

Privacy Policy

Effective date June 11, 2010 (last updated July 15, 2013)

This Privacy Policy applies to our sites.

This privacy policy describes how we treat personal information we gather in connection with the digital platforms where this policy is located. This includes websites and interactive email messages. It also may include social media and mobile apps.

By accessing or using our digital platforms, you agree to this Privacy Policy. This includes changes that we may post here from time to time.

We collect information from and about you.

Contact information. We might collect your name and address. We might also collect your phone numbers or email address.

Information you submit or post. We collect the information you post in a public space on our platforms. This might include our social media pages on third party websites. We also collect information when you contact us through our program website.

Demographic information. We may collect information like your gender or age.

Other Information. We collect information like the browser you use or the number of times you visit our platforms. We might also collect information like the programs and services you use with us or others.

We collect information in different ways.

We collect information directly from you. For example, we collect information when you register to for the Promo Club or an account. We also collect information when you make a purchase.

We collect information passively. We use standard technologies like cookies and pixel tags. We may also have third parties on our sites that use these tools.

We get information about you from third parties. For example, our business partners may give us information about you.

We use information as disclosed and described here.

We use information to respond to your requests or questions. We may use your information to respond to your inquiries or comments. We also use information to send you products you purchase.

We use information to improve our products and services. We may use your information to make our website and products better. We might use your information to customize your experience with us.

We may combine information. For example, we might combine information you give us with information we get from a public source. We might also collect information we get from you with information we get from third parties.

We use information for marketing purposes. For example, we might send you information about new products or special offers. This might include information about upcoming contests or promotions we think you would like. We may use your information to target content and ads to your interests. This may include targeting on our platforms or others.

We use information to communicate with you about your account or our relationship. For example, we might tell you about changes to our platforms. Or we might reach out to you and ask you to take a customer satisfaction survey.

We use information as permitted by law, or as otherwise disclosed to you.

We may share information with third parties.

We will share information within our company. We may share your information with our affiliates or subsidiaries. We may also share information with other related entities.

We will share information with third parties who perform services on our behalf. For example, we may share your information with vendors. These vendors include those that handle credit card processing and shipping. Vendors we share with also include those who do data management for us and who manage our digital platforms. We also share information with e-mail distribution and market research vendors. We also have vendors who help us with information analysis and promotions. This may include vendors that help us conduct marketing on social networking platforms.

We may share information with third party marketing partners. For example, we might share information with a company with whom we are running a joint promotion.

We will share information if we think we have to in order to comply with the law or to protect ourselves. For example, we will share your information with legal authorities. We may also share your information in situations where we think we or our users are being threatened.

We may share information with any successor to all or part of our business. We may share your information as part of a transfer of business assets.

We may share information for other reasons we may describe to you.

You have certain choices about sharing, marketing and tracking.

You can opt out of receiving our marketing emails. If you are a registered user, you can opt out of marketing messages by clicking [here](#). You can also follow the instructions in any promotional message you get from us. Even if you opt out of getting marketing messages, GAF will still send you service-related announcements and transactional messages.

You can control cookies. Most web browsers give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To control flash cookies you can go [here](#). Why? Because you cannot control flash cookies through your browser settings. If you choose to block cookies, you may not be able to take advantage of all aspects of our sites.

These sites and children.

Our sites are intended for people who are 13 years of age or older. We do not knowingly collect personally identifiable information from children under 13 without permission from a parent or guardian. If you are a parent or legal guardian and think your child under 13 has given us information, you can email us at privacy@gaf.com. You can also write to us at the address listed at the end of this policy. Please mark your inquiries "COPPA Information Request."

Parents, you can learn more about how to protect children's privacy on-line [here](#).

We use standard security measures.

Information submitted via the Internet is not 100% secure. We cannot promise that your use of our sites will be completely safe. We encourage you to use caution when using the Internet. This includes not sharing your passwords.

We keep personal information as long as it is necessary or relevant for the practices described in this Policy. We also keep information as otherwise required by law.

We store information in the United States.

By using this site, you consent to have your personal data transferred to the United States. This site is subject to U.S. laws, which may not afford the same level of protection as those in your country.

We may link to other sites or have third party services on our site we don't control.

If you click on a link to a third party site, you will be taken to websites we do not control. This includes social networks. Please read the privacy policies of those social platforms. Your participation at those sites will not be governed by GAF's Privacy Policy. GAF is not responsible for these third party practices. Our platforms may also have third party content or services we do not control. This may include passive tracking tools.

Feel free to contact us if you have any questions.

If you have any questions about this policy, please email us at: Privacy@gaf.com

You can also call or write us at:

Building Materials Corporation of America d/b/a GAF
1 Campus Drive
Parsippany, NJ 07054

www.gaf.com

1-888-532-5767

We may update this Policy.

From time to time we may change our privacy policies. We will notify you of any material changes to our Policy as required by law. We will also post an updated copy on our website. Please check our site periodically for updates.