

# Privacy Policy

This Privacy Policy applies to all Fey Industries, Inc. digital properties (the "sites"), including any website or online service that references this Policy. Certain sites may present additional notices at collection or an addendum; where provided, those terms prevail for that site. This Privacy Policy explains what personal information we collect, why we collect it, how we use and disclose it, your choices and rights, and how to contact us.

## Notice at Collection

We collect the categories of personal information listed below for the corresponding purposes. We do not sell personal information and we do not share personal information for cross-context behavioral advertising. Retention periods are aligned with Fey's corporate Record Retention schedule.

Category	Examples	Primary Purposes	Typical Retention
<b>Identifiers &amp; Contact Details</b>	Name, email, phone, company, postal address	Respond to requests and quotes, account servicing, communications	Leads/subscribers: 2 years (general correspondence). If tied to quotes or orders: 7 years (sales/invoice records).
<b>Commercial &amp; Support Information</b>	Quote details, product interests, order/support history, communications	Customer service, order management, improve products and sites	7 years (e.g., invoices, sales records, AR/AP ledgers).
<b>Internet/Device Information</b>	Pages viewed, referrer, browser/OS, approximate location, cookie/pixel IDs	Site operation, security, performance measurement and analytics	14 months for GA4 user/event-level data (per property setting).
<b>Inferences</b>	Derived understanding of product interests based on browsing	Improve site relevance and navigation, plan content	Up to 12 months.

## Information We Collect

We collect personal information that you provide directly (e.g., forms, quote requests, emails), information that is generated when you use our sites (e.g., through cookies and similar technologies), and information processed by our service providers on our behalf.

## How We Use Personal Information

### We use personal information to:

- Operate, secure, and improve our websites and services.
- Respond to quote requests and customer/site visitor inquiries.
- Measure site performance and understand aggregate audience trends.
- Send product updates and marketing communications with your permission and consistent with applicable law.
- Comply with legal, security, fraud prevention, and recordkeeping obligations.

## **Cookies and Similar Technologies**

We use cookies, pixels, and scripts to operate and improve our sites. If you do not wish to allow non-essential cookies (e.g., analytics), **please disable or delete cookies in your browser settings**. Most browsers let you block all cookies, block third-party cookies, or receive a prompt before a cookie is stored. Where required by law (e.g., EU/UK), we will not set non-essential cookies unless you consent. Disabling cookies may affect some site features.

**Google Analytics 4 (GA4).** We use GA4 to understand site usage. GA4 does not log or store individual IP addresses and provides regional privacy controls. We configure GA4 for measurement and do not use it for ad personalization.

**Sugar Market (SugarCRM).** We use Sugar Market forms and tracking to route quote/lead requests, manage email subscriptions, and analyze campaign performance.

## **Our Position on Selling or Sharing Personal Information**

We do not sell personal information. We do not share personal information for cross-context behavioral advertising. If our practices change, we will update this Policy, display the required “Do Not Sell or Share My Personal Information” link, and honor browser-based opt-out signals (e.g., Global Privacy Control) as required by law.

## **Your Choices**

### **Marketing emails.**

You can unsubscribe anytime using the link in our emails or by contacting us.

### **Browser signals.**

Where required by law (e.g., California, Colorado), we recognize Global Privacy Control (GPC) and similar opt-out preference signals and will treat them as a valid request to opt out of applicable activities.

## **Your Rights**

Depending on where you live, you may have rights to access, correct, delete, receive a portable copy of your data, opt out of certain processing (e.g., targeted advertising, sale, profiling), and appeal our decision. You (or an authorized agent) can exercise rights by contacting us as described in the Contact section. We will verify your request consistent with the law and respond within the applicable timeframe.

## **Data Retention**

We retain personal information for as long as needed for the purposes stated above, to comply with legal obligations (e.g., tax/accounting), and to resolve disputes. We apply defined retention periods for marketing leads and web analytics, after which data is deleted or de-identified.

## **Security**

We use administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, loss, misuse, or alteration. No system is 100% secure; please use caution when transmitting information online.

## **International Transfers**

If we transfer personal information across borders (e.g., to service providers that operate globally), we do so under recognized safeguards and agreements appropriate to the destination and applicable law.

### **Service Providers (Processors)**

We engage third parties to process data on our behalf for limited purposes, including analytics (Google Analytics 4) and marketing automation/forms (Sugar Market). These providers are contractually restricted from using your data for their own purposes and must protect it consistent with applicable law and our instructions.

### **Children's Privacy**

Our sites are intended for business users and general audiences and are not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe a child has provided personal information, please contact us so we can delete it.

### **Changes to This Policy**

We may update this Policy to reflect changes to our practices or the law. When we post changes, we will update the Effective date below and, where appropriate, notify you.

### **Contact**

#### **Postal:**

Fey Industries, Inc., Attn: Privacy Compliance Officer, 200 4th Ave N, Edgerton, MN 56128, USA

**Email:** Use the site's Contact form and be sure to include "Privacy Compliance Update" in the message box, along with your specific message.

### **Cookie Notice (Summary)**

We categorize cookies as:

- Strictly Necessary — required for core site functions (always active).
- Functional — remember choices (e.g., preferences).
- Analytics — help measure site usage and improve performance (e.g., GA4).
- Marketing — manage subscriptions and campaign effectiveness (e.g., Sugar Market email preferences). We do not use cookies for cross-context behavioral advertising.

Use Cookie Settings to accept or reject categories at any time. In regions where consent is required (EU/UK), analytics and marketing cookies are off by default until you opt in. Where the law requires, we honor browser-based opt-out signals such as Global Privacy Control.

Effective date: January 14, 2026