

MERITEK

ELECTRONICS CORPORATION

Privacy Policy

The purpose of this Privacy Policy is to set out the principles governing our collection, use, disclosure, and protection of personal information obtained through your use of our website.

What Information We Collect From You

We may collect information that you voluntarily provide to us, including your name, email address, mailing address, telephone number, and other contact information.

We also automatically collect certain information about your device and your interaction with our website, including IP address, browser type, device identifiers, pages visited, links clicked, referring URLs, and similar usage data.

How We Store and Use Your Information

We use your information to:

- Provide, operate, and maintain our website and services
- Respond to inquiries and customer support requests
- Improve functionality, performance, and user experience
- Communicate with you regarding updates, services, and marketing (where permitted)
- Comply with legal obligations and enforce our rights

Analytics Providers

We use third-party analytics providers to better understand how users interact with our website and to improve our services. These providers may use cookies, pixels, and similar technologies to collect usage data.

Advertising Providers

We may partner with third-party advertising providers to deliver advertisements and measure the effectiveness of our marketing campaigns. These providers may collect information about your online activities over time and across different websites.

Cookie Usage

We use cookies and similar technologies for:

- Essential website functionality and security
- Performance monitoring and analytics
- Personalization and user preferences
- Advertising and marketing

You may manage cookie preferences through our Cookie Preferences settings or your browser. Disabling cookies may impact website functionality.

Website Analytics, Communication Monitoring, and Session Technologies

We use cookies, pixels, session replay tools, and similar technologies to understand how users interact with our website, improve functionality, enhance security, and evaluate the effectiveness of our services and marketing.

Important Notice Regarding Monitoring:

Your interactions with our website—including navigation behavior, clicks, form inputs, and other

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communications—**may be monitored and recorded in real time** by us and by third-party service providers acting on our behalf.

These technologies may result in the **simultaneous collection and transmission of your interactions** to third-party providers that assist with analytics, performance monitoring, customer support, communication management, and advertising services.

Prior Consent Requirement

Where required by applicable law, including California law, we will obtain your prior express consent before any non-essential cookies, tracking technologies, analytics tools, or monitoring/recording technologies are activated.

Such technologies will **not be deployed, and no data will be collected or transmitted to third parties**, until you have affirmatively indicated your consent through our consent management platform (e.g., by selecting “Accept” in our cookie banner or preference center).

You may withdraw or modify your consent at any time through our Cookie Preferences settings.

Third-Party Service Providers

We may share information with third-party service providers who perform services on our behalf. These providers are contractually required to use personal information only for specified business purposes and to maintain its confidentiality.

Where such providers process communications or interaction data, they may receive that information **in real time as part of delivering their services**.

Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, including for business, legal, regulatory, and security purposes. Retention periods are determined based on the nature of the information and applicable legal requirements.

Consent Mechanisms

We obtain consent where required by law through:

- Cookie banners and preference centers
- Account registration and form submissions
- Marketing opt-in mechanisms

Consent is obtained through **clear, affirmative user action** and may be withdrawn at any time.

California Privacy Rights

If you are a California resident, you may have rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPR), including the right to:

- Access personal information we collect about you
- Request deletion of your personal information
- Request correction of inaccurate information
- Opt out of the sale or sharing of personal information
- Limit the use of sensitive personal information
- Not be discriminated against for exercising your rights

To exercise your rights, please contact us using the information below.

Do Not Sell or Share My Personal Information

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We do not sell personal information for monetary compensation. However, certain uses of cookies, pixels, and tracking technologies may be considered “selling” or “sharing” under California law.

You have the right to opt out of such sale or sharing by:

- Adjusting your Cookie Preferences settings
- Contacting us directly via Email: sales@meritekusa.com

We will process and honor verified requests in accordance with applicable law.

Global Privacy Control (GPC)

We recognize Global Privacy Control (GPC) signals as a valid request to opt out of the sale or sharing of personal information where required by law.

If your browser or device sends a GPC signal, we will treat it as an opt-out request for that browser or device. You may still manage additional preferences through our Cookie Preferences settings.