

Privacy and Cookie Notice

Mainline Brands, LLC (“Mosquito Authority,” “Pest Authority,” “us,” or “we”) is committed to respecting your privacy. We want you to be familiar with what information we collect relating to you, your computer, or your device that enables your identification (“personal information”) and why and how we use and disclose that personal information.

This Privacy Notice explains our policies and practices with respect to personal information that we collect from users through www.mosquito-authority.com, www.pestauthority.com, www.dispatchplus.com, www.bugsbite.com, and any other website or application operated and controlled by us from which you are accessing this Privacy Notice (collectively, the “Site”), and through our social media pages (collectively, the “Services”). This Privacy Notice only addresses personal information collected directly through our Services. It does not govern information-gathering, use, or dissemination practices related to personal information collected other than through the Services, such as from telephone, facsimile, postal mail, or other offline means or media. If information is combined with personal information collected through the Services, it will be treated according to this Privacy Notice.

Local Mosquito Authorities and/or Pest Authorities are owned and operated by franchisees, who are independent businessmen and women. This privacy statement does not apply to our franchisees or to websites or mobile apps they operate. Please review our franchisees’ privacy notices for information on how they use and share personal information.

WHAT PERSONAL INFORMATION WE COLLECT

We may collect and process the following personal information about you:

- Information that you provide by filling in forms on the Site or on our social media pages;
- If you contact us, we may keep a record of that correspondence;
- If you make a payment through the Site, we may collect your credit card or other payment account information and we may retain your payment history; and
- Information that you provide in order to benefit from a particular feature or participate in a particular activity, such as when you sign up to receive emails from us.

Through your use of the Services, we may also gather certain information about your use of the Services that does not identify you individually but may identify your computer or device. Generally, this information is collected through what we refer to herein as “Traffic Data.” We may collect and store such Traffic Data automatically whenever you interact with the Services. For example, we may collect your IP address, the hostname of your computer, browser information and reference site domain name every time you visit the Site. We may also collect information regarding user traffic patterns and site usage. This Traffic Data is used to analyze and improve the Services, to provide you with a better experience on the Site or using the Services, and to remember who you when you return to the Site. Please see the section below in this Notice regarding Cookies and Other Passive Collection Technologies for more information about our use of cookies and other technologies.

You may also be permitted to post information and comments to our social media pages, which will be accessible for other users. We collect personal information that you knowingly provide to us on such pages. Please remember that any personal information that you disclose on social media pages may become public information and may be viewed and used by others. You are solely responsible for the

content you post online on social media pages. Mosquito Authority and/or Pest Authority have no control over and will not be held responsible for any personal information disclosed on social media pages or the use of such personal information by third parties. By submitting personal information on our social media pages, you acknowledge that you have no expectation of privacy with regard to any submission or posting. You should always exercise caution when deciding to disclose your personal information.

We may combine your personal information with other information we have collected from you or from other sources, whether on- or offline. We treat the combined information as personal information.

HOW WE USE YOUR INFORMATION

Mosquito Authority and/or Pest Authority may use personal information collected through the Services for the following purposes:

- to respond to your inquiries, requests, or complaints;
- to improve our level of service;
- to ensure that content of the Services is presented in the most effective manner for you and your device;
- to complete and process payments, communicate with you regarding your payments, and provide you with related customer service;
- to carry out our obligations arising from any contracts entered into between you and us;
- to provide you with information, products, or services that you request from us;
- to allow you to participate in interactive features of our Site, when you choose to do so;
- for our own administrative and quality assurance purposes, including for data analysis and identifying Service usage trends;
- to notify you about changes to our Site, products, and services;
- to create and manage your personal account with Mosquito Authority and/or Pest Authority;
- to prevent misuse or improper use of the Services;
- as we believe to be necessary or appropriate: (a) to comply with applicable law or legal process, including laws outside your country of residence; (b) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (c) to enforce our terms and conditions; (d) to protect our operations or those of any of our affiliates; (e) to protect our rights, privacy, safety or property, and/or that of our affiliates, you, or others; and (f) to allow us to pursue available remedies or limit the damages that we may sustain; and
- for other purposes described at the point where we collect personal information from you.

We may use and share non-personal, non-individual statistics or demographic information in aggregate form without restriction.

HOW WE SHARE YOUR PERSONAL INFORMATION WITH OTHERS

Mosquito Authority and/or Pest Authority may share personal information with third parties only as described in this Privacy Notice or as otherwise described at the point where we collect the information about you, including:

- **Affiliates**: We may transfer or disclose personal information to our affiliated companies for the purposes described in this Privacy Notice.
- **Mosquito Authority and/or Pest Authority Franchises**: We may transfer your contact information to the relevant Mosquito Authority and/or Pest Authority franchise so that they can contact you to respond to an inquiry or request. We may also share payment information with the relevant Mosquito Authority and/or Pest Authority franchise that provides services to you.
- **Third Party Service Providers**: Mosquito Authority and/or Pest Authority may engage third parties to provide administrative and technical services to us, such as website hosting services, which may require the transfer of your personal information to such third parties for processing and storage.
- **Legal**: In certain circumstances, we may be required to release your personal information in response to a court order, subpoena, search warrant, law or regulation. We also reserve the right to cooperate with law enforcement authorities in investigating and prosecuting users who violate our rules or engage in behavior that is illegal or harmful to Mosquito Authority and/or Pest Authority or individuals or the personal information we are responsible for.
- **Corporate Transactions**: We may disclose your personal information to a third party in connection with a corporate reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock, including in connection with any bankruptcy or similar proceedings. If we disclose personal information to complete a corporate transaction, Mosquito Authority and/or Pest Authority will comply with applicable law and require the buyer, assignee or transferee to do so as well.

COOKIES AND OTHER PASSIVE COLLECTION TECHNOLOGIES

As you navigate the Site or otherwise use the Services, certain Traffic Data may be passively collected, meaning it is gathered without your actively providing it. This is done using the following technologies in the following ways:

- **IP Addresses**: An IP address is a unique identifier that certain electronic devices use to identify and communicate with each other on the Internet. When you visit our Site, we may view the IP address of the device you use to connect to the Internet. We use this information to determine the general physical location of the device and understand from what geographic regions our website visitors come. We also may use this information to enhance our Services.
- **Through Your Browser**: Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type and operating system type and version screen resolution, and Internet browser type and version. Just as IP addresses, we may use this information to enhance our Services and user experience.
- **Using Monitoring Tools**: The Services may utilize pixel tags, web beacons, clear GIFs, Flash Shared Objects, HTML5 Local Storage, HTML5 Mini Databases, and other similar technologies, both on certain aspects of the Site and in HTML-formatted e-mail messages to you. These

monitoring tools are used for the purpose of, among other things, compiling statistics about Service usage and response rates, and tracking the activities of users of the Site and e-mail recipients. We may use this information to improve the Services.

- **Cookies:** Like many companies, our Services may use “cookies” to help make sure the Services meet the needs of its users and to help us make improvements. Cookies are bits of text that are placed on your computer’s hard drive when you visit certain websites. We may use cookies set by us on the Site to tell us, for example, whether you have visited us before or if you are a new visitor. We use third-party cookies set by our service providers to collect information about how visitors use the Services, including how long you spend on each page of our Site, and how you got to the Site.

At any point in time, you can change your internet browser settings to prevent the use of cookies. Each browser has a different procedure for disabling the use of cookies. The Help function within your browser should tell you how. Alternatively, you may visit <http://www.aboutcookies.org> where you can review information on how to control cookies on a variety of browsers. You will also find details of how to delete cookies from your computer and other general information about cookies. If you use your browser settings to block all types of cookies, however, you may not be able to access all or parts of our Site or Services or functionality may be limited.

- **Do Not Track:** We do not track your behavior across third party websites. Our Site currently does not respond to “Do Not Track” (DNT) signals and we operate as described in this Privacy Notice whether or not a DNT signal is received, as there is no consistent industry-standard for compliance.

OUR SECURITY MEASURES

We will maintain the levels of protection of your personal data in accordance with data protection laws and take reasonable precautions to keep your personal information safe from loss, unauthorized access, modification or disclosure. You should be aware that no security measure is guaranteed to be 100% secure and you should always take appropriate security measures to protect your personal information, including ensuring that you have up-to-date antivirus software.

LINKS TO OTHER SITES

The Services may feature links to websites that we believe you might find useful and informative. We do not endorse or recommend those websites’ content or services, and we are not responsible for the privacy practices of these other websites. We encourage you to be aware of and read the privacy policy of each site you visit.

SOCIAL MEDIA

Some aspects of the Services may allow you to interface with social media sites and other online services, such as Facebook. We will diligently work to identify these aspects of the Services to you, for example, by identifying them with the applicable third-party logos or trade names. These interfaces may allow the social media or other service to automatically collect information about you, such as browser information and IP address. For a description on how such social media services and other third-party platforms, plug-ins, integrations, and applications handle your information, please refer to their respective

privacy policies and terms of use, which may permit you to modify your privacy settings with that service or platform.

HOW WE STORE INFORMATION AND YOUR RIGHTS

We retain your personal information for no longer than is necessary for the purposes for which it has been collected, unless a longer period is required by law. Thereafter, personal information will be removed, destroyed or deleted. You can unsubscribe from certain emails from _____ by clicking on the “unsubscribe” link they contain. You can opt-out of the use of certain cookie-related processing by following the instructions in the section of this Notice called Cookies and Other Passive Collection Technologies.

ONLINE PRIVACY FOR CHILDREN

We are committed to protecting the privacy of children. We do not intend to collect personally identifiable information from anyone under 18 years old.

CONTACT US

If you have any concerns or complaints about the manner in which your personal information has been collected or handled by Mosquito Authority and/or Pest Authority, or any queries in regard to this Privacy Notice or Mosquito Authority and/or Pest Authority’s privacy practices, you can contact Mainline Brands at 346 9th St SE, Hickory, NC 28602, or 800-709-1190 located at 346 9th St SE, Hickory, NC 28602.

CHANGES IN OUR PRIVACY NOTICE

We will only use personal information in the manner described in the Privacy Notice in effect when the information was collected from you. However, we reserve the right to change the terms of this Privacy Notice at any time (for example due to changes in data protection laws) by posting revisions to our Site with a new “Last Updated” date. We will take adequate and reasonable action to provide notice or obtain your consent if required by law as a result of any such change.

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