



## Privacy Notice

Updated April 2018

### Introduction

Hydro Engineering, Inc. (Hydro) is a manufacturer of equipment cleaning systems, wash water collection and recovery systems and wash water filtration systems. Our customers are primarily organizations that use, sell or service this type of equipment. We do not knowingly attempt to solicit or receive information from children.

We understand that you are aware of and care about your own personal privacy interests, and we take that seriously. This Privacy Notice describes Hydro's policies and practices regarding its collection and use of your personal data and sets forth your privacy rights. We recognize that information privacy is an ongoing responsibility, and so we will from time to time update this Privacy Notice as we undertake new personal data practices or adopt new privacy policies.

### Data Protection Officer

Hydro is headquartered in Salt Lake City Utah, in the United States. Hydro has appointed an internal data protection officer for you to contact if you have any questions or concerns about the Hydro's personal data policies or practices. Hydro's data protection officer's name and contact information are as follows:

Data Protection Officer  
865 W. 2600 S.  
Salt Lake, Utah, USA  
[dpo@hydroblaster.com](mailto:dpo@hydroblaster.com)  
+1 801-972-1181

### How we collect and use (process) your personal information

#### 1. Personal information you give to us:

To obtain product quotations or to purchase product from us we collect information about you including (but not limited to) your name, your employer's name, your work address (including your country location), and your email address. We may also collect your personal email address, a personal mailing address, and a mobile phone number.

We use this information to help us understand our customers' needs and interests to better tailor our products and services to meet your needs.

#### 1. Live events and web conferences

Hydro participates in conferences and trade shows.

Hydro hosts or presents at many events throughout the year. If you register for one of these events and you are a customer or you work for a customer, we will access the information in the customer account to provide you with information and services associated with the event. If you are not a customer and you register for one of the events, we will collect your name and contact



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information, which we will store in our database(s) and use to provide you with information and services associated with the event.

We keep a record of your participation in Hydro events as an attendee or presenter. This information may be used to provide you with product information or to tell you about other events and publications. It may also be used to help Hydro understand our customer's needs and interests to better tailor our products and services to meet your needs.

Some of our events are sponsored. The sponsor may provide an attendee list to Hydro. Hydro may send you material by mail or email. If you do not wish to have your information included in an attendee list held by Hydro you may contact Hydro directly at [dpo@hydroblaster.com](mailto:dpo@hydroblaster.com).

## 2. **Linked URLs & Analytics**

Hydro offers a great deal of content for our customers. In addition to producing original content, Hydro also subscribes to news feeds and blogs produced by others, which we often link to from our website. This means you may find yourself on Hydro's website or reading an email from the Hydro publications team and we will offer you a link to another organization's website where you will find content on products or services that may be relevant and useful to you. At these times, you will be leaving the Hydro website. Hydro is not responsible or liable for content provided by these third-party websites or personal information they may happen to gather from you.

Hydro uses Google Analytics to track how often people gain access to or read our content. We use this information in the aggregate to understand what content our visitors and customers find useful or interesting, so we can produce the most valuable content to meet customer needs.

We do not track individuals but look at information in the aggregate only. Participation in surveys is voluntary.

## 3. **Your correspondence with Hydro**

If you correspond with us by email, the postal service, or other form of communication, we may retain such correspondence and the information contained in it and use it to respond to your inquiry; to notify you of Hydro conferences, publications, or other services; or to keep a record of your complaint, accommodation request, and the like. As always, if you wish to have Hydro "erase" your personal information or otherwise refrain from communicating with you, please contact us at [dpo@hydroblaster.com](mailto:dpo@hydroblaster.com).

Note: if you ask Hydro not to contact you by email at a certain email address, Hydro will retain a copy of that email address on its "master do not send" list in order to comply with your no-contact request.

## 4. **Purposes for processing your data**

As explained above, Hydro processes your data to provide you with the goods or services you have requested or purchased from us. We use this information to refine our goods and services to better tailor them to your needs and to communicate with you about other services Hydro offers that may be of interest to you.



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## 5. Payment card information

You may choose to purchase goods or services from Hydro using a payment card. Typically, payment card information is provided directly by users, via the Hydro website, into the PCI/DSS-compliant payment processing service to which Hydro subscribes. Hydro does not process or store the card information. Occasionally, customers ask Hydro employees to, on their behalf, enter payment card information into the PCI/DSS-compliant payment processing service to which Hydro subscribes. We strongly encourage you not to submit this information by email. When Hydro employees receive payment card information from customers by email, fax, phone, or mail, it is entered as instructed and then deleted or destroyed.

## 2. What happens if you don't give us your data

You can enjoy many of the Hydro services without giving us your personal data. Much of the information on our website is available even to those who are not Hydro customers. Some personal information is necessary so that Hydro can supply you with product support or for the services you have purchased or requested, and to authenticate you so that we know it is you and not someone else. You may opt-out of receiving marketing communication at any time.

### Use of the Hydroblaster.com Website

As is true of most other websites, Hydro's website collects certain information automatically and stores it in log files. The information may include internet protocol (IP) addresses, the region or general location where your computer or device is accessing the internet, browser type, operating system and other usage information about the use of the website, including a history of the pages you view. We use this information to help us design our site to better suit our users' needs. We may also use your IP address to help diagnose problems with our servers and to administer our website, analyze trends, track visitor movements, and gather broad demographic information that assists us in identifying visitor preferences. Hydro's website also uses cookies and web beacons. It does not track users when they cross to third party websites, does not provide targeted advertising to them, and therefore does not respond to Do Not Track (DNT) signals.

- **Cookies and web beacons**

Cookies are pieces of data that a Web site transfers to a user's hard drive for record-keeping purposes. Web beacons are transparent pixel images that are used in collecting information about website usage, e-mail response and tracking.

The Site uses cookies and Web beacons to provide enhanced functionality on the site (e.g., user ID and password prompts, and conference registration) and aggregate traffic data (e.g., what pages are the most popular). These cookies may be delivered in a first-party or third-party context. Hydro may also use cookies and web beacons in association with e-mails delivered by Hydro. Our Site also captures limited information (user-agent, HTTP referrer, last URL requested by the user, client-side and server-side clickstream) about visits to our Site; we may use this information to analyze general traffic patterns and to perform routine system maintenance. You have many choices with regards to the management of cookies on your computer. All major browsers allow you to block or delete cookies from your system. To learn more about your ability to manage cookies and web beacons, please consult the privacy features in your browser.



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This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purposes of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using the Hydro website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Hydro also uses a marketing database management program that deploys a cookie when a user interacts with a marketing communication, such as a marketing email or a marketing-based landing page on our website. This cookie collects personal information such as your name, which pages you visit on the Hydro website, your history arriving at the Hydro website, your purchases from Hydro and the like. We use this information to evaluate the effectiveness of our marketing campaigns. You may set your browser to block these cookies.

- **Do not track**

Hydro tracks users when they cross from our primary public website to our store front by logging in with their user name and password. Hydro does not track its customers when they cross to third party websites, does not provide targeted advertising to them, and therefore does not respond to Do Not Track (DNT) signals.

#### **When and how we share information with others**

Information about your Hydro purchases are maintained in association with your customer account. The personal information that Hydro collects from you is stored in one or more databases hosted by Hydro.

We do not otherwise reveal your personal data to third-parties for their independent use unless: (1) you request or authorize it; (2) the information is provided to comply with the law (for example, to comply with a search warrant, subpoena or court order), enforce an agreement we have with you, or to protect our rights, property or safety, or the rights, property or safety of our employees or others; (3) the information is provided to our agents, vendors or service providers who perform functions on our behalf; (4) to address emergencies or acts of God; or (5) to address disputes, claims, or to persons demonstrating legal authority to act on your behalf. We may also gather aggregated data about our Customer and Site visitors and disclose the results of such aggregated (but not personally identifiable) information to our partners, service providers, advertisers and/or other third parties for marketing or promotional purposes.

The Hydro website uses interfaces with social media sites such as Facebook, LinkedIn, Twitter and others. If you choose to "like" or share information from the Hydro website through these services, you should review the privacy policy of that service. If you are a member of a social media site, the interfaces may allow the social media site to connect your site visit to your personal data.



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Page 4 of 6



## Transferring personal data from the EU to the US

Hydro has its headquarters in the United States. Information we collect from you will be processed in the United States. The United States has not sought nor received a finding of “adequacy” from the European Union under Article 45 of the GDPR. Hydro relies on derogations for specific situations as set forth in Article 49 of the GDPR. In particular, Hydro collects and transfers to the U.S. personal data only: with your consent; to perform a contract with you; or to fulfill a compelling legitimate interest of Hydro in a manner that does not outweigh your rights and freedoms. Hydro endeavors to apply suitable safeguards to protect the privacy and security of your personal data and to use it only consistent with your relationship with Hydro and the practices described in this Privacy Notice. Hydro also minimizes the risk to your rights and freedoms by not collecting or storing sensitive information about you.

## Data subject rights

The European Union’s General Data Protection Regulation and other countries’ privacy laws provide certain rights for data subjects. A good explanation of them (in English) is available on the website of the United Kingdom’s [Information Commissioner’s Office](#).

This Privacy Notice is intended to provide you with information about what personal data Hydro collects about you and how it is used. If you have any questions, please contact us at [dpo@hydroblaster.com](mailto:dpo@hydroblaster.com).

If you wish to confirm that Hydro is processing your personal data, or to have access to the personal data Hydro may have about you, please contact us at [dpo@hydroblaster.com](mailto:dpo@hydroblaster.com).

You may also request information about: the purpose of the processing; the categories of personal data concerned; who else outside Hydro might have received the data from Hydro; what the source of the information was (if you didn’t provide it directly to Hydro); and how long it will be stored. You have a right to correct (rectify) the record of your personal data maintained by Hydro if it is inaccurate. You may request that Hydro erase that data or cease processing it, subject to certain exceptions. You may also request that Hydro cease using your data for direct marketing purposes. In many countries, you have a right to lodge a complaint with the appropriate data protection authority if you have concerns about how Hydro processes your personal data. When technically feasible, Hydro will—at your request—provide your personal data to you or transmit it directly to another controller.

Reasonable access to your personal data will be provided at no cost to you upon request made to Hydro at [dpo@hydroblaster.com](mailto:dpo@hydroblaster.com). If access cannot be provided within a reasonable time frame, Hydro will provide you with a date when the information will be provided. If for some reason access is denied, Hydro will provide an explanation as to why access has been denied.

## Security of your information

To help protect the privacy of data and personally identifiable information you transmit through use of this Site, we maintain physical, technical and administrative safeguards. We update and test our security technology on an ongoing basis. We restrict access to your personal data to those employees who need to know that information to provide products or services to you. In addition, we train our employees about the importance of confidentiality and maintaining the privacy and security of your information. We commit to taking appropriate disciplinary measures to enforce our employees' privacy responsibilities.



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Page 5 of 6



### Data storage and retention

Your personal data is stored by Hydro on its servers located in the United States. Hydro retains data for the duration of the customer's business relationship with Hydro. For more information on where and how long your personal data is stored, and for more information on your rights of erasure and portability, please contact Hydro's data protection officer at [dpo@hydroblaster.com](mailto:dpo@hydroblaster.com).

### Changes and updates to the Privacy Notice

By using this Site, you agree to the terms and conditions contained in this Privacy Notice and Conditions of Use and/or any other agreement that we might have with you. If you do not agree to any of these terms and conditions, you should not use this Site. You agree that any dispute over privacy or the terms contained in this Privacy Notice and Conditions of Use, or any other agreement we have with you, will be governed by the laws of the State of Utah. You also agree to arbitrate such disputes in Utah, and to abide by any limitation on damages contained in any agreement we may have with you.

As our organization, products and services change from time to time, this Privacy Notice and Conditions of Use is expected to change as well. We reserve the right to amend the Privacy Notice and Conditions of Use at any time, for any reason, without notice to you, other than the posting of the amended Privacy Notice and Conditions of Use at this Site. We may e-mail periodic reminders of our notices and terms and conditions, but you should check our Site frequently to see the current Privacy Notice and Conditions of Use that is in effect and any changes that may have been made to it. The provisions contained herein supersede all previous notices or statements regarding our privacy practices and the terms and conditions that govern the use of this Site.



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Page 6 of 6