

Julius Meinl North America LLC ("**Company**", "**we**", "**our**", or "**us**") respects your privacy. This Privacy Policy is applicable to your use of the website, <https://juliusmeinl.com/us> (the "**Website**") and your communications with, to, or from us if you are a United States citizen. If you do not to the terms of this Privacy Policy, you must not access or use the Website.

We do not sell, otherwise disclose, or share data we collect and hold about you, except as described in this notice.

I. Personal data that we collect from you and use of data collected

Online form

If you decide to use our online form on our Website to contact us, we will collect and process the following categories of personal data for the purpose of providing you with this communication option, processing your request and contacting you in this regard:

- Name, email address, country, city, phone number, region, your message, the date and time of your message; and,
- For technical reasons, your IP address, and other information about your browser and device including browser type and version, operating system, referrer URL, and date and time of access. This data is stored separately from other user data (in particular name, address, telephone number, email address) that may be disclosed and evaluated for statistical purposes in order to optimize the website and the offers on www.meinl.com.

We process this information based on our overriding legitimate interest in being able to process your request and contact you in response to your submission, and to provide you with our service and with information regarding our products and services (including sending marketing/promotional content to you).

We collect your personal data either (i) from you directly, in the course of our communication, (ii) from public sources (e.g. public internet or other sources, social media), or (iii) through our employees who are in contact with you. You are not required to provide us with any personal information unless it is necessary to address a specific concern or respond to you.

To achieve the purpose set out above, we will transfer your personal data to IT service providers that we use.

We will retain your personal data for as long as we are processing your request and thereafter as long as required under statutory retention obligations or as long as potential legal claims (where personal data is needed to raise or defend against the claim) are not yet time-barred.

Business relationships

Regarding our business relationships and prospective business relationships, we will process the following categories of personal data:

- Name, salutation/gender, job title, affiliated company, address, email address, phone number, fax, date of birth, payment information.

We process these (i) to manage our customer relations and communications, (ii) to handle contract initiation and pre-relationship communication, (iii) to organize events, or (iv) to provide you with information regarding our services and events.

We collect your personal data either (i) from you directly, in the course of our communication or business relationship, (ii) from public sources (e.g. public internet or other sources, social media), or (iii) through our employees who are in contact with you. Kindly note that you are under no obligation to provide us with the data we ask from you other than data needed to complete a contemplated business transaction.

We process your personal data based on our overriding legitimate interest in being able to enter into new business relationships as well as maintain and manage existing business relationships and fulfil the needs and requests of our customers, including receiving, fulfilling, and facilitating orders.

To achieve the purposes set out above, we will transfer your personal data to IT service providers that we use, legal representatives, banks for management of payment transactions, auditors for the performance of audits, courts and public authorities, contract partners or business partners who are or should be participating in the performance of the delivery or service, and companies that are part of our corporate group.

We will retain your personal data for as long as we are in a business relationship with you or as long as we are in the phase of entering into a business relationship (as the case may be), and thereafter as long as required under statutory retention obligations or as long as potential legal claims (where personal data is needed to raise or defend against the claim) are not yet time-barred.

Cookies

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you do not have to keep re-entering them whenever you come back to the site or browse from one page to another.

This website uses the following software, which may use cookies to “track” your preferences and usage while on and off the Website, which helps us to provide you with a good experience

when you browse our website and also allows us to improve the Website and our business intelligence in order to provide a high level of service to you:

Google Analytics, Facebook pixel and LinkedIn Insight Tag

A. Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ('Google'). Google Analytics uses 'cookies', which are text files placed on your computer, to help the website analyze how visitors use the site. The information generated by the cookie about your use of this website will generally be transmitted to, and stored by, Google on a server in the USA. IP anonymization ('masking') has been activated on this website, so, if you are located in a Member State of the European Union or in another state that is party to the European Economic Area (EEA) Agreement, your IP-address will first be abbreviated by Google in the European Union or in another state that is party to the European Economic Area (EEA) Agreement, and the full IP address only being transmitted to a Google server in the USA in exceptional cases to be abbreviated there. Google will use this information on our behalf for the purpose of evaluating your use of the website, compiling reports on website activity and providing the website operator with other services relating to website activity and internet usage. The IP-address transmitted from your browser by Google Analytics will not be associated with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of this website. You can also stop Google from capturing the data generated by the cookie about your use of the website (including your IP-address) as well as the processing of this data by Google by downloading and installing the browser plug-in made available by Google.

Google Analytics uses for example the following cookies:

(Cookie Name | Expiration Time | Description)

_ga | 2 years | Used to distinguish users.

_gid | 24 hours | Used to distinguish users.

_gat | 1 minute | Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_.

Additionally, the following cookies are used:

- euCookie | 6 months | Is set when you accept the cookie message. Used to save the approval of the cookie message for 6 months.
- PHPSESSID | Session Cookie | As you browse around the pages on this site, the session cookie tells the website that you are the same person requesting the webpages, and not

a new visitor to each page. This cookie does not identify you personally and is not linked to any other information.

- wordpress_geo_redirect_once / 1 year / This cookie is used to redirect visitors to certain parts of the Site dependent on the visitor's country.

For a comprehensive list of cookies used by Google Analytics, please visit:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

For obtaining more information on Google's terms of service and Google's privacy policy, please visit: <https://marketingplatform.google.com/about/analytics/terms/gb/>, <https://policies.google.com/technologies/partner-sites> and <https://policies.google.com/?hl=at&gl=at>.

B. LinkedIn Insight Tag

This website uses LinkedIn Insight Tag, a web analytics service provided by LinkedIn Corporation. LinkedIn Insight Tag is a JavaScript code implemented in our website which uses cookies for conversion tracking and analyzing our website visitors. The LinkedIn Insight Tag enables the collection of data regarding members' visits to the website, including the URL, referrer, IP address, device and browser characteristics, and timestamp. The IP addresses are truncated or (when used for reaching members across devices) hashed, and members' direct identifiers are removed within seven days in order to make the data pseudonymous. This remaining pseudonymized data is then deleted within 180 days.

LinkedIn does not share the personal data with us, it only provides reports and alerts (which do not identify you) about the website audience and ad performance and provides also retargeting for website visitors. This enables us to provide our visitors with personalized ads on our website without identifying LinkedIn members. LinkedIn also uses data that does not identify the visitors to improve ad relevance and reach members across devices. If you have a LinkedIn user account, you can control the usage of your personal data for advertising purposes under <https://www.linkedin.com/psettings/advertising/actions-that-showed-interest>

For a comprehensive list of cookies used by LinkedIn, please visit:

<https://www.linkedin.com/legal/l/cookie-table>

For obtaining more information on LinkedIn's privacy policy and LinkedIn Insight Tag visit <https://www.linkedin.com/legal/privacy-policy>, <https://www.linkedin.com/legal/cookie-policy> and <https://www.linkedin.com/help/lms/answer/65521/the-linkedin-insight-tag-faqs>.

LinkedIn uses for example following cookies:

(Cookie Name | Expiration Time | Description)

bcookie | 24 months | used as identifier cookie to identify devices accessing LinkedIn

lang | end of session | used to remember user's language settings

lidc | 24 hour | used for tracking functionalities

C. Meta pixel

This website uses Meta pixel, a web analytics service provided by Meta Platforms Inc. ("Meta"), formerly known as Facebook pixel. Meta pixel is JavaScript-Code implemented in our website which uses cookies to provide for a bunch of functionalities for the tracking of your actions by Meta if you have come to our website via Facebook-Ads. For example, when you purchase a product on our website, Meta pixel is triggered and stores your actions in one or more cookies. These cookies allow Meta to match your user data (customer data such as IP address or user ID) with your Meta account data. The collected data is anonymous and not visible to us and can only be used in the context of ad placements. If you are a Meta product user and if you are logged into your Meta user account, the visit to our website is automatically assigned to your Meta user account.

We want to show our services or products only to those people who are really interested in them. With the help of Meta pixel, our advertising measures can be better tailored to your wishes and interests. Thus, Meta users (if they have allowed personalized advertising) get to see suitable advertising. Furthermore, Meta uses the collected data for analysis purposes and its own advertisements.

Below we show you those cookies that were set by embedding Meta pixel on a test page. Please note that these are only sample cookies. Different cookies are set depending on the interaction on our website.

Meta Pixel uses for example following cookies:

(Cookie Name | Expiration Time | Description)

dpr | end of session | required for Facebook's social plug-ins

fr | 3 months | also required for proper functioning of Facebook's social plug-ins

_fbp | 3 months | required for Facebook pixel

comment_author_* | 12 months | saves name and message of a user who e.g. submits a comment via the website.]

For obtaining more information on Meta's data policy and Meta pixel visit <https://www.facebook.com/policy.php>, <https://www.facebook.com/policies/cookies> and <https://www.facebook.com/business/learn/meta-pixel>

II. *How do I disable/enable cookies?*

You have the ability to accept or decline cookies by modifying the settings in your browser, as well as when first accessing the Website. However, you may not be able to use all the interactive features of our site if all or some cookies are disabled.

There are a number of ways to manage cookies. Please refer to your browser settings, instructions or help screen to learn more about these functions, or the privacy policies of the cookie providers. If you use different computers in different locations you will need to ensure that each browser is adjusted to suit your cookie preferences.

On your first visit to the Website we will ask you to accept or reject cookies.

III. Your rights regarding your personal data

Subject to various limitations set out in applicable law, you have the right to:

- (i) obtain information as to whether and what kind of personal data we store about you and to request copies of such data;
- (ii) request to have your personal data corrected, restricted or deleted;
- (iii) object to the processing of your personal data;
- (iv) request data portability; and
- (v) lodge a complaint with an appropriate data protection authority.

If you wish to exercise any of these rights, or if you have any concerns about our processing of your personal data, please contact us in any of the ways listed in the section "How to contact us" below.

IV. Children's Online Privacy Protection Act

The Website is not directed towards persons under the age of 13 and we do not knowingly collect personal information from children. If we become aware that we have received personal information of a child under the age of 13, that personal information will be expeditiously deleted.

V. Internet-based transfers and disclaimer

Whereas we employ reasonable measures to protect against viruses and other harmful components, the nature of the internet is such that it is impossible to ensure that your access to the website will be uninterrupted or error-free, or that this website, its servers or emails which may be sent by us are free of viruses or other harmful components.

VI. Other websites

Our Website contains links to other websites which are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their Privacy Policies, which may differ from ours. We do not accept any responsibility or liability for their policies or processing of your personal data. We encourage you to read the privacy and cookie notices and terms and conditions of any linked, referenced, or interfacing websites you enter before you submit any personal data to such third-party websites.

VII. How will changes to this Privacy and Cookie Notice be made?

Please check this Privacy Policy periodically to be informed of any changes. Although we reserve the right to modify or supplement this notice, we will pro-actively provide notice to you on this website of any major changes for a reasonable time following the change and, where appropriate, through email notification.

VIII. How to contact us

If you have any further questions about our processing of your personal data or if we can be helpful in any other way please do not hesitate to contact us. You can reach us by using the contact info provided below:

Julius Meinl North America, 1441 SW 31st Ave, Pompano Beach, Florida 33069.

Email: usorders@meinl.group