

## Privacy Policy

This Privacy Policy (“Policy”) describes and governs the information collection, use, and sharing practices of Nu-Way Stove MFG and all affiliates with respect to Nu-Way Stove MFG products, services, websites, applications, and other digital and interactive services (together, the “Services”).

Before you use or submit any information through or in connection with the Services, please carefully review this Policy. By using any part of the Services, you consent to the collection, use, and disclosure of your information as further outlined in this Policy. We will continue to evaluate this Policy as we update and expand the Services and our offerings, and we may make changes to the Policy accordingly. Any changes will be posted here and you should check this page periodically for updates. If we make material changes to this Policy, we will provide you with notice as required by law. Your continued use of the Services will signify acceptance of the terms of the updated Policy.

This Privacy Policy includes: exclusions, information we collect, how we use your information, legal bases for use, disclosure of user information, personalized content, advertising, choices, notice concerning do not track signals, data retention, security, marketing, 3<sup>rd</sup> party links and services, information from children, changes to this policy, and further questions regarding this policy.

Some services or products offered by or affiliated with Nu-Way Stove MFG may be governed by a separate privacy policy of which you will be made aware upon using such services or products. In those instances, the service- or product-specific privacy policy shall apply. In the event of a conflict between the service- or product-specific policy and this Policy, the service- or product-specific terms will control.

In the event of a conflict between the terms in this Policy and the data protection and security provisions in such contracts, the provisions in such contracts will govern with respect to such conflict and all other terms in this Policy will remain in effect.

We collect information in multiple ways, including when you provide information directly to us, and when we passively collect information from you, such as from your browser or device. We may collect information from you in a variety of ways, such as when you: register, order, complete survey, provide feedback, information forms, and/or post comments.

The information you provide directly to us includes, but is not limited to: name, delivery address, email, age, postal address, phone numbers, payment information, order information, demographics, and all other information. If you order a product or service that we offer for sale through the Services, we may also collect and maintain your billing address, shipping address, product selections, financial information (such as your credit or debit card information or ACH information, applicable card expiration dates and security codes) and your order number. We may also use third party payment processors to collect certain financial information from you, such as your name, address, credit or debit card information or ACH information, applicable card expiration dates and security codes in order to process your transactions. When financial information is collected and processed by such third parties, we do not collect, store or otherwise maintain such information, and use and storage of that information is governed by the payment processor's applicable terms of service and privacy policy.

We may automatically collect certain information about the computer or devices (including mobile devices or tablets) you use to access the Services. As described further below, we may collect and analyze information such as (a) IP addresses, geolocation information, unique device identifiers, IMEI and TCP/IP address, and other information about your computer or device(s), browser types, browser language, operating system, mobile device carrier information, the state or country from which you accessed the Services; and (b) information related to the ways in which you interact with the Services, such as: referring and exit web pages and URLs, platform type, the number of clicks, domain names, landing pages, pages and content (such as advertisements and videos) viewed and the order of those views, statistical information about the use of the Services, the amount of time spent on particular pages, the date and time you used the Services, the frequency of your use of the Services, error logs, and other similar information. As described further below, we may use third-party analytics providers and technologies, including cookies and similar tools, to assist in collecting this information.

We may also collect data about your use of the Services through the use of Internet server logs, cookies and/or tracking pixels. We may gather information through other methods.

We may collect different types of information about your location, including general information (e.g., IP address, zip code) and more specific information (e.g., GPS-based functionality on mobile devices used to access the Services), and may use that information to customize the Services with location-based information, advertising, and features.

When you “like” or “follow” us on Facebook, Instagram, X (Twitter), Google, or other social media sites, we may collect some information from you including your name, e-mail address, and any comments or content you post relevant to us. We may also collect your information if you sign up for one of our promotions or submit information to us through social media sites. Moreover, if you access the Services through a third-party connection or log-in (Facebook), you may allow us to have access to and store certain information from your social network profile. This includes your name, gender, profile picture, your “likes” and check-ins, and your list of friends, depending on your settings on such services. If you do not wish to have this information shared, do not use a social networking connection to access the Services. For a description of how social networking sites handle your information, please refer to their privacy policies and terms of use, which may permit you to modify your privacy settings.

We may also obtain information about you, such as demographic information, from various third parties, such as business partners, marketers, researchers, analysts, and other parties that we may attribute to you based on your assignment to certain statistical groups. We use this information to supplement the information that we collect directly from you in order to derive your possible interests and to provide more relevant experiences for you with our brand and improve our products, analytics, and advertising.

Nu-Way Stove MFG may use the information you have provided pursuant to this Policy in order to provide the Services, for advertising, or to communicate with you. For example, we may use the information we collect from and about you for the above purposes.

Please note that we may combine information that we collect from you and about you (including automatically-collected information) with information we obtain about you from our affiliates and/or non-affiliated third parties, and use such combined information in accordance with this Policy.

We may aggregate and/or de-identify information collected through the Services. We may use de-identified and/or aggregated data for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, sponsors, and/or others. The legal bases for using your information as set out in this Privacy Policy.

To opt out of Google Analytics for display advertising or customize Google display network ads, you can [\*\*visit the Google Ads Settings page\*\*](#). Please note that to the extent advertising technology is

integrated into the Services, you may still receive advertisements even if you opt-out of tailored advertising. In that case, the ads will just not be tailored.

When using a mobile application you may also receive tailored in-application advertisements. Each operating system, iOS for Apple phones, Android for Android devices and Windows for Microsoft devices provides its own instructions on how to prevent the delivery of tailored in-application advertisements. You may review the support materials and/or the privacy settings for the respective operating systems to opt-out of tailored in-app advertisements. For any other devices and/or operating systems, please visit the privacy settings for the applicable device or contact the applicable platform operator. We do not control how the applicable platform operator allows you to control receiving personalized in-application advertisements; thus, you should contact the platform provider for further details on opting out of tailored in-application advertisements.

Please note that to the extent advertising technology is integrated into the Services, you may still receive advertisements even if you opt-out. In that case, the advertising will not be tailored to your interests. Also, we do not control any of the above opt-out links or whether any particular company chooses to participate in these opt-out programs. We are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms.

#### NOTICE CONCERNING DO NOT TRACK SIGNALS

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. We are committed to providing you with meaningful choices about the information collected on the Services for third-party purposes, and that is why we provide links to the various industry opt out pages referenced above. However, we do not recognize or respond to browser-initiated DNT signals, as the Internet industry is currently still working toward defining exactly what DNT means, what it means to comply with

DNT, and a common approach to responding to DNT. To learn more about Do Not Track, you can do so [here](#).

We keep your information for no longer than necessary for the purposes for which it is processed. The length of time for which we retain information depends on the purposes for which we collected and use it and/or as required to comply with applicable laws.

*We have* implemented administrative, technical, and physical security measures to protect against the loss, misuse and/or alteration of your information. These safeguards vary based on the sensitivity of the information that we collect and store. However, we cannot and do not guarantee that these measures will prevent every unauthorized attempt to access, use, or disclose your information since despite our efforts, no Internet and/or other electronic transmissions can be completely secure.

If you would like further information in relation to your legal rights under applicable law or would like to exercise any of them, please contact us using the information in the “Contact Information” section below at any time. We will consider all requests and provide our response within the time period stated by applicable law. Please note, however, that certain information may be exempt from such requests in some circumstances, which may include if we need to keep processing your information for our legitimate interests or to comply with a legal obligation. We may request you provide us with information necessary to confirm your identity before responding to your request.

If you have provided contact information through the Services and decide that you do not want a certain use of that information for marketing purposes, you can opt-out of future use at any time by contacting our office. Please note that you may not be able to opt out of emails about your transactions and relationship with us, such as emails regarding your account, requests or inquiries, and purchases of products and/or services.

The information discussed in this Policy is processed in the United States by Nu-Way Stove MFG, whose principal office in the United States is located Millersburg, Michigan. Your information will be processed in the United States for the purposes described herein. By providing us with your information, you acknowledge any such transfer, storage or use. If we provide any information about you to third party

information processors, we will take appropriate measures to ensure such companies protect your information adequately in accordance with this Privacy Policy. These measures include signing Standard Contractual Clauses in accordance with EU and other data protection laws to govern the transfers of such data.

The Services are intended for general audiences and not for children under the age of 13. If we become aware that we have collected “personal information” (as defined by the United States Children’s Online Privacy Protection Act) from children under the age of 13 without legally-valid parental consent, we will take reasonable steps to delete it as soon as possible. We do not knowingly process data of EU residents under the age of 16 without parental consent. If we become aware that we have collected data from an EU resident under the age of 16 without parental consent, we will take reasonable steps to delete it as soon as possible. We also comply with other age restrictions and requirements in accordance with applicable local laws.

We reserve the right to change this Policy at any time to reflect changes in the law, our data collection and use practices, the features of our Services, or advances in technology. Please check this page periodically for changes. Your continued use of the Services following the posting of changes to this Policy will mean you accept those changes.

If you have any questions about our Policy, you can contact us by emailing us at:

[nuwaystove@yahoo.com](mailto:nuwaystove@yahoo.com)