

Who we are

Our website address is: <https://www.ralinconstruction.com>.

Privacy Policy Statement

This Privacy Policy describes how Ra-Lin & Associates, Inc. (“RaLin,” “we,” “our,” or “us”) collects, uses, and shares information about you and applies to your use of any online service that posts a link to this Privacy Policy, including our website located at www.ralinconstruction.com and all features, content, and other services that we own, control, and make available through such online service (collectively, the “Service”). This Privacy Policy does not apply to information collection activities outside of the Service, (unless otherwise stated below or at the time of collection). For information about processing on behalf of our customers, please see the section entitled “Customer Data” below.

By using the Service, you agree to our collection, use, and disclosure practices, and other activities as described in this Privacy Policy. If you do not agree with this Privacy Policy, then please do not use the Service.

What Information Do We Collect and Store?

Except as disclosed below, we don’t sell, trade, give away, or rent your personal information to any third party outside of RaLin. We try to limit the information we collect from and share about you.

Personal Information

We collect and store personal information that you provide to us, including through the Website, at our facilities, and in communications with our staff. We combine the information we receive from or about you through any of these channels and use and disclose it in accordance with this Statement.

You can use and visit our website without submitting any personal information; however, in order to utilize and access specific features, you may be asked to submit your personal information. Personal information means information that may be used to readily identify, contact, or locate an individual and may include, but is not limited to, your full name, company name, birth date, email, physical address, telephone number, and gender. We may also infer your general location based on your device’s IP Address, which we use to personalize content provided to you on the Website and in emails we send to you.

For example, we may collect and store some or all of the following information that you provide: your full name, company, address, email address, and telephone number. When you choose to log-in and connect your social media account, we may collect public information about you from that social media website and non-public information (such as your email address) with your permission. We may collect your email address and zip code if you inquire about our services, or fill out any of our forms. In certain areas of the Website, you may be asked to provide personal information in connection with registration for prequalification forms, inquiries, employment applications, or customer service requests, among other reasons.

Non-Personal Usage Information

We may also gather certain non-personally identifiable information about your use of our Website (“Usage Information”). Generally, this information is collected through “traffic data.” We collect and

store certain other information automatically whenever you interact with our Website. For example, we collect your IP address, browser information and reference site domain name every time you visit our Website. We also collect information regarding customer traffic patterns and site usage. This information is used to analyze and improve our Website, provide our customers with a user-friendly experience, and personalize the Website, and our communications with you.

How Do We Use Cookies and Similar Technology, Advertising, and Online Tracking?

Like many websites, we and our third-party partners, such as advertising networks, social media widgets, customer service providers, and analytics providers, use “cookies” – files stored on a computer’s hard drive by a browser, and other similar technology to provide, monitor, and customize the Website and its usage and our email communications to you.

Our partners and service providers also may collect and combine information about your online activities over time, on other devices, and on other websites or apps, if those websites and apps also use the same partners. Our partners now or in the future, may use the information to tailor advertisements shown to you for goods and services on the Website, on other websites and apps, and in email communications. We do not control these cookies, and these cookies are not subject to this Statement.

We use currently using, Google Analytics and Google AdWords, among other analytics and online advertising tools, on the Website to collect Usage Information, to analyze how users use the Website and to provide advertisements to you on the Website and on other websites. For more information about how to opt out of having your information used by Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

You may be able to opt out of receiving personalized advertisements on this browser or device from advertisers, or other advertising networks who are members of the Network Advertising Initiative or who subscribe to the Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out options of each of those organizations. Links to those sites are here:

- Network Advertising Initiative: <http://www.networkadvertising.org/choices/>
- Digital Advertising Alliance: <http://www.aboutads.info/choices/>

When you opt out of personalized advertising, you may continue to see online advertising. We recommend that you leave cookies “turned on” so that we can offer you a better Website experience. Most browsers have options that allow you to choose which cookies may be placed on your device, alert you when cookies are being sent, and to delete or disable cookies. Please note though that setting a browser to reject cookies may limit your experience on the Website.

How Do We Use Your Information?

We use information for internal and service-related purposes, including to provide and improve the Website and any of our products and services. For example, we may use your personal information to provide the products and services that you have requested, to send you direct mail marketing communications, or electronic newsletter, to provide other services to you, and to personalize the Website, and our communications with you. Your information also may be used to contact you about new products and services (from us or others), new Website features, special offers, and personalized offers based on your address or general location based on your computer’s IP Address, unless you have

opted to not receive promotional communications. Combining data allows RaLin to update and correct the information contained in our database and to provide you with product recommendations and special offers.

We use non-personally identifiable Usage Information to help us determine how people use parts of the Website and who our visitors are. This allows us to improve our website and ensure that it is as appealing as we can make it for as many people as possible. We may combine Usage Information about you with other information, including personal information, about you in order to personalize the website and our communications with you and to provide you with information that may be of interest to you.

How Do We Share Information?

Except as described in this Statement, we will not sell or disclose your personal information outside of RaLin. We may, however, share the personal information we collect about you in limited circumstances, including:

- With third-party service providers. For example, we may share your information with third party service providers for purposes including, without limitation, payment and order processing; market research; fraud protection; data analysis; email management; and stocking and shipping services. These service providers have access to such personal information needed to perform their functions and are contractually obligated to maintain the confidentiality and security of your information.
- With our affiliates. To provide and improve the Website, we may implement features together with our affiliates which permit their access to personal information about users for the purpose of implementing the features.
- With other partners for their marketing purposes. In connection with the distribution of our marketing materials, we may rent, exchange, share with cooperative databases or other partners and/or cross-reference certain information, including customer names, mailing addresses and purchase history information, to our select partners that will enable them to contact you regarding products and services that may be of interest to you. You may opt-out of having your personal information incorporated into these cooperative databases or shared with these other partners by sending an email to info@ralinconstruction.com.
- With law enforcement agencies, governmental officials or other third parties as required by law and when we believe that disclosure is necessary to protect our rights or property and/or comply with a judicial proceeding, court order, or legal process served.
- If we believe in good faith that the disclosure of information is necessary to protect the personal safety of RaLin employees, customers or the public, and to enforce our Privacy Statement and Terms of Use.
- With other business entities, should we plan to merge with or be acquired by that business entity or in connection with a partial or total sale of assets, bankruptcy, or other corporate change.
- When you otherwise consent or direct us to share your information with third parties.

Securing Personal Information

We use reasonable security procedures to protect your information. However, no data transferred over the Internet is guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of your information and you understand that any information that you transfer or transmit to us is done at your own risk. Personal information collected at our Website is stored in secure operating environments that are not available to the public. To protect the security of your information during transmission, we may use Secure Sockets Layer (SSL) software, which encrypts information you input. Most browsers will give a visual indication of when your connection is secure; for example, Internet Explorer will show a padlock icon in the lower right of the browser window.

Children's Privacy

We do not knowingly collect or solicit personal information from children under 13. We recommend that children between the ages of 13 and 18 obtain their parent's or guardian's permission before submitting information over the Internet. By using the Website, you are representing that you are at least 18 years old or that you are at least 13 years old and have permission. If you believe that your child under the age of 13 or between the ages of 13 and 18 without permission has provided his or her personal information to us, please notify RaLin immediately by emailing info@ralinconstruction.com.

Links to Third Party Websites

Our Website may contain links to third party websites. Our Statement does not apply to the practices of other websites and RaLin is not responsible for the actions and privacy policies of third parties. We encourage you to be aware of when you leave our Website and to read the privacy policies of each website that you visit.

Public Areas, Chat Rooms, and Newsgroups

Please remember that any information you share in public areas, such as social media, message boards or feedback sections, becomes public. This Statement does not apply to any information you choose to make public. Please be careful about what you disclose and do not post any personal information that you expect to keep private.

If you post information about yourself or others, or communicate with others using our Website, please note that we cannot control who reads your postings or what they do with the information you provide. We encourage you to use caution in posting personal information to the Website.

How Do I Opt-Out of Receiving Promotions?

We provide you with opportunities to opt-out of receiving our promotional communications and newsletters. For example, you may opt-out from receiving promotional emails and newsletters by following the "unsubscribe" link at the bottom of the email. Or, to opt-out of receiving promotional mailings, you may email us at info@ralinconstruction.com

U.S. Law and International Users

The Website that links to this Statement is intended for users in the United States. If you choose to provide RaLin with your information, you consent to the transfer, storage, and processing of that information on our servers located in the United States and around the world. The information collected

by RaLin may be subject to international and U.S. state and federal law. If you are accessing our Website from outside the U.S., please be advised that you are transferring your personal information to us in the United States where data protection and privacy laws may be different than the laws of your country. By using the Service, you freely and specifically give us your consent to the transfer to and from, processing, usage, sharing, and storage of your information in the U.S. or any other jurisdictions where we conduct business or provide services.

If you are a data subject in the European Economic Area (“EEA”), you have the right to access, rectify, or erase any personal data we have collected about you through the Service. You also have the right to data portability and the right to restrict or object to our processing of personal data we have collected about you through the Service.

To exercise any of these rights, please e-mail us at info@ralinconstruction.com or send us a letter to the mailing address in the section entitled “Contact Us” below and specify which right you intend to exercise. We will respond to your request as soon as reasonably possible. We may require additional information from you to allow us to confirm your identity. Please note that we store information as necessary to fulfill the purposes for which it was collected, and may continue to retain and use the information even after a data subject request as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Access to Information

You may be entitled to access personal information held about you, subject to certain exemptions in accordance with the applicable data protection law. Any access request may be subject to a fee. You may exercise the right at any time by sending an email to info@ralinconstruction.com, including “personal information request” in the subject line.

Changes to This Statement

We will update this Statement as needed to reflect changes in our services and customer feedback. When we post changes to this Statement, we will revise the “last updated” date at the top of the Statement. If there are material changes to this Statement or in how RaLin will use your personal information, we will notify you by prominently posting a notice of such changes prior to implementing the change. We encourage you to periodically review this Statement to remain informed of how RaLin is protecting your information.

How to Contact Us

If you have questions or comments about our privacy practices or for Customer Service, please contact us by emailing info@ralinconstruction.com or calling us at 770-834-4884, Monday through Friday, 8am to 5pm EST.

In addition, our mailing address is:

110 Dixie Street, Suite 200, Carrollton, GA 30117

Attn: Privacy Compliance