

PRIVACY POLICY AND YOUR CALIFORNIA PRIVACY RIGHTS

[Effective Date: 7/1/2023]

This Privacy Policy applies to the information that you provide to PPA Industries Inc (Protect Plus Air) a licensee of ARM & HAMMER™ and certain of Protect Plus Air's U.S. affiliates in connection with the Best Friends Pet Sweepstakes. The references in the Privacy Policy to "websites" refer to interaction with this microsite whether through your phone, tablet, or computer. By interacting with us and sharing information about yourself or others, you agree that the information you share will be handled in accordance with the Privacy Policy, as amended.

Restrictions on Access and Use

Must be 18 Years or Older to Participate

To interact with us you must be 18 years or older and want to receive information on our pet photo sweepstakes as well as promotions on products featured as prizes in the sweepstakes. If you under the age of 18 you may not be an entrant to the sweepstakes or be eligible to receive product coupons.

Geographic Restrictions

This sweepstakes website is operated in whole or in part from the United States. Personal information may be accessed by us or transferred to us in the U. S. or to our affiliates, business partners, or service providers elsewhere in the world for the purpose of operating and promoting this sweepstakes and/or to deliver requested product coupons available through the site, or to add to our marketing contact list ("Marketing List"). By using our pet sweepstakes website, or transmitting information to us, regardless of where you live in the world, you consent to have any personal information you provide to us transferred to, processed, and stored in the U. S. or elsewhere in the world, and you authorize us to use and collect your personal information in accordance with this Privacy Policy. We will undertake reasonable steps to protect the privacy and security of personal information according to the Privacy Policy regardless of where it is processed or stored, although we cannot guarantee against illegal access to it and we disclaim liability for such illegal access.

Why We Collect

We collect information for a variety of business purposes, such as to provide the services you request (e. g. to enter your pets photo in our pet photo sweepstakes), to tailor our communications about our products and brands to you, and hold a pet photo sweepstakes.

What We Collect and How

We collect information about you in a very limited number of ways . . . if you submit an entry to the pet photo sweepstakes, request a coupon from our website, or if you visit the site and vote for your favorite pet photo.

We do not use cookies on this site or collect meta data from you while you are visiting our site.

Personal Information

“Personal information” is data that can be used to uniquely identify or contact an individual such as your name or your email address, telephone number, mailing address. There are several ways in which you may explicitly and intentionally provide us with and consent to our collection of personal information, including:

Examples of Information That you May Provide:

- **Entering our Best Friends Pet Sweepstakes.** When you enter our Best Friends Pet Sweepstakes, we collect, and associate with your entry, information like your name, email address, pets’ photo and pets name.
- **Completing a ‘Contact Us’ form.** If you complete a “contact us” form, we will ask for your name and email address.

Who We May Share Information With

We, nor do our affiliates, brand partners or service providers collect information in the following manners through this website:

Traffic Data

Location Information

Cookies

Beacons

We do not rent, sell, or share the information we collect from you on this site with 3rd parties unless described in the Privacy Policy. However, the information we do collect may be shared with our affiliates, brand partners, or service providers to assist in the administration, promotion, and marketing of the Best Friends Pet Sweepstakes, either the current sweepstakes or future sweepstakes.

How We Protect Your Privacy; Use at Your Risk

We take reasonable precautions, including but not limited to, technical, administrative, and physical procedures, to protect personal information from loss, misuse, and alteration. We make commercially reasonable efforts to handle such information consistent with this Privacy Policy and applicable laws. Therefore, use our Best Friends Pet Sweepstakes Website, social media and other platforms and sharing of our personal information with us is at your own risk.

How You Can Manage Your Privacy

Opting Out. If at any time you wish to be removed from our Best Friends Pet Sweepstakes Marketing List, you can contact us by:

Phone: Call 1-888-808-9100 to speak with a customer service representative.

Mail. Use our CONTACT US notice at the bottom of the Best Friends Pet Sweepstakes landing page.

Your option to not receive any notices or promotional messages on the sweepstakes will not preclude us from corresponding with you, by email or otherwise, regarding your existing or past business relationship with us, will not preclude us from accessing and viewing your personal information in the course of maintaining and improving our Sweepstakes websites. Opting out though could disqualify you from being a sweepstakes entrant.

How You Can Protect Your Privacy When Using the Site. You understand that personal information that you post in any public areas of our Sweepstakes websites or social media channels can be read, collected and used by other of our Sweepstakes websites and could be used to send you unsolicited messages.

Notice to California Residents – Your CCPA Rights

If you are a California resident, you have certain rights, pursuant to the California Consumer Privacy Act 2018 (or CCPA).

Your Right	CCPA Requirement
Right to Know	As a California resident, you have the right to request that we disclose what personal information we collect, use, disclose and/or sell. To enable us to fulfill that request, we will need to verify your identity. We may ask for certain information to verify the request in accordance with applicable law. If we use a service provider for such verification, that service provider will not retain such information provided for verification purposes.
Right to Request Deletion	As a California resident, you have a right to request the deletion of your personal information collected or maintained by us. To enable us to fulfill that request, we will need to verify your identity. We may ask for certain information to verify the request in accordance with applicable law. If we use a service provider for such verification, that service provider will not retain such information provided for verification purposes.
Right to Non-Discrimination	As a California resident, you have a right no to receive discriminatory treatment by us for the exercise of any of your CCPA rights.
Authorized Agent	As a California resident, you can exercise your CCPA rights or you can designate an authorized agent to make a request on your behalf. We may require that you provide the authorized agent written permission to submit a request on your behalf and that the authorized agent verifies their own identity directly with us.
Contact Us for More Information	If you have questions about this Privacy Policy, including anything in this section about your CCPA Rights, please contact us at 1-888-808-9100.