

WalzCraft Privacy Policy

Last Updated: Sunday, June 21, 2026

This Privacy Policy (“**Policy**”) describes the information collected by or on behalf of WalzCraft Industries (“**WalzCraft**,” “**we**,” “**us**,” or “**our**”) through our website <https://walzcraft.com/> (“**Site**”) as well as how that information is used and disclosed. If you have questions or concerns about this Policy, please contact us as set forth below.

We may modify this Policy at any time. All changes will be effective immediately upon posting to the Site. Material changes will be conspicuously posted on the Site or otherwise communicated to you. We encourage you to review this Policy periodically to stay informed about our information practices.

This Policy contains State Supplemental Privacy Disclosures. If you are a **California** resident, please see the **Notice to California Consumers** section below for additional information that may apply to you.

1. Information We Collect

We may collect information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household (“**Personal Information**”) when you use our Site. The information we collect falls into three categories: (1) information you provide to us, (2) information we collect through automated methods, and (3) information we collect from other sources (as further detailed below). We will collect, use, and disclose such Personal Information pursuant to this Policy.

Information You Provide to Us

In using our Site, you may provide us with Personal Information, including, without limitation:

- Individual identifiers such as name and username;
- Contact information such as mailing address, email address, postal address, and telephone number(s);
- Business information such as job title, company name, and location;
- Communications with us, preferences, or other Personal Information you provide to us such as any messages, opinions, and feedback, your user preferences (such as in receiving updates or marketing information), and other information that you share with us when you contact us directly (such as for customer support services).
- Account information such as username and password if you create an account through our Web Order Manager portal.

Data Automatically Collected

We may use automated technologies to collect Personal Information from your computer system or mobile device when you use our Site. This may include the following:

Cookies & Other Tracking Technologies. We may use cookies, web beacons, pixel tags and other tracking technologies (collectively “**Tracking Technologies**”) on our Site. Most browsers automatically accept Tracking Technologies. You may be able to disable Tracking Technologies by changing your browser settings, depending on your browser. You can usually find these settings in the options or preferences

menu of your browser. If you choose to disable Tracking Technologies, certain features of the Site may not work. You cannot disable all Tracking Technologies, such as those that are essential to the functioning of the Site.

Advertising. We may use tracking technologies provided by third parties to deliver advertisements and measure their effectiveness. For example, we use Google Ads to serve ads across various websites. To opt out of this type of advertising, to customize your ad preferences, or to limit Google's collection or use of such data, visit Google's Ad Settings. To change your preferences with respect to certain online ads or to obtain more information about ad networks and online behavioral advertising, visit the Network Advertising Initiative Consumer opt-out page or the Digital Advertising Alliance Self-Regulatory Program. Opting out of targeted advertising does not opt you out of all ads, just those targeted to you.

Google Analytics. We use Google Analytics to collect and process information about your use of the Site. Google sets Tracking Technologies on your browser or device, and then your web browser will automatically send information to Google. Google uses this information to provide us with reports that we use to better understand and measure how users interact with our Site. To learn more about how Google uses data, visit Google's Privacy Policy and Google's page on "How Google uses data when you use our partners' sites or apps." You may download the Google Analytics Opt-out Browser Add-on for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit Google's "Google Analytics Cookie Usage on Websites" page.

The Tracking Technologies on our Site may collect information such as:

- IP addresses assigned to the computers and other devices you use;
- device and browser type;
- device ID number;
- approximate geographic location;
- browser type;
- Site pages visited;
- websites you access before and after visiting the Site, and
- data related to how and when you use the Site.

We use tracking technologies to: (i) make our Site function properly, (ii) provide personalized experiences, (iii) tailor our interactions with you, (iv) provide us with valuable data and statistics about the usage and effectiveness of our Site, and (v) help us improve our Site.

Do Not Track Signals. Some browsers offer a "Do Not Track" feature that sends a signal to websites that a user does not want to be tracked. There is currently no industry standard for how companies should respond to these signals. As a result, our Site does not respond to Do Not Track signals at this time.

Data from Other Sources

We may obtain Personal Information about individuals from various third-party sources, including marketing partners, email verification providers, phone validation services and other service providers. We may combine that Personal Information with other data we may already have.

2. How We Use Your Information

We use Personal Information that we collect for the following purposes:

As Stated or Agreed to at the Point of Collection. We may use Personal Information for the purposes stated or agreed-to (or as is obvious) at the point of collection. For example, we use Personal Information to process and respond to your questions, inquiries, comments, or complaints. We may also use your Personal Information as otherwise requested or consented to by you.

Administration. We use Personal Information for administrative purposes, such as to understand our users' demographics and user preferences, troubleshoot problems, improve the content and functionality of the Site, and develop new products and services.

For Our Business Purposes. We use Personal Information that we collect to provide our customers with our products and services.

Business Analytics. We use Personal Information for business analytics purposes and consumer and operations research to assess the effectiveness of our Site.

Advertising and Other Communications. We may use Personal Information to send you marketing information, promotional materials, and similar communications. We may use Personal Information to send you advertising materials, to notify you of new products or services, to notify you of changes to our website terms of use or this Policy, and for other similar communications. If you provide your email address to us, we may send you both emails about your business transactions with us and marketing emails.

To Protect Our Rights. We may use Personal Information to protect our legal rights or interests, or those of other parties, including to bring a legal action against you or anyone who may be causing harm to us, our Site, or to other users of the Site. We may also use Personal Information to seek business, financial or legal advice, and to respond to other legal requests.

Create Aggregated and De-Identified Data. We may process Personal Information to create deidentified and aggregated data in accordance with applicable laws. Any such deidentified and aggregated data is no longer subject to this Policy.

3. Disclosure of Personal Information

We do not sell, rent, or lease Personal Information to any third party. We may share Personal Information with the following categories of parties, in compliance with applicable laws:

Affiliates. We may disclose Personal Information to our affiliates who have a need to know the information for our business or operational purposes.

Customers: We may disclose Personal Information to our customers and business partners when providing our products.

Third Parties and/or Service Providers. We may disclose Personal Information to third parties and/or service providers that provide services for us. We have contracted with our service providers to protect any such Personal Information. For example, we may disclose Personal Information to vendors to help us host and manage the Site, improve the content and functionality of the Site, troubleshoot problems with the Site, support or provide the security of the Site, append Personal Information, verify addresses, and send communications on behalf of our customers and clients.

Third-Party Service Platforms. We use third-party platforms to facilitate certain services. For example, job applications are processed through Paylocity, a third-party human resources platform. When you submit information through these platforms, the third party's privacy policy may also apply.

Government Officials / Law Enforcement. We will cooperate with law enforcement and other governmental agencies and may disclose Personal Information: (i) if we believe in good faith we are legally required to disclose that Personal Information, (ii) if we are advised to disclose Personal Information by our legal counsel, (iii) when necessary to identify, contact or bring a legal action against someone who may cause or be causing harm to, or interfering with the legal rights of, WalzCraft or any other party, or (iv) as otherwise appropriate.

Professional Advisors. We may disclose Personal Information to our professional advisors, such as our attorneys, accountants, financial advisors and business advisors, in their capacity as advisors to WalzCraft.

Change in Ownership. In the event WalzCraft is the subject of a change of control or in the event the Site changes ownership, in whole or in part, or in the event of a bankruptcy, receivership, or a similar transaction, we may provide Personal Information to any successors in interest.

Other. We may disclose Personal Information to third parties when explicitly requested by or consented to by you, or for the purposes for which you disclosed the Personal Information to us as indicated at the time and point of the disclosure (or as was obvious at the time and point of disclosure).

4. Children's Information

The Site is not directed at children under 18 years of age. We do not knowingly collect, sell, use, or share Personal Information from children under 18. If we obtain actual knowledge that any Personal Information we collect has been provided by a child under the age of thirteen (13), we will promptly delete that information. If a parent or legal guardian learns that their child provided us with Personal Information without their consent, please contact us using one of the methods in Section 10 (Contact Us), and we will make commercially reasonable attempts to delete such Personal Information.

5. Data Security

We use commercially reasonable technical and organizational measures to help secure Personal Information against loss, misuse, unauthorized access, alteration, and destruction appropriate to the type of Personal Information processed. If a breach of your Personal Information occurs, we will notify you of the breach if required under applicable law.

YOU UNDERSTAND THAT NO DATA TRANSMISSION OVER THE INTERNET OR DEVICE CAN BE GUARANTEED TO BE 100% SECURE. WHILE WE STRIVE TO PROTECT PERSONAL INFORMATION, WE DO NOT GUARANTEE THE SECURITY OF PERSONAL INFORMATION, AND YOU PROVIDE PERSONAL INFORMATION AT YOUR OWN RISK. ALWAYS TAKE SPECIAL CARE WHEN DISCLOSING ANY PERSONAL INFORMATION VIA THE INTERNET.

6. Retention of Personal Information

We will keep Personal Information for the period necessary to fulfill the purposes described in this Policy, unless a longer retention period is permitted or required by law.

7. Access from Outside the United States

If you access the Site from outside the United States, please be aware that Personal Information may be transferred to, stored in, and processed in the United States. Certain governmental authorities may not consider the level of protection of Personal Information in the United States to be equivalent to that required in other jurisdictions. If you are located outside of the United States, please be aware that

information and data we collect will be processed and stored in the United States, a jurisdiction in which the data protection and privacy laws and principles, including your data subject rights, might be different from the laws and principles of the country or region where you reside or are a citizen.

8. Third-Party Websites

The Site may link to, or be linked from, websites not controlled by us, including our social media pages on Facebook, Twitter, Pinterest, Houzz, and Instagram. We are not responsible for third parties' privacy policies or practices. This Policy does not apply to any third-party websites or to any data that you provide to third parties, including social media sites. You should read the privacy policy for each website that you visit. In addition, opting out of our databases does not remove you from third-party databases that may have your data. You should reach out to those third parties for that information.

The Site may allow you to connect and share data with social media platforms. These features may require us to use cookies, plug-ins, and application programming interfaces (APIs) provided by such social media platforms to facilitate those communications and features. Your use of social media platforms is governed by the privacy policies and terms of the providers that own and operate those platforms and not by this Policy. We encourage you to review those policies and terms.

9. Your Choices to Control Your Information

Tracking Technologies Opt-Out: You may control the use of certain tracking technologies. These features and options are browser and device specific and are not uniform. You may be able to disable tracking technologies by changing your browser settings, depending on your browser. You can usually find these settings in the options or preferences menu of your browser. If you choose to block tracking technologies, certain features of the Site may not work. Blocking or rejecting cookies will not stop all of the tracking described in this Policy. You cannot disable all tracking technologies, such as those that are essential to the functioning of the Site.

Opt-Out: You may opt out by: (i) contacting us according to Section 10 (Contact Us); or (ii) if applicable, following opt-out instructions made available to you at the time of collection or via other communications. For example, you may opt out of receiving text messages by following the opt-out instructions provided in that text message.

10. Contact Us

If you have questions or concerns regarding this Policy, contact us at:

Email: customersupport@walzcrafft.com

Phone: 800-237-1326

Mail: WalzCraft Industries
2600 Hemstock Street
La Crosse, WI 54603-2349

Notice to California Consumers

Last Updated: Sunday, June 21, 2026

This Section provides additional terms that apply to California Consumers. In the event of a conflict between this Section and the remainder of this Policy, this Section shall take precedence for California Consumers. In this Section only, any capitalized terms not defined in this Policy have the meanings set

forth in the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act, and including its implementing regulations (the “CCPA”).

The Collection, Source, Purpose and Sharing of Your Personal Information.

Categories of Personal Information. In the last twelve (12) months, we have collected the following categories of Personal Information:

- Identifiers consisting of: name, company role, job title, company name, postal address, email address, phone number, ZIP code, and other similar identifiers.
- Internet Activity consisting of: browsing history, search history, and information regarding a consumer’s interaction with an internet website or advertisement.
- Commercial Information consisting of: records of products or services purchased, obtained, or considered, and other purchasing or consuming histories or tendencies.
- Geolocation Data consisting of: approximate geographic location collected through tracking technologies.
- Professional or Employment-Related Information consisting of: job title, company role, and company name.
- Sensitive Personal Information consisting of: account log-in credentials (username and password) in combination with required security or access codes that allow access to an account.

Categories of Sources from Which Personal Information is Collected. The categories of sources from which your Personal Information is collected are described in Section 1 (Information We Collect).

Purposes for Collecting Personal Information. We use the categories of Personal Information listed above for the business purposes as disclosed in Section 2 (How We Use Your Information). We also use the categories of Personal Information listed above for the following business purposes expressly identified by CCPA, which fall under one or more of the following categories below:

- Auditing related to counting ad impressions to unique visitors and auditing compliance.
- Helping to ensure security and integrity to the extent the use of your Personal Information is reasonably necessary and proportionate for these purposes.
- Debugging to identify and repair errors that impair existing intended functionality.
- Short-term, transient use.
- Providing advertising and marketing services, except for cross-context behavioral advertising.
- Undertaking internal research for technological development and demonstration.
- Other purposes as expressly authorized by the implementing regulations of the CCPA.

Categories of Service Providers or Contractors with Whom Personal Information is Disclosed for a Business Purpose. In the last 12 months we have disclosed all the categories of Personal Information listed above for business purposes. The categories of Service Providers or Contractors with whom we disclose Personal Information in the last 12 months are described above in Section 3 (Disclosure of Personal Information).

Categories of Third Parties with Whom Personal Information is Sold or Shared. In the last 12 months, we have not “sold” or “shared” Personal Information as those terms are defined under the CCPA. We do not have any actual knowledge that we have sold or shared Personal Information of any individual under the age of 16 for monetary compensation or for cross-context behavioral advertising.

Your California Privacy Rights

California Consumers have the right to make the following requests:

- **Right to Know and Access.** You have the right to request that we disclose the following information to you regarding our collection and use of your Personal Information:
 - The categories of Personal Information we have collected about you;
 - The categories of sources from which we collect the Personal Information about you;
 - The business or commercial purpose(s) for which the Personal Information was collected, sold, or shared;
 - The categories of Service Providers and Contractors with whom we disclose that Personal Information for a business purpose;
 - The specific pieces of Personal Information we collected about you in a format easily understandable to the average Consumer;
 - The categories of Personal Information that we sold or shared, and the categories of third party recipients to whom it was sold or shared.
- **Right to Delete.** You have the right to request that we delete any of your Personal Information that we collected from you and retained.
- **Right to Opt-out of “Sale” and Certain “Sharing” Practices.** While we do not sell or share Personal Information, you have the right to opt-out of the “sale” and “sharing” of your Personal Information with third parties, as those terms are defined under the CCPA.
- **Right to Correct.** You have the right to request that we correct Personal Information that we maintain about you that you can prove is inaccurate.
- **Right to Limit Use and Disclosure of Sensitive Personal Information.** We collect Sensitive Personal Information only as necessary to provide you with access to your account through our Web Order Manager portal. You have the right to direct us to limit our use of your Sensitive Personal Information to what is necessary to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services, subject to exceptions.
- **Right to Non-Discrimination.** We will not discriminate against you for exercising any of your rights under the CCPA.

How to Exercise Your California Privacy Rights. To exercise your California privacy rights, you may submit your request to us by either:

Calling us at: 1-800-237-1326

Via Email: customersupport@walzcrafter.com

Mail: WalzCraft Industries, 2600 Hemstock Street, La Crosse, WI 54603-2349

Verifiable Consumer Request. In order to verify your request, we may require additional information to allow us to reasonably verify you are the person about whom we collected Personal Information, and you must describe your request with sufficient detail to allow us to properly understand, evaluate, and respond to your request. This information may vary depending on the Personal Information we already have. If we are unable to verify your identity as required by applicable laws and regulations, we will decline to comply with your request, and let you know why. We may reject or deny your request as permitted or as required by law.

We may charge a fee as permitted by the CCPA, such as to process or respond to your request if it is excessive, repetitive, manifestly unfounded, or if we believe the request is fraudulent or submitted for purposes other than exercising applicable privacy rights.

Authorized Agents. You may only make a request to exercise your rights on behalf of yourself, or a parent or legal guardian may make a request on behalf of their minor child. You also have a right to submit requests to exercise your rights under the CCPA through an authorized agent. If an authorized agent contacts us to exercise the above rights, we will need to verify their identity as well as your identity. We will also require proof of your written authorization to the agent to be your agent and to make the specific request submitted, unless the agent is subject to a Power of Attorney under California probate laws. If the agent is a Power of Attorney under California probate laws, we may require evidence of that status.

Shine the Light. California law permits users that are residents of California to request the following information regarding our disclosure of their personal information to third parties for those third parties' direct marketing purposes (i) a list of certain categories of personal information that we have disclosed to certain third parties for their direct marketing purposes during the immediately preceding calendar year; (ii) the identity of certain third parties that received personal information from us for their direct marketing purposes during that calendar year; and (iii) examples of the products or services marketed (if we have that information). If you are a California resident and would like to make such a request, please contact us.

Appeal. You may have the right to appeal our decision if we deny your request. To appeal, please contact us at the email address set out in the Contact Us section above and specify what you wish to appeal. We will review and respond to your appeal in accordance with applicable law.