

PRIVACY POLICY

Effective as of March 19, 2026

INTRODUCTION

Ceramex North America, LLC (“Ceramex North America,” “Ceramex,” “we,” “our,” or “us”) respects the privacy of your information. This Privacy Policy is designed to assist you in understanding how we collect, use, share, and safeguard your information. This Privacy Policy applies to individuals who access this website and our mobile application (collectively, “Site”) and any of our online services (collectively, “Services”).

From time to time, we may change this Privacy Policy. If we do, we will post an amended version on this webpage. Please review this Privacy Policy periodically.

This Privacy Policy covers the following topics:

1. Personal Data We Collect
2. How We Use Your Personal Data
3. How We Share Your Personal Data
4. Cookies and Other Tracking Technologies
5. “Do Not Track” Signals
6. Choices About Your Personal Data
7. Retention of Information Collected
8. Security
9. Third Party Links
10. Children’s Privacy
11. Notice to Nevada Residents
12. your state privacy rights
13. How to Contact Us

1. PERSONAL DATA WE COLLECT

We collect personal data from you through your use of the Site and Services. Personal data is information that is linked or reasonably linkable to an identified or identifiable individual. We collect and you consent to the collection of the following types of personal data:

Personal Data You Provide

We may collect the following personal data that you voluntarily provide to us in using our Site and Services:

- *Participate in a Ceramex Challenge.* If you complete the form to participate in a Ceramex Challenge, you will provide your name, your email address, phone number, the name of your company, address, and company information.
- *Contact Us.* If you contact us, you will provide us with your name, email address, phone number, and any information you choose to provide in your message.
- *Submit a Comment.* If you submit a comment on our Site, you will provide us with your name and any information you choose to provide in your comment.
- *Join our Team.* If you apply for a job with us, you will provide your name, email address, phone number, and any information you choose to provide in your application materials. We use ADP to process this information. Please see ADP’s privacy statement [here](#).

Personal Data as You Navigate Our Site

We automatically collect certain personal data through your use of our Site and our use of cookies and other tracking technologies, such as the following:

- *Usage Information.* For example, the pages on the Site you access, the frequency of access, and what you click on while on the Site.
- *Device Information.* For example, hardware model, operating system, application version number, and browser.
- *Mobile Device Information.* Aggregated information about whether the Site is accessed via a mobile device or tablet, the device type, and the carrier.
- *Location Information.* Location information from Site visitors on a city-regional basis.

For more information on our cookie usage see our “**COOKIES AND OTHER TRACKING TECHNOLOGIES**” section below.

Personal Data We Collect About You from Other Sources

In some cases, we may receive personal data about you from other sources. For example, we may receive personal data about you from government entities, advertising networks, data brokers, operating systems and platforms, mailing list providers, social networks and advertising and marketing partners.

2. HOW WE USE YOUR PERSONAL DATA

We use the personal data we collect to provide the Services to you, to improve our Site and Services, and to protect our legal rights. In addition, we may use the personal data we collect to:

- Review your job application;
- Contact you regarding our products and services that we feel may be of interest to you;

- Communicate with you about our Site or Services or to inform you of any changes to our Site or Services;
- Provide support;
- Maintain and improve our Site and Services;
- Protect the security and integrity of our Site and Services;
- Investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or violations of our [Terms of Use](#), and to otherwise fulfill our legal obligations;
- Monitor compliance with and enforce this Privacy Policy and any other applicable agreements and policies;
- Defend our legal rights and the rights of others;
- Fulfill any other purposes for which you provide it, or any other purpose we deem necessary or appropriate;
- Efficiently maintain our business; and
- Comply with applicable law.

3. HOW WE SHARE YOUR PERSONAL DATA

We may share the personal data that we collect about you in the following ways:

- With vendors who perform data or Site-related services on our behalf (e.g., email, hosting, maintenance, backup, analysis, etc.);
- With vendors to prepare, deploy and analyze advertising content;
- To the extent that we are required to do so by law;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our or a third party's legal rights, including providing information to others for the purposes of fraud prevention;
- With any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal data where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal data;
- With any other person or entity as part of any business or asset sale, equity transaction, merger, acquisition, bankruptcy, liquidation, or similar proceeding, or in preparation for any of these events;
- With any other person or entity where you consent to the disclosure; and
- For any other purpose disclosed by us when you provide the personal data or for any other purpose we deem necessary, including to protect the health or safety of others.

4. COOKIES AND OTHER TRACKING TECHNOLOGIES

How We Use Cookies

Like many other companies, we use cookies and other tracking technologies (collectively, “Cookies”). Cookies are small files of information that are stored by your web browser software on your computer hard drive, mobile or other devices (e.g., smartphones or tablets).

We use Cookies to:

- Estimate audience size and usage patterns;
- Understand and save your preferences for future visits, allowing us to customize the Site and Services to your individual needs;
- Advertise new content and services that relate to your interests;
- Keep track of advertisements and search engine results;
- Compile aggregate data about site traffic and site interactions to resolve issues and offer better site experiences and tools in the future; and
- Recognize when you return to the Site.

We set some Cookies ourselves, while separate entities set other Cookies. We use Cookies other entities set to provide us with useful information, to help us improve our Site and Services, to conduct advertising, and to analyze the effectiveness of advertising. For example, we use Cookies from Google, Facebook, and other similar companies.

How You Can Opt Out of Cookies

Browser Settings

You can block Cookies by changing your Internet browser settings to refuse all or some Cookies. If you choose to block all Cookies (including essential Cookies) you may not be able to access all or parts of the Site.

You can find out more about Cookies and how to manage them by visiting www.AboutCookies.org or www.allaboutcookies.org.

Platform Controls

You can opt out of Cookies set by specific entities by following the instructions found at these links:

- Facebook: <https://www.facebook.com/about/ads>
- Google: <https://adssettings.google.com>
- HubSpot: [HubSpot Cookie Policy](#)
- LinkedIn: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

- Twitter: <https://twitter.com/personalization>
- Instagram: <https://privacycenter.instagram.com/policies/cookies/>
- YouTube: <https://policies.google.com/technologies/ads?hl=en-US>

Advertising Industry Resource

You can understand which entities have currently enabled Cookies for your browser or mobile device and how to opt out of some of those Cookies by accessing the [Network Advertising Initiative's website](#) or the [Digital Advertising Alliance's website](#). For more information on mobile specific opt-out choices, visit the [Network Advertising Initiative's Mobile Choices website](#).

Please note these opt-out mechanisms are specific to the device or browser on which they are exercised. Therefore, you will need to opt out on every browser and device that you use.

Google Analytics

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies or other tracking technologies to help us analyze how users interact with the Site and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google, click [here](#).

Google reCAPTCHA

We use Google reCAPTCHA, a free service provided by Google, Inc., to protect our Site from spam and abuse. Google reCAPTCHA uses advanced risk analysis techniques to decipher humans and bots. Google reCAPTCHA works differently depending on what version is deployed. For example, you may be asked to check a box indicating that you are not a robot or Google reCAPTCHA may detect abusive traffic without user interaction. Google reCAPTCHA works by transmitting certain types of information to Google, such as the referrer URL, IP address, visitor behavior, operating system information, browser and length of the visit, cookies, and mouse movements. Your use of Google reCAPTCHA is subject to Google's [Privacy Policy](#) and [Terms of Service](#). More information as to Google reCAPTCHA and how it works is available [here](#).

Google Search Console

Google Search Console is a Google search engine optimization ("SEO") tool that helps us monitor our website's performance, fix indexing issues and optimize content based on users' search behavior. For more detailed information, refer to the [Privacy Policy – Privacy & Terms – Google](#)

HubSpot

We use HubSpot, an AI-powered customer platform that integrates marketing, sales, service and other information from you and other sources to help us better understand the needs of our customers and prospective customers. HubSpot collects various types of information from users, including names, addresses, phone numbers, email addresses, customer experience data such as pages visited, links clicked, and time spent on our website and device data including browser type, operating system and IP address. For more detailed information, you can refer to the [HubSpot Privacy Policy](#).

LinkedIn

LinkedIn collects data about people and companies in multiple ways. Information collected by LinkedIn includes your name, email addresses, job title and department, telephone numbers, company names and addresses, employment history, education history, professional affiliations and social media profiles. For more information, refer to [LinkedIn Privacy Policy](#)

ZoomInfo

ZoomInfo collects data about people and companies in multiple ways, including the web, information provided by our users and customers, information licensed from other companies, and in-house research, third-party partnerships and AI-powered verification systems. Information collected by ZoomInfo includes your name, email addresses, job title and department, telephone numbers, company names and addresses, employment history, education history, professional affiliations, social media profiles and inferences drawn from information gathered. For more information, refer to [ZoomInfo Privacy Policy](#).

Instagram

Instagram collects information you provide (such as profile details, posts, messages, and contact information), data about how you use the service (including likes, follows, searches, and time spent viewing content), and technical details from your device (such as IP address, device type, and approximate location). It may also receive information from other services owned by Meta Platforms and from third-party websites or apps that use Meta tools. This information is used to operate and improve the service, personalize content and recommendations, provide security and fraud prevention, analyze usage, and deliver targeted advertising on Instagram and across related platforms.

YouTube

YouTube collects information you provide (such as account details, uploaded videos, comments, and messages), data about your activity on the platform (including videos watched, searches, likes, subscriptions, and watch time), and technical information from your device (such as IP address, device type, browser, and approximate location). It may also receive information from other services operated by Google and from third-party websites or apps that use Google services. This information is used to operate and improve the platform, personalize video recommendations and search results, maintain security and prevent abuse, analyze service usage, and deliver relevant advertising on YouTube and across Google's services.

5. “DO NOT TRACK” SIGNALS

Some internet browsers incorporate a “Do Not Track” feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the “Do Not Track” signal, the Site does not currently interpret, respond to, or alter its practices when it receives “Do Not Track” signals.

6. CHOICES ABOUT YOUR PERSONAL DATA

Review and Request Changes to Your Personal Data

Marketing Communications

To unsubscribe from our marketing emails, please click the unsubscribe link included in the footer of our emails. You also may submit a request to us at sales@ceramexna.com.

7. RETENTION OF INFORMATION COLLECTED

We keep personal data only for as long as required to fulfill the purposes for which it was collected. However, in some circumstances we may retain personal data for longer periods of time, for instance where we are required to do so in accordance with legal, tax, and accounting requirements. We may also retain your personal data for longer periods of time so that we have an accurate record of your dealings with us in the event of any complaints or challenges. When we have no ongoing legitimate business need to process your personal data, we will either delete or anonymize it.

8. SECURITY

We maintain commercially reasonable security measures to protect the personal data we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or modality of data transmission over the Internet is 100% secure. Although we strive to use commercially acceptable means to protect your personal data, we cannot guarantee absolute security.

9. THIRD PARTY LINKS

The Site may contain links that will let you leave the Site and access another website. Linked websites are not under our control. We accept no responsibility or liability for these other websites.

10. CHILDREN’S PRIVACY

The Site and Services are not intended for children under 13 years of age. We do not knowingly collect, use, or disclose personal data from children under 13. No information should be submitted to or posted through the Site by users under 13 years of age. If a child under the age of 13 provides personal data to us, the child's parent or guardian should contact us to request that we remove the personal data from our system. If we learn that any personal data we collect has been provided by a child under the age of 13, we will promptly delete the information.

11. NOTICE TO NEVADA RESIDENTS

Nevada law allows Nevada residents to opt out of the sale of certain types of personal information. Subject to several exceptions, Nevada law defines "sale" to mean the exchange of certain types of personal information for monetary consideration to another person. We do not currently sell personal information as defined in the Nevada law. However, if you are a Nevada resident, you still may submit a verified request to opt out of sales and we will record your instructions and incorporate them in the future if our policy changes. You may send opt-out requests to Sales@ceramexna.com.

12. YOUR STATE PRIVACY RIGHTS

State privacy laws may provide their residents with additional rights regarding our use of their personal data. This section applies to residents of such states ("State Privacy Laws") and supplements the other disclosures of this Privacy Policy.

State Privacy Laws include those consumer privacy laws in California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia, and other state privacy laws enacted in the future.

Categories of Personal Data Collected

Depending on how you interact with the Site, we may collect the following categories of personal information, as defined under applicable State Privacy Laws:

- Identifiers, such as name, email address, phone number, device identifiers, virtual ID, IP address, company domain or online identifiers
- Commercial Information, such as transaction-related information, usage, and product and service interests
- Protected classification characteristics, such as age or gender
- Internet or other electronic activity information, including Site usage data, log data, timestamp and interaction information

- Geolocation data, such as your general geographic location derived from device settings (where enabled) or more precise location when using the Site as described in this Privacy Policy
- Inferences, drawn from usage data to improve Site functionality and user experience

Your sensitive personal data is subject to an additional layer of protection. As a result, we will not use data from the sensitive information categories, including an account log-in, password, or credentials allowing access to an account, precise geolocation, and contents of mail, email, and text messages, unless you permit us to use it to provide requested products or services or to perform transactions requested by you.

Purposes for Processing Personal Data

We collect and process personal data for the purposes described in this Privacy Policy, including to:

- Provide, operate, and maintain the Site
- Authenticate users and manage accounts
- Ensure the security and integrity of the Site
- Detect, prevent, and investigate fraud or unauthorized activity
- Improve Site performance, functionality, and user experience
- Comply with legal, regulatory, and contractual obligations

Disclosure of Personal Data

We may disclose personal data to:

- Our third party service providers and processors that perform services on our behalf, such as hosting, analytics, security, customer support, and compliance services or as otherwise mentioned in this Privacy Policy
- Affiliates, where permitted by law and consistent with this Privacy Policy
- Law enforcement or other third parties where required or permitted by law

We do not disclose personal data to third parties for their own independent purposes except as described in this Privacy Policy.

Sale, Sharing, and Targeted Advertising

We share personal data with third parties for business purposes and we may sell your personal information to third parties, subject to your right to opt-out of those sales. The categories of third parties to whom we disclose your personal data may include marketing, business strategy, advertising, analytics, and payment providers and certain third parties where you have provided consent or where we are required by law.

We allow certain third party providers to collect information about consumers for purposes of analyzing and optimizing our Services, delivering ads, providing content, measuring statistics and the success of ad campaigns, and detecting and reporting fraud. To the extent this practice is interpreted to constitute a “sale” under applicable State Privacy Laws, please refer to the Right to Opt-Out of Personal Data Sales section below.

Right to Opt-Out of Personal Data Sales

You have the right to direct us not to sell personal data we have collected about you to third parties. If you are under the age of 16, you have the right not to have your information sold, unless you, or your parent or guardian, affirmatively authorize such sales.

Submitting Requests: To exercise your right to opt-out, please click the unsubscribe link included in the footer of our emails or send us an email at sales@ceramexna.com. For us to respond to your request, it’s necessary that we know who you are. Therefore, you can only exercise the above rights by making a verifiable request which must:

- provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative; and
- describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

Rights under State Privacy Laws

Subject to certain limitations and exceptions, residents of states with enacted privacy laws may have the right to:

- Confirm whether we process their personal data
- Access personal data we have collected about them
- Correct inaccuracies in their personal information
- Delete personal data, subject to legal retention requirements
- Obtain a copy of their personal data in a portable format
- Opt-out of certain processing activities, where applicable
- Appeal a decision regarding a privacy rights request.

Exercising Your Rights

You may submit a request to exercise your state privacy rights by using the contact information provided in this Privacy Policy. We will verify your request as required by law and respond within the timeframes mandated by applicable State Privacy Laws. Authorized agents may submit requests on your behalf where permitted by law and subject to verification requirements.

Please submit a request specifying the right you wish to exercise by:

- emailing us at sales@ceramexna.com with the subject line “Privacy Rights Request”, or
- calling us at 1-855-457-7086 or 417-447-7074, or
- writing to us at the following address:

Ceramex North America, LLC

2401 East Sunshine Street

Springfield, Missouri 65804

Non-Discrimination

We will not discriminate against you for exercising your rights under applicable State Privacy Laws, including by denying products, services, or providing a different level or quality of product or service, except as permitted by law.

Data Retention

We retain personal data for only as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

Updates to this Section

We may update this section to reflect changes in applicable State Privacy Laws or our data practices. Any material changes will be posted in this Privacy Policy.

ACCESSIBILITY

We are committed to ensuring this Privacy Policy is accessible to individuals with disabilities. If you wish to access this Privacy Policy in an alternative format, please contact us as described below.

13. HOW TO CONTACT US

To contact us with any questions or concerns about our privacy policies or practices, please email us at sales@ceramexna.com or call us at 1-855-457-7086 or 417-447-7074