

Effective Date: April 10, 2015

## Zep Inc.: Global Online Privacy Notice

We at Zep Inc., along with our affiliates (collectively, “Zep”), respect your concerns about privacy. This Global Online Privacy Notice applies to personal information we collect on the Zep websites listed on the last page of this document (collectively, the “Sites”).

This Global Online Privacy Notice describes the types of personal information we collect on the Sites, how we may use the information, with whom we may share it and the choices available to you regarding our use of the information. We also describe the measures we take to safeguard the information and tell you how to contact us about our privacy practices.

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### **Information We Collect**

We may obtain certain personal information (such as name and other contact details) when you choose to provide them through our Sites. The types of personal information we may collect include:

- Contact information, such as your name, postal address, email address and telephone number
- personal information in content you provide on our Sites (such as photographs and text)
- social media handles, content and other data posted on our official social media pages or elsewhere on the Internet (such as other public locations), and information (such as email address, location and other information you allow to be shared) we obtain through Zep-related social media apps, tools, widgets and plug-ins (including third-party login services such as "Login with Facebook")
- payment information, such as payment card details

In addition, when you visit our Sites, we may collect certain information by automated means, such as cookies and web beacons. The information we collect in this manner includes IP address, browser characteristics, device characteristics, operating system, language preferences, referring URLs, information on actions taken on our Sites, and dates and times of Site visits. A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected

device to uniquely identify the visitor's browser or to store information or settings in the browser. A "web beacon," also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server. Through these automated collection methods, we obtain "clickstream data," which is a log of content on which a visitor clicks while browsing a website. As the visitor clicks through the website, a record of the action may be collected and stored. Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. Please note, however, that without cookies you may not be able to use all of the features of our Sites.

### **How We Use The Information We Collect**

We may use the information we obtain through the Sites to:

- Create and manage your account;
- offer and provide products and services to you;
- communicate with you about, and administer your participation in, special events, programs, surveys, contests, sweepstakes, and other offers or promotions;
- enable you to post on our blogs and interact with Zep through social media;
- display content on our Sites, such as stories, product reviews and photos;
- respond to and communicate with you about your requests, questions and comments;
- process claims we receive in connection with our products and services;
- operate, evaluate and improve our business (including developing new products and services; managing our communications; determining the effectiveness of our sales, marketing and advertising; analyzing and enhancing our products, services and Sites; and performing accounting, auditing, billing, reconciliation and collection activities);
- perform data analyses and other processing (including market and consumer research, trend analysis, financial analysis, anonymization, encryption and tokenization of personal information);
- protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- comply with and enforce applicable legal requirements, relevant industry standards and our policies.

We also may use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

In addition, we use information collected online through cookies, web beacons and other automated means for purposes such as (i) customizing our users' visits to our Sites, (ii) delivering content (including advertising) tailored to our users' interests and the manner in which our users browse our Sites, and (iii) managing our business. We also use this information to help diagnose technical and service problems, administer our Sites, identify users of our Sites, and gather demographic information about our users. We use clickstream data to determine how much time users spend on web pages of our Sites, how users navigate through our Sites, and how we may tailor our Sites to better meet the needs of our users.

We may use third-party web analytics services on our Sites, such as those of Google Analytics. The analytics providers that administer these services use technologies such as cookies, web server logs and web beacons to help us analyze how visitors use the Sites. The information collected through these means (including IP address) is disclosed to these analytics providers, who use the information to evaluate use of the Sites. To learn more about Google Analytics and how to opt out, please visit [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html).

We utilize conversion tracking advertising services such as Twitter, Facebook and Google Display Advertising (such as Remarketing with Google Analytics, Google Display Network Impression Reporting, DoubleClick Campaign Manager integration, and Google Analytics Demographics and Interest Reporting and similar) to (1) show you our ads on other websites based on your prior visits to our Sites, and (2) better understand our ad impressions and use of ad services. In connection with the Google Analytics Demographics and Interest Reporting service, we may use data from Google's interest-based advertising or third-party audience data (such as age, gender and interests) with Google Analytics to understand and improve our marketing campaigns and Site content.

You can opt out of Google AdWords remarketing service and Google Analytics for Display Advertising by clicking [here](#). For more information on opting out on Twitter, click [here](#). For more information on opting out on Facebook, click [here](#). Our Sites are not designed to respond to "do not track" signals received from browsers.

### **Information We Share**

We do not sell or otherwise share personal information about you, except as described in this Global Online Privacy Notice. When you post a product review on our Sites, we may publish your name on the Sites with your review. We share personal information with third parties who perform services on our behalf. These third parties are not authorized by us to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements. We also may share the personal information we obtain with our affiliates and joint marketing partners.

Information collected through third-party apps, tools, widgets and plug-ins (such as information obtained through third-party login services or relating to your use of a Facebook "Like" button) is collected directly by the providers of these features. This information is subject to the privacy policies of the providers of the features, and Zep is not responsible for those providers' information practices.

We also may disclose information about you (i) if we are required to do so by law, regulation or legal process (such as a court order or subpoena), (ii) in response to requests by government agencies, such as law enforcement authorities, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity. We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation).

### **Your Options**

We offer you certain choices about how we communicate with you and what information we collect from you. To update your preferences, ask us to remove your information from our

mailing lists or submit a request, please contact us as specified in the How To Contact Us section of this Global Online Privacy Notice.

### **Links To Other Websites**

Our Sites may contain links to other websites for your convenience and information. These websites may be operated by companies not affiliated with Zep. Linked websites may have their own privacy policies or notices, which we strongly suggest you review if you visit any linked websites. We are not responsible for the content of any websites that are not affiliated with Zep, any use of those websites, or the privacy practices of those websites.

### **How We Protect Personal Information**

We maintain administrative, technical and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

### **Updates To Our Global Online Privacy Notice**

This Global Online Privacy Notice may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will post a prominent notice on our Sites to notify you of any significant changes to our Global Online Privacy Notice and indicate at the top of the notice when it was most recently updated.

### **How To Contact Us**

If you have any questions about this Global Online Privacy Notice, or if you would like us to update information we have about you or your preferences, please contact us by email at [privacy@zepinc.com](mailto:privacy@zepinc.com) or write to us at:

**Zep Inc.**

**1310 Seaboard Industrial Blvd., NW**

**Atlanta, Georgia 30318**

## Scope of Global Online Privacy Notice

Our Global Online Privacy Notice applies to personal information collected by Zep Inc., along with our affiliates, through the following web and social media sites:

### Websites:

<http://government.zep.com>  
<http://www.alpmg.com>  
<http://www.amrep.com>  
<http://www.armorallpro.com>  
<http://www.country-vet.com>  
<http://www.desolvit.co.uk>  
<http://www.enforcer.com>  
<http://www.mykal.co.uk>  
<http://www.niagaranationalcorp.com>  
<http://www.originalbikespirits.com>  
<http://www.rexodan.com>  
<http://www.timemist.com>  
<http://www.washtronics.com>  
<http://www.zep.co.uk>  
<http://www.zep.com>  
<http://www.zep.it>  
<http://www.zep45.com>  
<http://www.zepasia.com>  
<http://www.zepautomotive.co>  
<http://www.zepbrew.com>  
<http://www.zepclearshell.com>  
<http://www.zepclo2.com>  
<http://www.zepcommercial.com>  
<http://www.zepdistribution.com>  
<http://www.zepenergy.com>  
<http://www.zepequipment.com>  
<http://www.zep europe.com>  
<http://www.zepfooddivision.com>  
<http://www.zepgovernment.com>  
<http://www.zepinc.com>  
<http://www.zep-industries.com>  
<http://www.zepindustries.eu>  
<http://www.zepprofessional.com>  
<http://www.zep-romania.com>  
<http://www.zepvehiclecare.com>

### Facebook:

<https://www.facebook.com/originalbikespirits>  
<https://www.facebook.com/pages/Country-Vet/93534726633>  
<https://www.facebook.com/pages/De-Solv-it/143359472359033>

<https://www.facebook.com/pages/Enforcer/294485317234422>  
<https://www.facebook.com/pages/Mykal/1453819948182056>  
<https://www.facebook.com/Zep.Italia>  
<https://www.facebook.com/zepautomotive>  
<https://www.facebook.com/ZepBrew>  
<https://www.facebook.com/ZepCommercial>  
<https://www.facebook.com/ZepInc>  
<https://www.facebook.com/zepincgovernment>  
<https://www.facebook.com/ZepSuperiorSolutions>  
<https://www.facebook.com/zepvehiclecareinc>

**Twitter:**

[https://twitter.com/country\\_vet](https://twitter.com/country_vet)  
[https://twitter.com/De\\_Solv\\_it](https://twitter.com/De_Solv_it)  
<https://twitter.com/OBSpirits>  
[https://twitter.com/Zep\\_Italia](https://twitter.com/Zep_Italia)  
<https://twitter.com/zepautomotive>  
<https://twitter.com/ZepBrew>  
<https://twitter.com/zepcommercial>  
<https://twitter.com/zepgovernment>  
<https://twitter.com/ZepInc>  
<https://twitter.com/ZepSolutions>  
<https://twitter.com/ZepVehicleCare>

**YouTube:**

<https://www.youtube.com/channel/UCHhCEstye97-FkIp6IT5Y3A>  
<https://www.youtube.com/user/OfficialZepInc>  
<https://www.youtube.com/user/OriginalBikeSpirits>  
<https://www.youtube.com/user/zepautomotive>  
<https://www.youtube.com/user/ZepCommercial>  
<https://www.youtube.com/user/zepdistribution>  
<https://www.youtube.com/user/ZEPITALIA>  
<https://www.youtube.com/user/ZepVehicleCare>

**Google+:**

<https://plus.google.com/+ZepAutomotive/posts>  
<https://plus.google.com/+zepitalia/posts>  
<https://plus.google.com/104516068031803354662/posts>  
<https://plus.google.com/106981170360120066233/about>  
<https://plus.google.com/111730243933809939255/posts>  
<https://plus.google.com/u/0/101723724455960772489/posts>  
<https://plus.google.com/u/0/b/105099066648590716036/105099066648590716036/posts>  
<https://plus.google.com/+OriginalBikeSpirits/posts>

**Pinterest:**

<https://www.pinterest.com/obspirits>  
<https://www.pinterest.com/zepautomotive>  
<https://www.pinterest.com/ZepCommercial>  
<https://www.pinterest.com/zepinc/boards>

**Blog:**

<http://www.originalbikespirits.com/blog>  
<https://zepsuperiorsolutions.wordpress.com>

**Instagram:**

<https://instagram.com/zepbrew/>  
[https://instagram.com/zep\\_government](https://instagram.com/zep_government)  
<https://instagram.com/zepcommercial>

**LinkedIn:**

<https://www.linkedin.com/company/zep-inc>

**Slideshare:**

[https://www.slideshare.net/Zep\\_Inc](https://www.slideshare.net/Zep_Inc)

**StockTwits:**

<http://stocktwits.com/ZepInc>

**Tumblr:**

<http://blueenergygel.tumblr.com>