the Sites through your social media account or share content in our sites that you find interesting through third-party social media providers. These cookies may also be used for advertising purposes.	Facebook Connect	See 'your choices' below.

**Other technologies**

In addition to cookies, our Sites may use other technologies, such as pixel tags to collect information automatically.

*Browser Web Storage*

We may use browser web storage (including via HTML5), also known as locally stored objects (“LSOs”), for similar purposes as cookies. Browser web storage enables the storage of a larger amount of data than cookies. Your web browser may provide functionality to clear your browser web storage.

*Web Beacons*

We may also use web beacons (which are also known as pixel tags and clear GIFs) on our Sites and in our HTML formatted emails to track the actions of users on our Sites and interactions with our emails. Unlike cookies, which are stored on the hard drive of your computer or mobile device by a website, pixel tags are embedded invisibly on webpages or within HTML formatted emails. Pixel tags are used to demonstrate that a webpage was accessed or that certain content was viewed, typically to measure the success of our marketing campaigns or engagement with our emails and to compile statistics about usage of the Sites, so that we can manage our content more effectively.

*Session-replay technologies*

We may use products and services provided by Hotjar that employ software code to record users’ interactions with the Services in a manner that allows us to watch DVR-like replays of those user sessions. The replays include users’ clicks, mobile app touches, mouse movements, scrolls and keystrokes/key touches during those sessions. These replays help us diagnose usability problems and identify areas for improvement. You can learn more about Hotjar at <https://www.hotjar.com/legal/policies/privacy/> and you can opt-out of session recording by Hotjar at <https://www.hotjar.com/policies/do-not-track/>.

**Your choices**

Your options for controlling what information cookies and similar technologies collect about you include:

- **Blocking cookies in your browser.** Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, the Sites may not work properly. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit

[www.allaboutcookies.org](http://www.allaboutcookies.org). If you do not accept our cookies, you may experience some inconvenience in your use of our Sites. For example, we may not be able to recognize your computer or mobile device and you may need to log in every time you visit our Sites.

- **Blocking images/clear gifs:** Most browsers and devices allow you to configure your device to prevent images from loading. To do this, follow the instructions in your particular browser or device settings.
- **Third-party opt-out option.** You can opt-out of interest-based advertising through some of the third parties listed in the chart above by using the corresponding third-party opt-out tool provided in the chart.
- **Industry association opt-outs.** You may opt out of receiving interest-based advertising on websites through members of the Network Advertising Initiative by clicking [here](#) or the Digital Advertising Alliance by clicking [here](#). You may opt out of receiving targeted advertising in mobile apps through participating members of the Digital Advertising Alliance by installing the AppChoices mobile app, available [here](#), and selecting the user's choices. Please note that we also may work with companies that offer their own opt-out mechanisms and may not participate in the opt-out mechanisms linked above.
- **Blocking advertising ID use in your mobile settings.** Your mobile device settings may provide functionality to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.

For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). If you do not accept our cookies, you may experience some inconvenience in your use of our Sites. For example, we may not be able to recognize your computer or mobile device and you may need to log in every time you visit our Sites.

If you choose to opt-out of targeted advertisements, you will still see advertisements online, but they may not be relevant to you. Even if you do choose to opt out, not all companies that serve online behavioral advertising are included in this list, and so you may still receive some cookies and tailored advertisements from companies that are not listed.

For more information about how we collect, use, and share your information, see our [Privacy Policy](#).

### **Changes**

Information about the cookies we use may be updated from time to time, so please check back on a regular basis for any changes.

### **Questions**

If you have any questions about this Cookie Notice, please contact us by email at [privacy@burkeamerica.com](mailto:privacy@burkeamerica.com).

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