



<p>Beckhoff Automation LLC ("Beckhoff USA") is committed to safeguarding your privacy on our website located at blog.beckhoffus.com . We use this privacy policy to clearly disclose to you our privacy practices in a manner that is easy to understand. If there is something you do not understand about our privacy practices, please feel free to contact us at MARKETING-USA@BECKHOFF.COM.</p> <p>This Privacy Policy was last updated on March 19, 2021</p>	<p>We may change this policy from time to time so please check back often. If we significantly change our collection, use, or disclosure practices, we will try to send you a notice via email if you have provided us with an email address.</p> <p>This Privacy Policy does not apply to information we collect through our EU and UK affiliates. Please see our privacy policies at https://www.beckhoff.com/en-us/data-privacy-policy and https://www.beckhoffblog.co.uk/privacy for information regarding our collection and use of personal information in the European Union and United Kingdom.</p>
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<p><u>What information do we collect from you?</u></p> <p>We collect information in several ways. Some of the information we collect is personal to you such as when you set up an account or subscribe to a newsletter or our blog. Other information is anonymous. We collect information in contact-us forms, registration forms, webinar forms, and on our blog. We also collect information concerning your transactions with us and your website activity.</p>	<ul style="list-style-type: none"> • When you subscribe to a Beckhoff newsletter, we collect your email address and, at your option, your name and mailing address. • When you participate in the Beckhoff USA Blog, we collect your name and email address and any information you submit to the blog. • When you participate in a Beckhoff webinar, we collect your name, email address, and company or organization. • When you report a problem with our site or services we will collect contact information along with a description of your problem. • When you contact us via the company email address, we will collect your contact information and any information you include in your email. • When you visit and navigate our site, use our applications or third party sites, or open our emails, we may collect technical information about your use of our site including IP address, device identifier, and viewing information. • When you apply for a job at Beckhoff USA, the information you submit is subject to the Paycom Job Applicant Privacy policy available here https://paycom.com/privacy/
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<p><u>How do we collect information from you?</u></p> <p>We collect information directly from you when you provide it to us through our website. We collect information indirectly through cookies and other tracking tools. We use cookies for performance and statistics and personalization along with cookies that are required for our website to work properly.</p>	<p><i>Direct Collection:</i> This includes information such as registration information, contact information, and user submissions. If you do not want to share your information, you can choose not to participate in a particular service or activity. We collect much of the information listed above directly from you when you submit it on our website.</p> <p><i>Indirect Collection:</i> As part of offering and providing customizable and personalized services, many websites use cookies and other online tracking technologies to store and sometimes track information about you.</p> <p><u>Cookies.</u> A cookie is a small amount of data that is sent to your browser from a Web server and stored on your computer's hard drive. Cookies enable us to identify</p>
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your browser as a unique user. Cookies may involve the transmission of information from us to you and from you to us. Cookies may also be used by another party on our behalf to transfer information to us in accordance with their privacy policy. We use three types of cookies:

Performance and Statistics Cookies. These technologies enable us to analyze the use of the website in order to measure and improve its importance. These include cookies used for website analytics purposes and to track user engagement.

Personalization Cookies. These technologies enable us to provide you with personalized content such as maps and videos.

Required Cookies. These technologies are required in order to activate the core functionality of the website.

For more information about the specific cookies we use and to make selections regarding our use of cookies, please see our Privacy Settings [pop-up on \[blog.beckhoffus.com\]\(http://blog.beckhoffus.com\)](#).

Log Files. Like most standard website servers, we use log files. Log files track Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks. We utilize this information to analyze trends, administer the site, prevent fraud, track website navigation in the aggregate, and gather broad demographic information for aggregate use.

Google Maps. We use Google Maps to create access routes and show the locations of branch offices on maps. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Whenever our website is accessed, a connection is established to the Google server in the United States in order to display the maps and associated text. If you launch Google Maps when visiting our website, Google stores a cookie on your device via your browser. Your user data is processed by Google to display the location and to create directions.

Vimeo. We use Vimeo to show videos on our website (Vimeo LLC, 555 West 18th Street, New York, New York 10011, USA, "Vimeo"). If you give your consent to embed Vimeo videos, a connection is established to Vimeo servers in the U.S. in order to show the video. Your IP address is therefore transmitted and processed by Vimeo for technical reasons. The date and time of your visit to the relevant page is also recorded.

If you are logged into Vimeo when you visit one of our websites on which a Vimeo video is embedded, Vimeo assigns the collected user data to your personal user account. To prevent this from happening, you either have to log out of Vimeo before visiting our websites or configure the account settings in Vimeo accordingly.

Vimeo uses the web analytics service Google Analytics for analysis purposes. Google Analytics stores cookies on your device via your Internet browser and sends information on the use of our websites, in which a Vimeo video is embedded, to Google. It is possible that Google will store and process the information on servers in the U.S.

If you do not agree to this storage and processing, you have to prevent the installation of cookies by making the appropriate settings in your browser. We refer you in this respect to the information provided on the topic of cookies.

Further information on the collection, use, and processing of data by Vimeo as well as on your rights and options for protecting privacy can be found at <http://vimeo.com/privacy>.

YouTube. We use YouTube to show videos on our website (Google, 1600 Amphitheatre Parkway, Mountain View, CA 94043 "YouTube" or "Google"). YouTube is owned and administered by Google. The information Google collects, and how that information is used, depends on how you use YouTube and how you manage your privacy controls. When you're not signed into a Google account, Google stores the information they collect with unique identifiers tied to the browser, application or device that you are using. That information helps YouTube do things like maintain language preferences across viewing sessions. When you are signed into a Google account, information about your viewing is treated by Google as personal information and stored with your Google account. For more information about Google's privacy practices for YouTube, see their privacy policy at <https://policies.google.com/privacy>.

If you do not agree to this storage and processing, you have to prevent the installation of cookies by making the appropriate settings in your browser. We refer you in this respect to the information provided on the topic of cookies.

Microsoft Dynamics 365. We use Microsoft Dynamics 365 (Microsoft, Inc. 1 Microsoft Way, Redmond, WA 98052 "Microsoft"), a cloud service, as our Customer Relationship Management (CRM) software platform. When you provide contact information, information about your interests, newsletter and website requests and attendance and other information about your relationship with us, we store that information in the Microsoft Dynamics 365 cloud service. For more information about Microsoft's privacy practices, please see their privacy statement at <https://privacy.microsoft.com/en-us/privacystatement>.

ClickDimensions. We use ClickDimensions (Click Dimensions, LLC 5901 Peachtree Dunwoody Road, Suite B500, Atlanta GA 30328 "Click Dimensions") as a marketing, analytics and services platform in



	<p>connection with the Microsoft Dynamics 365 Platform. ClickDimensions uses your personal information stored in Microsoft Dynamics 365 to perform marketing campaigns, surveys, social media campaigns and other marketing efforts. When ClickDimensions sends an email message, SMS text or other such communication to you, they include an opt-out mechanism that you can use to opt-out of future marketing. All marketing efforts by ClickDimensions are performed by ClickDimensions as a service provider to Beckhoff and for the benefit of Beckhoff. For more information about ClickDimensions privacy practices, please see their privacy policy located here https://clickdimensions.com/about/privacy-policy/.</p> <p><u>Wix.</u> We use Wix (Wix.com, Inc. Tel Aviv, Israel) as our website development platform. Although Wix is primarily used to develop maintain and host our website, Wix does collect analytics about website traffic and visitors. Wix analytics data is stored in servers in the United States, the European Union and throughout the world. For more information about Wix privacy practices, please see their privacy policy located here https://www.wix.com/about/privacy.</p>
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<p><u>How do we use your information?</u></p> <p>Our main goal in collecting information is to improve the website and provide you with the best possible experience on the website.</p> <p>We also use your information to enable you to sign up for newsletters and receive targeted educational content and information that is relevant to you.</p>	<p>For example, by using the information we collect, we can get back to you with information on our Beckhoff products company or organization.</p> <p>We will also use your personal information to:</p> <ul style="list-style-type: none"> • Notify you of other products, services and apps available from Beckhoff and our affiliates • Enable you to participate in online transactions • Personalize online content so that is applies to you and your interests • Enable you to participate in the Beckhoff Blog and receive newsletters • Make our products, services and the Beckhoff USA blog website better • Compile, analyze and do research on our users' demographics and behavior • Detect, investigate and prevent activities that may violate our policies or be illegal • Provide you with personalized content based on your use of our site • Enable you to more easily use our website by remembering and using contact information, purchasing information, and registration information • Evaluate, monitor and analyze the use of our website and its traffic patterns to help improve our website and services.
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<p><u>Who is collecting information?</u></p> <p>Except as provided in this Privacy Policy, only Beckhoff and our affiliates and service providers will have access to your personal account information and be able to collect information.</p>	<p>When you are on our site and are asked for personal information, you are sharing that information with Beckhoff and our affiliates and service providers. If personal data is to be collected and/or maintained by any company other than Beckhoff or its affiliates, we will try to notify you on the website or in an updated version of this Privacy Policy. If you do not want your data to be shared, you can choose not to allow the transfer by not using that particular service.</p> <p>Other websites to which we link may collect personally identifiable information about you when you visit those sites. The information practices of other websites linked to our websites are not covered by this Privacy Policy.</p>
<p><u>With whom does Beckhoff share my information?</u></p> <p>We will not disclose any of your personally identifiable information except when we have your permission, when required by law, for security and compliance, to service providers working on our behalf, or if or if we sell our company or assets. We may also disclose information to third party partners in blinded or aggregated form that does not identify individuals.</p>	<p>These are some of the ways that your information may be disclosed:</p> <p><i>Service Providers</i></p> <p>We occasionally hire other companies to provide limited services on our behalf, including mailing, website development and operation, answering customer questions about products or services, sending postal mail or email, analyzing website use, processing payments and processing data. We will only provide those companies the information they need to deliver the service, and they are contractually prohibited from using that information for any other reason.</p> <p>We also share information with ClickDimensions, Google, Microsoft, Vimeo and YouTube as described above.</p> <p><i>Data in the Aggregate</i></p> <p>We may disclose “blinded” aggregated data and user statistics and blinded and aggregated versions of the Client Data to prospective partners and other third parties. Blinded data is data that does not identify an individual person.</p>
	<p><i>Other</i></p> <p>We also may disclose your information in special cases. For example, when we believe that we must disclose information to identify, contact or bring legal action against someone who may be violating our Terms of Use, or may be causing injury to or interference with our rights or property, other website users or customers, or anyone else who may be harmed by such activities. We may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service and improve our products and services.</p> <p>As we continue to develop our business, we may buy or sell businesses or assets. In such transactions,</p>



	<p>confidential customer information generally is one of the transferred business assets. In the event of a transaction involving the sale of some or all of Beckhoff's businesses, customer and site visitor information may be one of the transferred assets and may be disclosed in connection with negotiations relating to a proposed transaction. In such case, the transferred information may become subject to a different privacy policy.</p>
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<p><u>How can I control my personal information?</u></p> <p>To make a request to view, edit or delete your personal information, contact us at us at [INSERT HYPERLINK]. You may also disable some collection through your browser settings or Google's opt-out tool.</p>	<p>We offer our customers choices for the collection, use and sharing of personal information. You may contact us at MARKETING-USA@BECKHOFF.COM. If you wish to view, edit, or delete your personal information from our database, and we will use commercially reasonable efforts to accommodate your request.</p> <p>If you believe that any inaccurate or inappropriate information has been obtained or provided to others through your use of this website, you should contact us at MARKETING-USA@BECKHOFF.COM.</p> <p>We give you the option of disabling certain cookies through our Privacy Settings pop-up on blog.beckhoffus.com. You may disable Performance and Statistics Cookies and Personalization Cookies. You may not disable Required Cookies.</p> <p><i>You may disable browser cookies in your browser or set your browser to warn you when a cookie is being sent. You may lose some features or functionality when you disable cookies. Remember, also, that disabling cookies is browser specific. If you log on using Google Chrome, you must also disable cookies in Safari if you use that browser at a different time. You may opt-out of Google Analytics collection by downloading the browser plugin "Google Analytics Opt-out Browser Add-on" here</i></p> <p>To ensure that you will not receive recurring marketing or other information from us unless you choose to, we will provide you with simple instructions on each marketing email from Beckhoff for you to let us know that you have chosen to stop receiving such emails from us.</p> <p>See How Do We Collect Information From You? above for more information on how to opt-out of collection by ClickDimensions, Google, Microsoft, Vimeo and YouTube.</p>
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<p><u>What security precautions are in place to protect against the loss, misuse, or alteration of my information?</u></p> <p>We use encryption in designated areas of our website. We use commercially reasonable efforts to protect your information when it is in our system.</p>	<p>Your data is stored by us on specially protected servers within the United States and the European Union, with the exception of Wix analytics data which is stored on servers throughout the world. Technical and organizational measures are used to protect these servers against the loss or destruction of, access or changes to, or the dissemination of your data by unauthorized persons. Only a limited number of</p>
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	<p>persons will have access to your data. These individuals are responsible for the technical, commercial, or editorial support of the servers. Because information sent through the Internet travels from computer to computer throughout the world, when you give us information, that information may be sent electronically to servers outside of the country where you originally entered the information. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. We use Transport Layer Security (TLS) encryption to secure certain areas of our website, such as the Contact page and the New User Account page. You will know that a webpage uses TLS security when you see "https" or the padlock symbol in your browser URL. Information that you disclose by use of our website (as with any website that is non-secure), by posting a message or using e-mail, potentially could be collected and used by others. This may result in unsolicited messages from third parties or use of such information by third parties for their own purposes, legal or illegal. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us or from our services, and you do so at your own risk. Once we receive your transmission, we use commercially reasonable efforts to ensure its security on our systems.</p>
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<p><u>How do we store your information?</u></p>	<p>We store your data on specially protected servers within the United States and the European Union. We delete or block your personal data as soon as the reason for storing it no longer applies. The data may remain stored beyond this period if required for legal compliance purposes applicable to Beckhoff. For example, we may need to retain documentation of our obligations and contractual commitments for legal document retention purposes. In such circumstances, we delete or block your personal data once the requirements cease to apply.</p>
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<p><u>What else should I know about my privacy?</u></p>	<p>Please keep in mind that whenever you voluntarily disclose information online, that information may be accessible to other customers and users. Ultimately, you are solely responsible for maintaining the secrecy of your passwords and/or any account information. Please be careful and responsible whenever you are online.</p> <p>When you or we end your customer relationship with us, we will treat the information we have about you as if you were still our customer.</p>
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<p><u>Your California Privacy Rights</u> California residents are entitled to additional protections under California Law including the right to request information about third parties to whom we disclose information for marketing purposes.</p>	<p><i>California Shine the Light Law</i> California Civil Code Section 1798.83 permits our visitors who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing</p>
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	<p>purposes. To make such a request, please send an email or written request at the address below.</p> <p>Make sure to state that you are a California Resident.</p>
<p><i>Do Not Track</i></p> <p>Our website does not support DNT codes.</p>	<p>Do Not Track (DNT) is a privacy preference that users can set in their web browsers. While the United States Federal Trade Commission has endorsed DNT, our website does not support DNT codes.</p>
<p><i>California Consumer Privacy Act</i></p> <p>Under the CCPA, you have the right to know what information is being collected and how it is being sold or disclosed, the right to say no to sales of your information, the right to access and delete your information and the right to equal service and price based on your privacy choices. To make a request, contact us at [INSERT HYPERLINK].</p> <p>We collect identifiers, personal information listed in the California Customer Records Statute, Commercial Information, and Internet or Other Network Activity Information. We collect this information from you on our website, through the Beckhoff Blog, through your myBeckhoff account, and through the Microsoft Dynamics and ClickDimensions platforms.</p> <p>We use, share and retain your information as described above. Much of the information we collect is subject to the B2B exception to the CCPA which exempts information collected in the context of business transactions from certain CCPA rights. The B2B exception is set to expire on January 1, 2023.</p>	<p>This Privacy Notice for California Residents supplements the information contained in above in our general privacy policy and applies solely to visitors, users, and others who reside in the State of California.</p> <p>Your Rights</p> <p>The California Consumer Privacy Act ("CCPA") grants State of California residents the following rights, to:</p> <ol style="list-style-type: none"> 1) Know what personal information is being collected about them; 2) Know whether their personal information is sold or disclosed and to whom; 3) Say no to the sale of their personal information; 4) Access their personal information; 5) Have their personal information deleted; and 6) Have the right to equal service and price, even if they exercise their privacy rights under this law. <p>Categories of Personal Information We Collect</p> <p>We collect, or may collect, information that identifies you, your household or your device or is reasonably capable of being connected with or linked to you, your household, or your device ("Personal Information"). Personal information does not include public information available from government records, de-identified or aggregated information or information that is protected by certain laws such as HIPAA for health related information and the Gramm-Leach Bliley Act (GLBA) for certain financial information.</p> <p>We collect the following categories of Personal Information:</p> <ul style="list-style-type: none"> • Identifiers <ul style="list-style-type: none"> ○ First and last name ○ Email address ○ Mailing address ○ Title, company, function and department ○ Phone number ○ Internet Protocol (IP) Address • Personal Information Listed in the California Customer Records Statute <ul style="list-style-type: none"> ○ The above identifiers • Characteristics of Protected Classifications <ul style="list-style-type: none"> ○ Not collected • Commercial Information <ul style="list-style-type: none"> ○ Information you disclose when you ask us a question about our website or services ○ Information about product transactions with Beckhoff

- Information about your prior training sessions with Beckhoff
- Biometric Information
 - Not collected
- Internet or Other Electronic Network Activity Information
 - Cookies
 - Domain name
 - Browser type
 - Device identifiers including MAC address
 - Device type
 - Browser plug-in types and versions
 - Operating system and platform
 - Time zone setting
 - Usage and viewing data
- Geolocation Data
 - Information that tells us from where you access our website
- Sensory Data
 - Not-collected
- Professional or Employment-Related Information
 - Not collected
- Non-public Education Information
 - Not collected
- Inferences Drawn from Other Personal Information
 - Not collected

Categories of Sources of Personal Information

We collect information from the following categories of sources:

- Directly from you. For example, when you register submit information on our website or share on the Contact link page of our website.
- From Third Parties. We do not currently collect information from third parties online but may in the future if we add features.

How We Share Your Personal Information

We share information in each of the above categories as follows:

- All categories of information
 - We will share information in all of the above categories if our company is sold or we engage in a merger or other such transaction.
 - We will share information in all of the above categories of information in connection with a law enforcement request that is compliant with the California Electronic Communications Privacy Act.
- Identifiers
 - We share identifiers with service providers who use that information only to provide services to us such as website development and operating, sending postal mail or email,



	<p>analyzing website use, job applications, and processing data.</p> <ul style="list-style-type: none"> • Personal Information Listed in the California Customer Records Statute <ul style="list-style-type: none"> ○ We do not share this information. • Internet or Other Electronic Network Activity Information <ul style="list-style-type: none"> ○ We share this information with our data analytics providers ○ We share this information with ClickDimensions, Google, Microsoft, Vimeo and YouTube <p>How We Use Your Information See "How Do We Use Your Information" above to learn how we use your information. We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.</p> <p>Your CCPA Rights An amendment to the CCPA provides an exemption to the Right to Know and Right to Delete for personal information between a business and a person who is acting as an employee, director, officer, or contractor of a company, partnership, sole proprietorship, nonprofit, or government where the information is used in the context of a business transaction. This exemption is currently set to expire on January 1, 2023. Until that date, we will not respond to requests to know or delete that meet this exemption. We do not sell your information to third parties for monetary or other consideration. If we change that policy, we will add a Do Not Sell My Personal Information link to our Privacy Policy.</p>
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<p><u>Who do users contact with questions or concerns about our Privacy Policy?</u></p> <p>If you need further assistance, please send an e-mail with your questions or comments to MARKETING-USA@BECKHOFF.COM or write us at:</p> <p>Privacy Beckhoff Automation LLC 13130 Dakota Avenue Savage, MN 55378 1.952.890.0000</p>	
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<p><u>Your Nevada Privacy Rights</u></p> <p>Beckhoff does not sell your personal information.</p>	<p>Nevada law (SB 220), permits customers in Nevada to opt-out of the sale of certain kinds of personal information. A sale under Nevada law is the transfer of this personal information to third parties for monetary consideration so these third parties can then re-sell or license the sold information. We do not sell your</p>
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	personal information to third parties as defined in Nevada law.
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<p><u>Special Privacy Provisions for Children Under 13</u></p> <p>Beckhoff does not collect information from children under the age of 13.</p>	<p>Our website is not intended for use by those under the age of 13. It is directed towards our business customers. If you are under the age of 13, please do not submit your information on our website.</p>
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