

## BOSCH PRIVACY POLICY – HIGHLIGHTS

Bosch Thermotechnology Corp. has set out below some important highlights of the Privacy Policy for our EasyStart Mobile Application (“**Application**”). You can obtain more information about how we collect, use, disclose and safeguard your personal information by reviewing our full Privacy Policy below.

### What personal information do we collect?

For more information see "[Collection of Personal Information](#)" and "[Sources of Personal Information](#)" sections below.

We collect various types of information about our users in connection with the services or products provided through the Application (collectively, the “**Services**”), including:

- Information we collect directly from you (i.e., when given by you);
- Information we collect indirectly from you (i.e., collected when you use the Application or Services); and
- Information we obtain from third-party sources.

We also may collect information in ways that we describe to you at the point of collection or otherwise with your consent. The personal information we collect includes identifiers, and internet or other similar network activity. We do not collect sensitive person information; therefore, we do not offer a specific right to limit. The section titled “Collection of Personal Information” contains more information on these categories.

### Why do we collect personal information and how is it used?

- Fulfilling or meeting the reason you provided the information.
- Technical administration of Bosch and Bosch affiliate websites, mobile applications and/or services.
- Maintaining the safety, security, and integrity of our websites, products and services, databases and other technology assets, and business.
- Customer, vendor, licensor and/or supplier administration, review and/or reports.
- Administering, maintaining, personalizing and improving Bosch and Bosch affiliates’ mobile applications, products and services, including, without limitation, to authenticate users, process payments, provide requested services, provide optional additional services and to develop new features, products and/or services.
- Providing customer service.
- Responding to submitted inquiries and customer service requests and other questions and/or comments.
- Evaluating or conducting a merger, sale of assets, consolidation or restructuring, financing or acquisition of all or a portion of any Bosch business, asset or opportunity by, with or into another business, entity or company.
- For the U.S., this data may be used for marketing and analytic purposes.
- Compliance with legal and/or regulatory requirements.

Bosch will not collect or use personal information for materially different, unrelated or incompatible purposes without providing you notice (or obtaining your consent, where required by applicable laws in the relevant jurisdiction). Additionally, Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

### Is personal information shared, sold, or disclosed?

For more information see “Disclosure, Sale, and Sharing of Personal Information – Past 12 months” and “Personal Information Sales: Opt-Out and Opt-In Rights” below. Bosch may share your information with:

- Bosch affiliated entities,
- Service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch’s behalf,
- Relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

We do not sell or share your personal information collected through this service; therefore, we do not offer the right to opt out of the selling or sharing of your personal information.

### What are the risks?

- We may transfer your personal information to countries other than the country where you reside, including to affiliates and service providers. Therefore, your information may be accessible to courts, law enforcement and national authorities in other countries. You can obtain information about Bosch’s policies and practices with respect to foreign service providers, or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Policy Administrator as described in the Privacy Policy.
- Bosch security measures are being continuously improved in accordance with the state of technological developments; however, absolute protection is not possible. We cannot guarantee the security of information posted or transmitted using the Application.

### What else should you know?

- Your personal information will be stored in the United States and be accessible to the system administrators, service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on our behalf.
- You may contact our Privacy Policy Administrator, as described in the Privacy Policy, with any questions about the collection of your personal information.
- In some circumstances, you also may have a right to access, update, and correct inaccuracies in your personal data (e.g., pursuant to local law).
- Any additional choices you may have are described in the full Privacy Policy below.

**Notice to Canadian Users:** Please note that by using the Application and/or voluntarily providing your personal information to us, as applicable, you are consenting to the collection, use and disclosure of your personal information as described in our Privacy Policy and summarized above.



# BOSCH EASYSTART PRIVACY POLICY

## I. Introduction

Bosch Thermotechnology (“**Bosch**”, “**we**”, “**us**” or “**our**”) is pleased to have you (“**you**” or “**your**”) use our application (“**Application**”) and welcomes your interest in the services or products provided through the Application (collectively, the “**Services**”). This Privacy Policy (this “**Notice**”) applies to all users of the Application and the Services, anywhere in the United States, Canada, and their respective territories and possessions. Terms capitalized but not defined in this Privacy Policy are as defined in the [EasyStart Applications Terms and Conditions of Services](#) (the “**Terms**”).

The protection of your privacy is an important concern to which we pay special attention. We process Personal Information collected during your visit to the Application and use of Services in compliance with this Privacy Policy and all applicable laws and regulations. Data protection and information security are part of Bosch corporate policy.

***Notice to Canadian Users:*** Please note that by using the Website/Application and/or voluntarily providing your Personal Information to us, as applicable, you are consenting to the collection, use and disclosure of your Personal Information as described in this Notice. If you do not consent to the processing of your personal information in accordance with this Notice, do not access or continue to use the Bosch Application or otherwise provide any personal information to us.

## II. Scope

This Notice covers our treatment of (1) personally identifiable information, as defined by numerous statutes in the United States (“**PII Laws**”), (2) personal information, as defined by the California Consumer Privacy Act (“**CCPA**”), and (3) personal information, as defined by Canada’s Personal Information Protection and Electronic Documents Act and any applicable substantially similar provincial legislation (“**Canadian Privacy laws**”) (collectively, “**Personal Information**”) which we gather when you are accessing, viewing, completing, or using this Application or our Services.

## III. Collection of Personal Information

The Application has collected the following Personal Information from users of the Application within the last twelve (12) months:

| Category and Sources of Information                                                                                                                           | Examples                                                                                                                                                   | How we use it                                                                                                                                                   | How we share it                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Identifiers</b><br>We collect this information from our users, customers, and business partners. We also generate identifiers internally.                  | Real name, postal address, unique personal identifier, Bosch-ID, email address, account name, IP Address, phone number, or other similar identifiers.      | To enable use of our sites, services, and products, to communicate with you, to understand how our Users interact with our sites, and to improve our offerings. | We share this data with our service providers and with business partners, including those whom you instruct us to send this information.    |
| <b>Personal Information under <a href="#">Cal.Civ. Code § 1798.80(e)</a></b><br>We collect this information from our users, customers, and business partners. | Name, address, telephone number, employment, or employment history. Some Personal Information included in this category may overlap with other categories. | To enable use of our sites, services, and products, to communicate with you, to understand how our users interact with our sites, and to improve our offerings. | We share this data with our service providers and with business partners, including those to whom you instruct us to send this information. |
| Internet or other similar network activity<br>We collect this information from our users and customers.                                                       | This mobile application uses an app to gather information on a consumer's interaction with the mobile application.                                         | To understand how our users interact with our mobile application, and to improve our offerings.                                                                 | We share this data with our service providers and with business partners, including those to whom you instruct us to send this information. |

Bosch only retains personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

Bosch will continue to collect the Personal Information described above. If any additional Personal Information is collected by Bosch, we will provide any required notice(s), and where applicable obtain any required consent(s), in accordance with applicable laws in the relevant jurisdiction.



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#### IV. Sources of Personal Information

Bosch collects Personal Information from the following categories of sources:

1. Directly from you. For example, when given by you or collected from you through your access to and/or use of the Application and/or the Services, in context of registering an account, registering product for warranty purposes, association of product to user account or when you contact customer support or otherwise interact or communicate with Bosch, its agents, representatives, suppliers, vendors or consultants through the Application. This information may include, without limitation, your first and last name, home address, phone number, e-mail address, role (contractor or homeowner), company name, company address, company phone number, and any other information you choose to provide us.
2. Indirectly from you. For example, from observing your use of the Application and/or the Services, or services related thereto. The following data may be collected automatically: the website from which you visit Bosch (referrer), pages viewed, files downloaded (downloads), individual links clicked, search words or search phrases (site search), duration of visit, browser used, device data (e.g., unique device identifier, MAC address, IP address, serial number, hardware model, network information and operating system and version), and other relevant details and/or information. If the visit is a result of online advertising such as banners, video ads, search engine advertising, etc., Bosch or its agents, representatives, suppliers, vendors or consultants may record which banner, adware, etc. motivated or assisted with the visit to a Bosch Website or Applications.

#### V. Disclosure, Sale and Sharing of Personal Information - Past 12 Months

Bosch may use, store, compile, manipulate, share and disclose your Personal Information with third parties for the purposes stated above. Your Personal Information is shared with the following third parties:

1. Bosch affiliated entities, including Bosch's parent company in Germany, Robert Bosch GmbH, to leverage shared services and improve our Services;
2. Bosch third party service providers, vendors, consultants, suppliers, licensors, marketing, partners and other partners and entities performing work on Bosch's behalf, such as hosting vendors, advertising service providers, data analytics companies, marketing service companies, list managers and delivery companies, contracting companies and their service technicians for device monitoring;
3. Relevant authorities in accordance with, and as Bosch deems required, necessary and/or appropriate by, or in connection with, applicable law, regulation, court order or legal process;

By accessing and/or using the Applications or the Services, you consent to the above uses and sharing of your Personal Information in accordance with this notice.

We do not sell or share your personal information collected through this service; therefore, we do not offer the right to opt out of the selling or sharing of your personal information.

#### VI. Use of Third-Party Analytics Tools

Bosch may use analytics tools, such as the Google's analytics tools to provide us with an analysis of your use of the EasyStart Mobile Application, overall use of and traffic on the EasyStart Mobile Application and other related services.

Bosch uses any information gathered by such analytics tools to analyze your use of the EasyStart Mobile Application to generate reports on activities and to perform other EasyStart Mobile Application related services to you. Only authorized persons have access to this anonymized data.

#### VII. Children's Privacy

Bosch does not knowingly collect or use any Personal Information from online visitors under the age of 16. Bosch does not knowingly allow visitors under the age of 16 to participate in any promotions or contests made available on Applications from time to time.

#### VIII. California "Shine the Light" Privacy Rights

California's "Shine The Light" law permits those Bosch customers who are residents of California to annually request a list of their Personal Information (if any) that Bosch disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties. At this time, Bosch currently does not share any Personal Information with third parties for direct marketing purposes.

#### IX. Use of Links to Affiliated Sites

The Application may contain links to other Bosch sites ("**Affiliated Sites**"). The Application provides these links only as a convenience. Your use of these Affiliated Sites and any related services are outside the scope of this Privacy Policy, and is governed by the Privacy Policy and any other terms referred to or located on such Affiliated Sites

#### X. Use of External Links

The Application may contain links to third-party websites or services operated by providers that are not associated with Bosch. After you click the link, Bosch no longer has any influence over the collection, storage, use or processing of any Personal Information transmitted by clicking the link (such as the IP address or URL of the page that contains the link), as the behavior of third parties is, by nature, beyond Bosch control. **Therefore, Bosch is not responsible for the collection, storage, use,**



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**disclosure or other processing of Personal Information by such third parties.** For further clarity, this Privacy Policy does not apply to any such third party websites or services; please refer to the privacy statements or policies for such third party websites or services for information about how they collect, use, disclose and protect personal information.

## **XI. Security**

Bosch takes commercially reasonable efforts to ensure that your data collected by Bosch through this Application is protected against tampering, loss, destruction, access by unauthorized persons or unauthorized disclosure. Bosch security measures are being continuously improved in accordance with the state of technological developments, however, absolute protection is not possible.

## **XII. International Users.**

This is a U.S. website and service targeted to users in the U.S. and Canada, and the Application and Bosch Services are subject to U.S. and Canadian laws, as applicable, including, without limitation, those governing the privacy and security of your information. If you use Bosch Services, you are transferring your information to Bosch in the United States. By using the Bosch Services or providing your information to Bosch through the Services you consent to the transfer of your Personal Information to the United States, and Bosch handling of your information in accordance with applicable U.S. requirements and this Privacy Policy. Accordingly, your Personal Information may be accessible to courts, law enforcement and national authorities in the United States. You can obtain information about Bosch's policies and practices with respect to service providers (including affiliates) outside the country where you reside, or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Policy Administrator as described below.

## **XIII. Rights of California "consumers" relating to Personal Information collected by Bosch**

Individuals which fall within the definition of a "consumer" under the California Consumer Privacy Protection Act have the following rights relating to their Personal Information collected by Bosch.

1. Right to access specific information and data portability rights. You have the right to request that Bosch disclose certain information to you about our collection and use of your Personal Information over the past 12 months. Once we receive and confirm your verifiable consumer request (see below, How to Exercise Your Rights), we will disclose to you:
  - a. The categories of Personal Information we collected about you.
  - b. The categories of sources for the Personal Information we collected about you.
  - c. Our business or commercial purpose for collecting or selling that Personal Information.
  - d. The categories of third parties with whom we share that Personal Information.
  - e. The specific pieces of Personal Information we collected about you.
  - f. If we sold or disclosed your Personal Information for a business purpose, two separate lists disclosing:
    - i. For "sales", the Personal Information categories that each category of recipient purchased; and
    - ii. for disclosures for a business purpose, identifying the Personal Information categories that each category of recipient obtained.
2. Deletion Request Rights. You have the right to request that Bosch delete any of your Personal Information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see Exercising Access, Data Portability, and Deletion Rights), we will delete (and direct our service providers to delete) your Personal Information from our records, unless an exception applies.
  - a. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:
    - I. Complete the transaction for which we collected the Personal Information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
    - II. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
    - III. Debug products to identify and repair errors that impair existing intended functionality.
    - IV. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
    - V. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
    - VI. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
    - VII. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.



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VIII. Comply with a legal obligation.

IX. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

#### XIV. Your Rights – Canadians

Individuals located in Canada have certain rights pursuant to Canadian Privacy Laws. Subject to certain exceptions and limitations, and depending upon the jurisdiction where you reside, such rights may include:

- a. The right to withdraw your consent to the collection, use or disclosure of your Personal Information.
- b. The right to be informed of the existence, use, and disclosure of your Personal Information, and to be provided with an account of the use that has been made or is being made of this information as well as the third parties to which it has been disclosed (including a list of organizations to which your information may have disclosed).
- c. The right to challenge the accuracy and completeness of your Personal Information, and have it amended, updated or rectified as appropriate.
- d. The right to acquire information about Bosch's policies and practices with respect to Personal Information, including: a description of the type of personal information held by Bosch and a general account of its use; a copy of any brochures or other information that explain our policies, standards, or codes; and information about what Personal Information is shared with or accessible to our affiliates.
- e. The right to challenge Bosch's compliance with the applicable Canadian Privacy Laws.

#### XV. How to exercise your rights

To exercise your rights, please submit a verifiable consumer request or access request, as applicable, to us by either:

Calling us at (888-43-BOSCH (888-432-6724)).

Send an email to: [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com)

To assist Bosch in processing your request when exercising your rights, please supply the following information:

- Full name
- Phone number
- Address
- Any information you can provide about your previous contact with Bosch (e.g. contact point/touchpoint with Bosch, screenshots, reference to a specific product/newsletter)

Only you (or in case of a California resident, an authorized agent authorized by you to act on your behalf – see **Section XXIII, Authorized Agent** below for more information) may make a verifiable consumer request or access request, as applicable related to your Personal Information. You may also make a verifiable consumer request on behalf of your minor child. Your verifiable consumer request or access request, as applicable, must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you. Making a verifiable consumer request or access request does not require you to create an account with us, but if you already have an account with us, you may be required to make your request through that account.

We will only use Personal Information provided in a verifiable consumer request or access request, as applicable, to verify the requestor's identity or authority to make the request.

#### XVI. Response Timing and Format

We endeavor to respond to a verifiable consumer request or access request, as applicable, within forty five (45) days of its receipt, or sooner where required by applicable law (including Canadian Privacy Laws of thirty days [30]). If we require more time (up to 90 days in total), where permitted by applicable law, we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide in response to a verifiable consumer request will only cover the 12-month period preceding the verifiable consumer request's receipt, unless otherwise required by applicable law. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

For data portability requests, where applicable, we will select a format to provide your Personal Information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.



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We do not charge a fee to process or respond to your verifiable consumer request or access request, as applicable, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

#### **XVII. Personal Information Sales Opt-Out and Opt-In Rights**

Bosch Thermotechnology Corp. does not sell or share your personal information collected through the website/services to third parties as defined by relevant laws. Therefore, we do not offer an opt-out.

#### **XVIII. Authorized Agent**

As a California resident you may also exercise your request to know or request to delete through an authorized agent. When you submit your request through an authorized agent we require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

The foregoing does not apply when you have provided your authorized agent with a power of attorney pursuant to California Probate Code sections 4000 to 4465; provided, that we may require a copy of such power of attorney before fulfilling any request.

As a Colorado resident you may also exercise your request to opt-out through an authorized agent. When you submit your request through an authorized agent, we require that you:

- Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
- Verify your own identity directly with us.

#### **XIX. Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not: (a) deny you goods or services; (b) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (c) provide you a different level or quality of goods or services; or (d) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your Personal Information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time.

#### **XX. Filing a Complaint**

Regulatory authorities that oversee the privacy laws and regulations, including the Office of the Privacy Commissioner of Canada, advise individuals to file an objection or challenge with the relevant company before lodging a formal complaint with a regulatory authority. If you are dissatisfied with Bosch's response to an objection or challenge filed under Article XX above, or you if wish to file a complaint with a regulatory authority first, you may do so as follows:

**Under PIPEDA:** You may file a complaint with the [Office of the Privacy Commissioner of Canada](#). Depending upon the province where you live, you may also (or instead) have the right to file a complaint with the applicable provincial privacy commissioner/regulator.

**Under PII Laws:** You may file a complaint with the relevant state's Attorney General's office.

**Under the CCPA:** You may file a complaint with the California Attorney General's Office. For additional information regarding consumer complaints against a business/company under the CCPA and to initiate the complaint process, please click on the [link](#).

#### **XXI. Changes to Privacy Policy**

Due to the constantly changing nature of Bosch business, Bosch reserves the right to change, update, revise and/or modify this Privacy Policy at any time at Bosch's sole discretion, and Bosch will post any new or revised Privacy Policy here. Any such change, update, revision and/or modification will be effective immediately upon posting on this website, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. Use of information that Bosch gathers now will be subject to the Privacy Policy in effect at the time of use. By using or navigating around the Application or utilizing any of the Services, you acknowledge that you have read and understood and agree to be bound by this Privacy Policy in and the applicable Terms of Use. If you do not agree to be so bound, do not remain on the Application. You are responsible for checking the Application frequently to keep apprised of recent changes.



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The effective date of this Privacy Policy in is June 13th, 2024.  
Last reviewed: June 13th, 2024.

## **XXII. Contact**

To obtain more information or to submit suggestions or complaints regarding the processing of your Personal Information, you can contact the Bosch Privacy Policy Administrator.

If incorrect information has been stored despite Bosch efforts to maintain correct and up-to-date data, Bosch will correct this upon your written request, sent to:

**Email:** [privacy.policy@us.bosch.com](mailto:privacy.policy@us.bosch.com)

**Postal Address:**

Robert Bosch LLC  
Privacy Policy Administrator  
38000 Hills Tech Drive  
Farmington Hills, MI 48331  
You may also contact as follows:

**Phone:** 888-43-BOSCH (888-432-6724).

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