

# Cookie policy

This cookie policy (“Cookie Policy”) governs the use of cookies and social media plugins on the Peerless Flooring website. The website in question is peerlessflooring.com. This website is hereinafter referred to as the “Website”.

Cookies are small text files which are stored on a device’s hard drive and information and sometimes personal data. Social media plugins are small pieces of software developed and provided by social media service providers (e.g. Facebook, LinkedIn, Google, YouTube, Pinterest, Instagram and Twitter), which add social media integration when built into the Websites.

By continuing to use the Websites after having been informed of the use of cookies and social media plugins, you acknowledge that you have read this Cookie Policy carefully and that you agree with it without reservation.

## 1. General

**1.1 Your personal data are processed by Peerless Flooring and its affiliates (hereinafter: “we”, “us”, “our”).** This is the entity responsible for the processing of your personal data as covered in this Cookie Policy.

**1.2 Any notion starting with a capital shall be defined by explicit reference in this Cookie Policy. Where possible given the context, singular words shall be interpreted as also including the plural and vice-versa.** To make sure we have the same understanding of what is written here, it is important that certain notions are interpreted in the same way by you and by us.

**1.3 When reference is made to certain laws or regulations, such reference shall also include any change, replacement or annulment of said laws or regulations, including any related executive decisions.** Laws tend to change from time to time, and we want to make sure that this Cookie Policy remains in line with any such changes.

**1.4 Peerless Flooring reserves the right to modify, change or amend the Cookie Policy at its own discretion and from time to time. Such modification, change or amendment shall be communicated via the Websites. If you do not accept the modifications, changes or amendments, you are to inform us. If we do not receive such an email from you within three (3) business days after the changes to the Cookie Policy have been announced on our Websites, you will be deemed to have unambiguously accepted all such changes.** As any company, changes in laws, market circumstances, interests etc. may require us to change our Cookie Policy from time to time to ensure that it remains accurate. If this happens, you are kindly asked to take note of the changes and to agree with them if you find them acceptable.

## 2. Cookies

**2.1 You can avoid cookies being placed by configuring your browser as such. Guidelines as to how to do this can be found below.** However, not allowing cookies when visiting the websites may cause certain or all features of the Websites to stop working properly.

- **Internet Explorer:**  
<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- **Microsoft Edge:**  
<http://windows.microsoft.com/en-gb/windows-10/edge=privacy-faq>
- **Chrome:**  
<https://support.google.com/chrome/answer/95647?hl=en>
- **Firefox:**  
<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- **Safari:**  
[https://support.apple.com/kb/PH21411?locale=nIBE&viewlocale=en\\_US](https://support.apple.com/kb/PH21411?locale=nIBE&viewlocale=en_US)

**2.2 When you visit the Websites, Peerless Flooring places a number of cookies. Most data pertaining to these cookies, their placement and use allow to identify you, and Peerless Flooring uses them to gain insight in how you and other visitors use the Websites by gathering statistical and usage data, enabling Peerless Flooring to provide a better user experience on the Website.** With this provision, Peerless Flooring aims to appropriately inform you of the cookies that are placed on your device when visiting and using the Websites.

**2.3 Peerless Flooring knows about the following most important cookies being used on the Websites:**

### Functional cookies

Peerless Flooring uses diverse functional cookies on its Websites. These cookies are needed for the Websites to work properly and to give you a good user experience (e.g. a cookie saving preferences, which is only maintained for the duration of your session).

### Analytical and statistical cookies

**Google Analytics:** Peerless Flooring uses Google Analytics cookies to determine how you and other visitors use our Websites as well as some of the third-party services on our Websites. With these insights Peerless Flooring, and third-party service providers are able to improve our services. The cookies Peerless Flooring uses are the “\_ga” – (2-year lifespan), “utma”-, “\_utmz”-, “\_utmc”- and “utmb”-cookie as well as the “\_gid”/”\_gat”-cookie (1-day lifespan). See for more info:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie=usage?cs=1>

Some cookies gather information meant to give Peerless Flooring insight (typically through statistics) in how the Websites are used by users, what features are popular, which are not and so on. This information can be used to make the Websites better so as to give you a better user experience.

#### Advertising and social media cookies

**Facebook.com:** through integration of a Facebook pixel on our Websites, Facebook places an “fr”-cookies (90-day lifespan) on your device. This cookie is used for advertising purposes and allows us and Facebook to track your surfing behavior across different websites in order to provide you with more relevant and personalized advertisements. More information on Facebook’s use of the “fr”-cookie can be found here: <https://www.facebook.com/policies/cookies> Some cookies allow Peerless Flooring, affiliates, partners and third parties such as social media providers to provide with additional services such as social media sharing technologies as well as more personalized and relevant advertisements, promotions and offers.

You may at all times withdraw your consent with Peerless Flooring’s use of cookies. To exercise this right, it suffices to delete the cookies, which have been placed on your device. To do so, you are kindly asked to refer to the appropriate instructions of your browser manufacturer, as listed above.

### **3. Purposes for which Peerless Flooring uses your personal data**

**3.1 Peerless Flooring processes your personal data to perform statistical analyses so that we may improve our Websites, advertisements, products and services or to develop new products and services.**

**3.2 Peerless Flooring may process your personal data for informing any third party in the context of a possible merger with, acquisition from/by or demerger by that third party, even if that third party is located outside of North America.**

**3.3 Peerless Flooring may also process your personal data for the preservation of the legitimate interests of Peerless Flooring, its affiliates and partners or a third party if and when your registration with or use of the Websites can be considered (a) a violation of this Cookie Policy or the intellectual property rights or any other right of a third party, (b) a threat to the security or integrity of any of the Websites or to any of Peerless Flooring’s affiliates, or its subcontractors’ underlying systems due to viruses, Trojan horses, spyware, malware or any other form of malicious code, or (c) in any way hateful obscene,**

**discriminating, racist, slanderous, spiteful, hurtful or in some other way inappropriate or illegal.** Here we reserve the right to process your personal data if you use any of our websites in any way that may harm Peerless Flooring or someone else or is illegal.

**3.4 Your personal data may be transferred to the police or the judicial authorities as evidence or if there are justified suspicions of an unlawful act or crime committed by you through your use of any of the Websites.** From time to time we may be legally required to transfer your personal data to governmental authorities.

## **4. Legal basis for processing you personal data**

**4.1 For processing your personal data under the conditions outlined in this Cookie Policy (see in particular clause 2.2 and 3.1) , Peerless Flooring as the responsible party asks for your consent.** The law required us to state precisely which legal basis we use to process your personal data, considering the purposes we have listed in the previous article. The main legal basis for the processing covered in this Cookie Policy is your consent. Peerless Flooring obtains your consent through the cookie banner. By clicking on this banner affirmatively and continuing to use any of the Websites you acknowledge that you have read this Cookie Policy carefully and that you agree with it without reservation.

**4.2 The processing of your personal data for the purposes outlined in clause 3.4 is necessary to allow Peerless Flooring to comply with its legal obligations.** Sometimes the law obliges us to process your personal data.

**4.3 The processing of your personal data for the purposes outlines in this Cookie Policy is also necessary for the purpose of the legitimate interests of Peerless Flooring which are:**

- **Continuous improvements to Peerless Flooring’s Websites, Social Media Channels, products and services to ensure that you have the best experience possible;**
- **Keeping our Websites, Social Media Channels, products and services safe from misuse and illegal activity;**
- **Marketing and promotion of our products, services, brands an overall successful commercialization of our products and services.**

We may also process your personal data for our own legitimate interests, which are mainly concerned with successfully conducting our business as any other company would do.

## **5. To whom Peerless Flooring sends your data**

**5.1 Peerless Flooring relies on third party processors to provide you the Websites as well as to process your personal data on our behalf. These third-party processors are only allowed to process your personal data on behalf of Peerless Flooring upon explicit written instruction of Peerless Flooring. Peerless Flooring warrants that all third-party**

**processors are selected with due care and are obliged to observe the safety and integrity of your personal data.** Our Websites may be developed, maintained or hosted by third parties. Similarly, we rely on the services of third parties such as cloud providers to process your personal data internally.

**5.2 Peerless Flooring does not send your personal data in an identifiable manner to any third party without your explicit permission to do so. However, Peerless Flooring may send anonymized and/or aggregated data to other organizations that may use those data for improving products and services as well as tailor the marketing, displaying and selling of those goods and services.**

## **6. Location and transfer**

**6.1 Peerless Flooring processes your personal data first and foremost within North-America. However, in order to process your personal data for the purposes outlined in article 3 above, we may also transfer your personal data to third parties who process on our behalf which are located outside North America. Each entity outside North America that processes your personal data shall be bound to observe adequate safeguards with regard to the processing of your personal data.**

**6.2 Peerless Flooring may transfer anonymized and/or aggregated data to organizations outside of North America. Should such transfer take place, Peerless Flooring will ensure that there are safeguards in place to ensure the safety and integrity of your data as well as all rights with respect to personal data you might enjoy under applicable mandatory law.** We may anonymize your data or combine it with data of others thereby making it impossible to identify you. Such anonymous or aggregated information may also be transferred to countries outside North America.

## **7. Quality assurances**

**7.1 Peerless Flooring does its utmost best to process only those personal data which are necessary to achieve the purposes listed under article 3.** We will not process more personal data about you than we need for the purposes we have communicated to you.

**7.2 Your personal data are only processed for as long as needed to achieve the purposes listed under article 3 of this Cookie Policy or up until such time where you withdraw your consent for processing them. Note that withdrawal of consent may imply that you can no longer use the whole or part of the Websites. Peerless Flooring will de-identify your personal data when they are no longer necessary for the purposes outlined in article 3, unless there is:**

- **an overriding interest of Peerless Flooring, your financial institution, the payment service provider, or any other third party in keeping your personal data identifiable;**

- **a legal or regulatory obligation or a judicial or administrative order that prevents Peerless Flooring from de-identifying them.**

Here we explain how long we will keep your personal data in a way that allows us to identify you.

**7.3 Peerless Flooring will take the appropriate technical and organizational measures to keep your personal data safe from unauthorized access or theft as well as accidental loss, tampering or destruction. Access by personnel of Peerless Flooring, or its third-party processors will only be on a need-to-know basis and subject to strict confidentiality obligations. You understand, however, that safety and security are best efforts obligations only which can never be guaranteed. We are committed to keeping your personal data safe.**