

Viewable at www.heitmannclean.com

Terms of Service and Privacy Policy

Effective Date: September 1, 2026

Las Updated: September 1, 2026

We know that maintaining your trust requires that we protect your privacy – so we are very sensitive to the privacy concerns of those who use our websites, our pages and applications on third-party social-networking services, our emails, and our mobile applications (collectively, our “Sites”).

This Privacy Policy explains our online information practices and the choices that you, as a user of this Site, can make about the collection and use of your information.

Information we collect

We may collect information about you (and the computer or device you use to access our Site) in a variety of ways:

- You may directly provide information to us
- You may choose to allow a social networking service to share information with us
- We may gather other information when you visit our Site or other services, or when you view our online ads
- We may obtain additional information about you from other sources where permitted by law

More detail on each of these is immediately below.

Information you directly provide

When you participate in our offers or programs (or otherwise communicate with us), you may directly provide us with information, including (but not limited to) the following:

- Name
- Email address
- Postal address
- Phone number

- Age or birthdate
- Gender
- Demographic information
- Marital status and number of children
- Contact information of family members or others
- Other information about you, your family, or others (such as interests or product preferences)
- Other information you affirmatively allow a third-party service (such as Facebook) to provide to us

Information from social networking services

If you choose to access or make use of third-party social networking services (such as Facebook or X), we may receive personal information about you that you have made available to those services, including information about your contacts on those services. For example, some social networking services allow you to push content from our Site to your contacts or to pull information about your contacts so you can connect with them on our Site. Some social networking services also will facilitate your registration or log-in for our Site or enhance or personalize your experience on our Site. Your decision to use a social networking service will always be voluntary. However, you should make sure you are comfortable with the information social networking services may make available to our Site by visiting those services' privacy policies.

Information we gather when you visit our Sites, or when you view our online ads

When you visit or use our Sites, or when you view our online ads, we may use cookies, web beacons, or other technologies to collect information about your computer or device and your online activity. The following are examples of the types of information we may collect in this way:

- Device type (such as desktop, tablet, or mobile device)
- Browser type (such as Internet Explorer)
- Operating system (such as Windows)
- IP address, MAC address, device ID, installed fonts, or similar information
- Websites or online services you visit before or after our Site

- Your interaction with our Site (such as the links you click and the pages and items you view)
- Whether you open or forward our emails or click on elements within these emails

Information we may obtain from other sources

We may obtain information about you from other sources, such as public databases and other commercially available sources. This information may include:

- Name
- Email address
- Social networking user IDs
- Postal address
- Phone number
- Age
- Gender
- Demographic information
- Marital status and number and age of children
- Income level
- Interests, hobbies, and product preferences
- Interactions with media or advertising
- Publicly observable activities (such as blogs and online postings)
- Other information that has been collected by other brands or businesses with Brauns-Heitmann GmbH & Co. KG

Please note that parts or all of the information we collect or obtain may be combined or linked (by us or by third parties providing services to us) for any of the purposes described in this Privacy Policy, including to help us customize how we communicate with you and to improve our products, services, and marketing efforts.

Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, including responding to inquiries, providing requested information, maintaining our website, complying with legal obligations, resolving disputes, and enforcing our agreements.

The length of time we retain personal information depends on the type of information collected and the purpose for which it was collected. When personal information is no longer required, we will securely delete, anonymize, or otherwise dispose of it in accordance with applicable laws.

How we use this information

We use the information we collect (in combination with other information we or third-party service providers may have) to communicate with you regarding our products, services, and promotions, to provide you with other information, services, products, or other materials you request, to customize your interactive experience (including by providing you with relevant advertising on our Site and elsewhere), and/or to manage and improve our sites, products, and service offerings.

Some specific ways that we may use this information are as follows:

- To register you to receive emails or other information or materials you request
- To register you for a sweepstakes, contest, or other promotion
- To register you to receive coupons, premiums, product samples, or other materials
- To provide you with services or offers you have requested
- To respond if you contact one of our Consumer Affairs Representatives
- To better understand the audience for our sites and services
- To analyze how our products, services, and sites are accessed and used
- To help us develop new products, services, and sites
- To develop and deliver advertising and other communications more tailored to your interests
- To help us improve our advertising
- To provide security and protect against fraud
- To enforce our Terms of Use, or other legal rights

We will not send you any email marketing communication unless you expressly consent to receive such a communication from us. And if you do sign up to receive these emails, you will always have the opportunity to “unsubscribe” from further email marketing messages from Brauns-Heitmann GmbH & Co. KG.

How we use cookies, web beacons, and similar technologies

We (and third parties that provide content, advertising, or functionality on our Site) may use cookies, web beacons, and similar technologies to facilitate website administration and navigation, to better understand and improve our Site, to determine and improve the advertising shown to you here or elsewhere, and to provide you with a rich online experience. We provide more details about these technologies below.

General descriptions of “cookies” and “web beacons”

“Cookies” are small files that are placed on your computer or device when you visit a website. Cookies may be used to store a unique identification number tied to your computer or device so that you can be recognized as the same user across one or more browsing sessions, and across one or more sites.

Some cookies are essential in order to enable you to move around our Site and use its features, such as accessing secured areas. Other cookies collect information about how visitors use the Site (for instance, which pages visitors go to most often, and if they get error messages from web pages). When combined with information collected when you register on a website, cookies allow us to welcome you back to the site or otherwise provide enhanced, more personal features. Cookies may also be used on our behalf by third parties managing our advertising on other websites to enable us to learn which advertisements bring visitors to our sites and to otherwise improve or target our online advertising.

Most browsers accept cookies automatically, but can be configured not to do so or to notify the user when a cookie is being sent. If you wish to disable cookies, refer to your browser help menu to learn how to disable cookies. Please note that if you disable cookies, you may be unable to access some customized features on our Site.

“**Web beacons**” and similar technologies are tiny or transparent images that, for example, allow us and third parties to count the number of users who have visited a particular web page or to access certain cookies. When you access a page containing a beacon, you establish a communication with a web server, which collects certain information about your computer or device. This information may include your IP address, browser type, operating system type, and identifiers that have been stored in cookies. We may use beacons on our sites to count the number of visitors to our sites and to recognize users by accessing unique identifiers stored in cookies that we have set on their computers or devices. Being able to access these identifiers

enables us to provide a personalized experience on our sites. We may also include beacons in advertisements or in email messages to determine how these are acted on.

Cookies used for online behavioral advertising – and your choice to opt out

Third parties that are involved in serving other companies' advertising on our sites, or that are involved in determining which advertisements to show you on third-party websites, may use cookies to collect information about your online activities, such as the advertisements you have seen or the websites or pages you have visited, in order to draw inferences about what advertising might be relevant to you.

These third parties may use the information gathered through these cookies to show you advertising they believe to be most relevant to you when you visit other websites not belonging to us. This practice is called "online behavioral advertising." You have the ability to opt out of allowing these third parties to use cookies for online behavioral advertising by clicking [here](#).

Please be aware that the opt-out process is itself cookie-based. In other words, if you opt out, a cookie is placed on your browser that informs these third parties that they are not to use cookies with you for online behavioral advertising. As a result, if you subsequently clear cookies from your browser (as many people do periodically), your opt out will be lost until you reinstate it.

Other uses of local storage and unique identifiers

We (and the third parties that provide content, advertising, or functionality on our sites) may also use other kinds of local storage technologies that operate similarly to cookies, such as local shared objects (also known as "Flash cookies") and HTML5 local storage. These technologies are similar to cookies in that they make use of storage on your device for the purpose of identifying the device across different services and sessions. Please note, however, that these technologies may make use of different parts of your device from cookies, and so you might not be able to control them using standard browser tools and settings. For information about disabling or deleting information contained in Flash cookies, please click [here](#).

In addition, depending on the browser or device you use, we (and the third parties that provide content, advertising or functionality on our sites) may receive a identifier for your browser device that can be used for purposes similar to those for which we and others use cookies and beacons. The identifiers are not created by the services you access, but rather by the companies that make the software that runs your device or browser. For example, if you access our Site using Apple's iOS 7 on your iPhone, we may receive a temporary device identifier called the "Identifier for Advertisers" (or "IDFA"). In your iPhone's privacy settings, you can "reset" this identifier, which means that a different identifier will be sent the next time you visit our Site.

How we may share information with others

We may share the information we collect with the following types of entities:

- **Affiliates.** We may share information within Brauns Heitmann GmbH & Co. KG among our various businesses, and within our family of affiliated companies.
- **Service Providers.** We may share information – including information that personally identifies you – with companies that provide services on our behalf. These parties may use the information solely in conjunction with the specific services they provide for us. Some service providers may be involved in administering or supplementing our databases and will need to have access to your information in order to do so. For example, we may retain a third party to verify the accuracy of information within our databases or to gather additional information about individuals within our databases from commercially available sources. As another example, we may provide information from our databases to third parties who help us target specific advertising communications to you when you visit other sites.
- **Other Parties When Required by Law or as Necessary to Protect Our Users and Services.** We also may disclose information – including information that personally identifies you – to third parties in order to:
 1. Protect our legal rights, as well as the rights of the users of our Site or others
 2. Protect the safety and security of the Site, its users, or others
 3. Prevent fraud
 4. Comply with the law or respond to legal process or a request for cooperation by a government entity, whether or not legally required.
- **Other Parties in Connection with a Corporate Transaction.** We reserve the right to transfer any information we have about you in the event that we sell or transfer all or a portion of our business or assets to a third party, or in the unlikely event of a bankruptcy. Outside this context, we will not sell any lists of consumer contact information to unaffiliated companies for their marketing purposes.
- **Otherwise with Your Consent.** In addition to the sharing described or permitted by this Privacy Policy, we may of course share information about you with third parties whenever you affirmatively consent to such sharing.

Third parties that provide content, advertising, or functionality on our site

Some of the content, advertising, and functionality on our Site may be provided by third parties that are not affiliated with us. For example:

- Certain third parties may serve advertising or keep track of which advertisements users see, how often they see those advertisements, and what users do in response to them. These third parties may use cookies, web beacons, and similar technologies to provide these services.
- We may enable you to share certain materials on the Site with others through social networking services such as Facebook and X.

These third-parties may collect or receive certain information about your use of the Site, including through the use of cookies, beacons, and similar technologies, and this information may be collected over time and combined with information collected across different websites and online services.

One of the third parties that provides services on our Site is Google Inc. Like many websites, we use Google Analytics, a service that provides information about how many users visit our Site, when they visit, and how they navigate the Site once they are here. Google offers a browser add-on that enables users to opt-out of having data about their visits reported to websites by Google Analytics. More information about the add-on is [here](#).

We also may use other Google Analytics tools, such as Demographics and Interest Reporting, which enables us to learn more about the characteristics and interests of the users who visit our Site, and Remarketing with Google Analytics, which enables us to provide relevant advertising on different websites and online services. You can opt out of having your data used for these additional Google Analytics tools by visiting this [page](#) and opting out of ads provided by Google.

User-generated content and public profile features

Our Site may, from time to time, contain interactive areas where Site users might submit comments or other content (including information about the user that might be displayed in the user's public profile within an online community) that may be visible to others. Users should be aware that when they voluntarily disclose personally identifiable information (e.g., name, email address, etc.) in content submitted for posting or publication, the information can be read and used by others. This may result in unsolicited messages from other posters or parties. We make no representations and undertake no obligations as to the security or use of information you voluntarily include when submitting content. In addition to this Privacy Policy, your submission of any User Generated Content or use of any User Generated Website is subject to our User Generated Content Terms and Conditions, which can be viewed [here](#).

Reporting Claims of Copyright Infringement

We take claims of copyright infringement seriously, and will respond to notices of alleged copyright infringement that comply with applicable law.

If you believe that any content or materials accessible on or from our Sites infringe upon any copyright or intellectual property right that you own or control, you may request removal of those materials from the Sites (or that access to them be disabled) by submitting a written notice to our designated agent set forth below. In accordance with the Online Copyright Infringement Liability Limitation Act of the Digital Millennium Copyright Act (17 U.S.C. § 512) ("DMCA") the written notice ("DMCA Notice") must include substantially the following:

1. a physical or electronic signature of a person authorized to act on behalf of the owner of the exclusive right that is allegedly infringed;
2. identification of the work claimed to have been infringed, or, if multiple works are covered by a single notification, a representative list of such works;
3. identification of the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed (or access to which is to be disabled) along with information reasonably sufficient to allow us to locate the material;
4. information reasonably sufficient to allow us to contact you, such as your name, address, telephone number, and, if available, email address;
5. a statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the right owner, its agent, or the law;
6. a statement that the information in the notification is accurate; and
7. a statement, under penalty of perjury, that you are authorized to act on behalf of the owner of the allegedly infringed right.

HEITMANN's designated agent to receive DMCA Notices is:

Copyright Agent

Brauns-Heitmann GmbH & Co.KG

Lütkefeld 15

34414 Warburg

GERMANY

If you believe that material you posted on our Sites was removed or access to it was disabled by mistake or misidentification, you may file a counter notification with us (a “Counter Notice”) by submitting written notification to our copyright agent designated above. Pursuant to the DMCA, the Counter Notice must include substantially the following:

1. your physical or electronic signature;
2. identification of the material that has been removed or to which access has been disabled and the location at which the material appeared before it was removed or disabled;
3. information reasonably sufficient to permit us to contact you, such as your address, telephone number, and, if available, email address;
4. a statement, under penalty of perjury, by you that you have a good faith belief that the material identified above was removed or disabled as a result of a mistake or misidentification of the material; and
5. a statement that you will consent to the jurisdiction of the Federal District Court for the judicial district in which your address is located (or, if you reside outside the United States, for any judicial district in which the Sites may be found) and that you will accept service from the person (or an agent of that person) who provided us with the complaint.

We will provide a copy of this Counter Notice to the person or entity that submitted the original DMCA Notice. The DMCA allows us to restore the removed or disabled content if the party who filed the original DMCA Notice does not file legal action against you within ten (10) business days of receiving the copy of your Counter Notice.

Please be aware that if you knowingly materially misrepresent that material or activity on the Site was removed or disabled by mistake or misidentification, you may be held liable for damages (including costs and attorney’s fees).

Please also note that it is our policy (in appropriate circumstances) to disable and/or terminate the accounts of users who are repeat infringers.

Third-Party Retailers

Our website does not process purchases directly. If you choose to purchase our products, you may be redirected to third-party retailers such as Amazon. Any purchases made through these retailers are subject to their own privacy policies and terms of service. We are not responsible for the privacy practices of third-party websites.

Send-to-a-friend tools

This Site may, from time to time, include a send-to-a-friend application that makes it easy for you to forward information or materials from our Site to friends or family by email. In order to address your email message, the application may ask you to input the recipient's email address and/or similar information (including your email address). This information is used by the application to address your message so that it can be properly sent. We may temporarily maintain a log of this information for troubleshooting and fraud-prevention purposes. In the event that we are offering you some form of referral award for encouraging an action on the part of the recipient (for example, if you are to earn a reward if the recipient chooses to register for one of our offerings after receiving the email from you), we may also retain the information as necessary to establish that the referral award was earned.

Children's privacy

This Site is not directed to children and we will not request any information from children under 13 at this Site. We have developed our child privacy practices to comply with Children's Online Privacy Protection Act of 1998 ("COPPA") as well as the guidelines established by the Children's Advertising Review Unit (CARU). We also recommend that parents monitor their children's Internet activities and learn and employ software or other tools that can help their children enjoy the fun and entertainment of an online experience without compromising their personal safety or allowing them to use the Internet in a manner inconsistent with their parents' preferences.

United States only

This Site is intended for use by residents of the United States of America only. All matters relating to this Site are governed by the laws of the United States. If you are located outside of the United States and you contact us, please be advised that any information you provide to us will be transferred to the United States and that by submitting information you explicitly authorize this transfer and the processing of this information within the United States.

Changes to our privacy policy

We may change or replace this Privacy Policy at our sole discretion at any time. Please check back from time to time to ensure that you are aware of any updates or changes in this Privacy Policy. Unless stated otherwise, our current Privacy Policy applies to all information collected by or through any Site that displays an authorized link to this Privacy Policy.

Your consent to the terms of this Privacy Policy

By using this Site, you signify your assent to all of the terms of this Privacy Policy. If you do not agree with any term of this Privacy Policy, please do not use this Site or submit any information.

Your control over your information

You always have the right to review and update the information that you previously provided to us at this Site. You may contact us as described immediately below in order to arrange this or to ask us to remove you from our list of email addresses to which we send email newsletters. All of our email newsletters also contain an “unsubscribe” link that you can click through to unsubscribe from future emails from Brauns-Heitmann GmbH & Co. KG.

Do-not-track signals and similar mechanisms

Some web browsers may transmit “do-not-track” signals to the websites and other online services with which a user communicates. There is no standard that governs what, if anything, websites should do when they receive these signals. Brauns-Heitmann GmbH & Co. KG currently does not take action in response to these signals. If and when a standard is established and accepted, Brauns-Heitmann GmbH & Co. KG may revisit its policy on responding to these signals.

How to contact us

If you have any questions or concerns about this Privacy Policy or about our collection or use of information, please [Contact Us](#).