

NOTICE OF PERSONAL INFORMATION PROCESSING

Thank you for purchasing a piece of Vac-Tron equipment. This notice is to inform you about the ways Vac-Tron processes the Personal Information of its customers and the rights you have over that information.

Identity and Contact Information: Vac-Tron Equipment, LLC is a U.S.-based corporation with principal place of business at 27137 FL-33, Okahumpka, Florida, 34762. You may contact Vac-Tron by any of the following means:

E-mail: privacy@Vermeer.com

Postal Mail: Vermeer Corporation
Attn: Privacy, Legal Department
1210 Vermeer Road East
Pella, Iowa 50219

Phone: +1 (641) 628-3141

Our Senior Data Strategy Manager and EU-based Representative is also available to speak with you:

E-mail: jbakker@Vermeer.com

Postal Mail: Vermeer EMEA
Attn: Jaap Bakker
Nijverheidsstraat 20
4458 AV 's-Heer Arendskerke
Netherlands

Phone: +31-113-272-700

Personal Information Defined: This Notice concerns the processing of Personal Information. Personal Information is any information that identifies, or, in combination with other information, can be used to identify a natural person. As used in this Notice, Personal Information is coextensive with Personal Data, as defined by Regulation (EU) 2016/679 (“GDPR”).

Purposes of Processing: Vac-Tron processes its customers’ Personal Information to support several purposes. The first category of purposes concerns Completing Orders and Providing Services. If you place an order with Vac-Tron for products or services, we will use your Personal Information to fulfill that order, as well as to facilitate other services or purposes as you may request or direct, such as product delivery, maintenance, warranty service, financing, leasing, or credit services. These purposes of processing are generally necessary for us to fulfill our contractual obligations to you.

We may also use your Personal Information to provide other Support Services. These include monitoring and managing the health of your equipment, delivering upgrades and product improvement communications, gauging your satisfaction with your equipment and communicating with you about your concerns, questions, and interests, and making diagnoses and repairs, ensuring product safety, and carrying out recalls. Using your Personal Information to carry out support services that relate to your safety and the safety of persons using your Vac-Tron equipment is necessary to the protection of your vital interests and the vital interests of others. Using your Personal Information for other support services is generally necessary for purposes of Vac-Tron’s legitimate interests in ensuring that it meets the needs and desires of its customers, responds to their concerns, and helps to make sure their equipment stays up to date and in good working order.

Vac-Tron also uses customers’ Personal Information for marketing purposes as detailed in its privacy policy. These purposes are necessary for Vac-Tron’s legitimate interests in marketing to its customers and strengthening its customer base.

Finally, Vac-Tron uses its customers’ Personal Information to support payment collections and to provide payments due to customers, both of which are necessary for performance of contract obligations; to conduct credit bureau reporting, which is necessary for compliance with Vac-Tron’s legal obligations; to analyze market share data points, which is necessary for purposes of Vac-Tron’s legitimate interests in better understanding the nature and state of its business and in developing corporate strategy; and to ensure security and prevent fraud, which is necessary for purposes of Vac-Tron’s legitimate interests in protecting itself and its customers from a variety of risks to their privacy and other interests.

Recipients of Your Personal Information: In order to fulfill the purposes set out above, certain parties may receive your Personal Information from us. The recipients of your Personal Information include departments internal to Vac-Tron, affiliated companies, our suppliers, authorized dealers and distributors, and business partners. We may also share your

Personal Information with third-party service providers, collections agencies, and public authorities.

Cross-Border Transfers: Your Personal Information may be subject to cross-border transfers. In particular, your Personal Information may be transferred to Vac-Tron Headquarters in the USA or to Vac-Tron affiliates and/or authorized dealers worldwide. The European Commission has issued an adequacy decision concerning transfers of Personal Information to the United States from the European Union, adopted July 12, 2016, which provides for the lawful transfer of Personal Information from the European Union to the United States so long as such transfers take place within the EU-US Privacy Shield Framework. Vac-Tron is in the process of self-certifying under that framework.

Data Retention: Vac-Tron keeps different kinds of Personal Information for different lengths of time, depending on the purposes for which it is processed and the unique circumstances of your situation. However, while it is impossible to say exactly how long your Personal Information may be kept, the criteria that Vac-Tron will use to make that determination include: The existence and nature of any legal requirements to which Vac-Tron is subject concerning data retention; the nature of the relationship between you and Vac-Tron; the existence of any contracts between you and Vac-Tron and/or the existence of financing arrangements; and the necessity, as determined by Vac-Tron, of the Personal Information to support current or future safety campaigns, recalls, litigation or alternative dispute resolution or other legal work. In every case, Vac-Tron will keep your Personal Information as long as necessary to fulfill the purposes of processing as set forth in Vac-Tron’s privacy policy.

Your Rights: The GDPR, Articles 15 to 21, grants data subjects a number of different rights over the way their Personal Information is processed. The following is intended to help you understand those rights.

Right to Access: This allows you to request information about your Personal Information, including what data Vac-Tron has and how and why it is being processed.

Right to Rectification: In the event that some or all of the Personal Information that Vac-Tron has concerning you is inaccurate, this gives you the right to have those inaccuracies rectified.

The Right to Erasure: In some cases, you may have the right to request that Vac-Tron erases any and all of your Personal Information that it has in its possession.

Right to Restriction of Processing: This gives you the right to request, in some circumstances, to have Vac-Tron process your Personal Information only with your consent.

Right to Object to Processing: This right is in bold because it is particularly important. Where Vac-Tron is processing your Personal Information on the ground of its legitimate interests, or to carry out tasks in the public interest or to exercise official authority, you have a right to object to the processing on grounds relating to your particular situation. In cases where you object to Vac-Tron’s processing of your Personal Information for direct marketing purposes, the processing will cease.

Right to Data Portability: This allows you to request from Vac-Tron a copy of your Personal Information which it has on file and to transfer that information to someone else without interference from Vac-Tron. In some cases, you may be able to request that Vac-Tron transfer your Personal Information directly to a third party on your behalf.

Should you wish to exercise these rights, you may contact Vac-Tron by any of the means described above for assistance.

Withdrawal of Consent: To the extent that Vac-Tron processes any of your Personal Information on the basis of your consent, you have the right to withdraw consent at any time, without affecting the lawfulness of processing that was based on your consent before its withdrawal.

Making a Complaint: If you are a natural person in the EU and at any time you believe that Vac-Tron has violated one of your rights listed above, or if you believe Vac-Tron is in violation of one or more of the provisions of the GDPR, you have the right to lodge a complaint with a Data Protection Authority. More information about Data Protection Authorities is available online at https://ec.europa.eu/info/law/law-topic/data-protection/reform/what-are-data-protection-authorities-dpas_en.

Automated Decision-Making: Vac-Tron does not envision that the Personal Information you provide us will be subject either to profiling or to automated decision-making.