

Bosch Privacy Policy – Highlights

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If you are a consumer in Canada, this Privacy Policy explains how Robert Bosch Tool Corporation (“Bosch” or “We”) collects, uses, processes, discloses, and retains your personal information, personal data, and personally identifiable information when you visit our websites, mobile applications, and any other applications, products, or services (collectively, the “Services”) that display this Privacy Policy.

By accessing and/or using the website or the Services, you consent to the uses and disclosure of your personal information in accordance with this Privacy Policy.

Robert Bosch Tool Corporation acts as a controller of your personal information. We determine how and why personal information can be used and provides the specific Service.

Any comments, complaints, or questions regarding the processing of your personal information may be emailed to Optout.PTNA@us.bosch.com or mailed to the Privacy Policy Administrator 38000 Hills Tech Drive, Farmington Hills, Michigan 48331.

You can obtain more information about how we collect, use, disclose and safeguard your personal information by reviewing our full Privacy Policy below.

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BOSCHTOOLS PRIVACY POLICY

Privacy Policy of Robert Bosch Tool Corporation

Introduction

Bosch thanks you for your interest in our company, products, and/or services. We are dedicated to protecting your personal information and putting you in control of how we collect and process your personal information.

Scope

This Privacy Policy covers our processing of personal information, personally identifiable information, and personal data (for simplicity, referred to as personal information), as required by Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) and any applicable substantially similar provincial legislation.

Personal Information Purpose(s), Collection and Third-Party Communication(s)

Bosch collects the personal information described below. If any additional personal information is collected by Bosch, we will provide any required notice(s), and where applicable obtain any required consent(s), in accordance with applicable laws.

Information You Create or Directly Provide to Us

- **Profile Information:** We collect personal information when you create, access, or maintain an account. The personal information collected includes your name, email address, phone number, mailing address, alias, unique personal identifier, online identifier, account credentials, trade and occupation, personal preferences. Personal information collected from you is used for the purposes of registration, analytics, marketing, customer support, fulfilling or meeting the reason you provided the information. We disclose this information to contracted service providers performing work on our behalf such as hosting providers and marketing providers.
- **Communication and Customer Support:** We collect personal information when you request information from us, contact our customer service, or sign up for email newsletters or marketing communications. This may also include when you interact with our chat feature. The personal information collected includes your name, email address, phone number, mailing address, alias, unique personal identifier, online identifier, account credentials, call recordings when you contact our customer services. Personal information collected from you is used for the purposes of registration, marketing, customer support, fulfilling or meeting the reason you provided the information, dispute resolution. We disclose this data to contracted service providers performing work on our behalf such as hosting providers and marketing providers.
- **Transaction Information:** We collect personal information when you make purchases. The personal information collected includes records of personal property, products or services requested, obtained, considered, or purchased, other purchasing or consuming histories or tendencies, order details, delivery information, amount charged, payment method, billing information. Personal information collected from you is used for the purposes of processing payments, delivering products, services requested, resolve disputes, analytics, and marketing. We disclose this information to contracted service providers performing work on our behalf such as hosting providers, marketing providers, and credit card payment providers.

- Payment Processing: When you purchase a product, you will be asked to provide your payment details. These details are collected and processed directly by ModusLink B.V., our service provider for payments. Bosch does not have access to your full payment details, and we do not collect or process this information. For information on how ModusLink handles personal data, please refer to their Privacy Notice: <https://www.moduslink.com/privacy/>

Information We Collect Indirectly as You Use Our Services

- Device and Network Information: When accessing our Services, we collect personal information about your device. This may also include when you interact with our chat feature. The personal information collected includes device's hardware model, browser type, IP address, operating system version, language settings, unique device identifiers, advertising identifiers, serial numbers, device motion data, screen resolution, usage and traffic data, how your device interacts with the Services, network information, and mobile network data. Personal information collected from you is used for the purposes of analytics, marketing, technical administration of Bosch and Bosch affiliate websites, mobile applications and/or Services and maintaining the safety, security, and integrity of our websites, products and Services, databases and other technology assets, and business systems. We disclose this information to contracted service providers that provide hosting, analytics, and marketing services on our behalf.
- Location Information: We collect personal information about your approximate location information based on your device permissions. You do not have to grant this permission to use our Services. However, your decision to decline permission may impact the website's or application's functionality. This may impact functionality such as you may need to manually enter an address to find a store near you if you have not enabled location data collection. This personal information is used for the purposes of analytics, marketing, providing directions, providing advertisements based on your location, and provide search results for things near you. We disclose this personal information to contracted service providers performing that provide hosting, analytics, or marketing services on our behalf.
- Usage Information: We collect personal information about your activity on our website through log files, cookies, web beacons, and other tracking technologies. The personal information collected includes access dates and times, pages or screens viewed, duration you spent on a page or screen, route by which you access our Services, searches you conduct within the Services, information about activity on a page. Other system activity, your use of any external links within our Services, information about your interaction with our emails, your Internet Service Provider, Mobile Advertising ID, media access

control (MAC) address, and identifiers associated with the browser cookies, web beacons, and similar technology we deploy on our Services. See Cookie Section below. This information is used for the purposes of analytics, marketing, security administration. We disclose this information to contracted service providers that provide hosting, analytics, or marketing services on our behalf.

In addition to the purposes listed above, personal information collected may be used for:

- Compliance with legal and/or regulatory requirements.
- Evaluating or conducting a merger, sale of assets, consolidation or restructuring, financing or acquisition of all or a portion of any Bosch business, asset or opportunity by, with or into another business, entity or company.
- Technical administration and maintaining the safety, security, and integrity of our websites, products and services, databases and other technology assets, and business.

Sensitive Personal Information

We do not collect sensitive personal information.

Consent

By using the Services, you are consenting to the collection and use of your personal information as described in this Privacy Policy. If you do not consent, do not continue to use this website. When using personal information for a new purpose not disclosed in this Privacy Policy, we will obtain consent.

Separate, explicit consent will be obtained prior to the processing of (1) your sensitive personal information, or (2) your personal information is used in a way not reasonably expected, or (3) the processing creates a risk of significant harm to you.

Retention of Personal Information

We will retain your personal information to accomplish the purpose(s) for which it was collected and to comply with legal obligations.

We will not retain your personal information in an identifiable form when the purpose(s) for collection have been accomplished and there are no business or legal requirements for retaining your personal information. Your personal information will be destroyed, deleted, de-identified, and/or removed from our systems.

Storage of Personal Information

Your personal information will be stored in the US and Germany and accessible to Bosch associates, service providers, and third-parties.

Use of Links to Affiliated and External Sites

The website may contain links to other websites. Your use of these websites is not covered by our Privacy Policy. You are encouraged to review the privacy policy(s) of the linked websites for more information about their privacy practices and your privacy rights.

Chat Feature

We provide the opportunity to learn about our products, Services, and more by means of a chat feature. When using the chat feature, you may not be communicating with a live person. The conversation is retained to fulfill the purposes for which it was provided. The chat conversation will be deleted unless the chat is part of a support or service request. In the latter case, the chat's content is assigned to your customer account. To protect your privacy, we recommend that you refrain from sharing personal information that is not necessary to fulfill your request.

Use of Cookies, Analytics, and Other Similar Technologies

We distinguish between cookies and similar technologies that are required for your convenience and those that are not. Bosch makes it possible to control the use of cookies and other similar technologies that are not technically required.

- **Google Analytics:** To track website performance and user engagement. Bosch has enacted Google's Restricted Data Processing and does not share your personal information with Google.
- **Google Tag Manager:** Administration of website tags for conversion tracking, site analytics, and remarketing.
- **Tealium:** Administration of website tags for conversion tracking, site analytics, and remarketing.
- **YouTube:** To create a connection to YouTube allowing video and audio files to be transmitted and played back.
- **Bazaarvoice:** Tracks a user's interaction with the website.
- **Wayvia:** Supports product availability, price comparison, and retailer lookup features, which may process information related to your interaction with product finders or buying guides on the website.
- **Meta Pixel: (Formerly Facebook Pixel):** Measure website traffic and ad effectiveness, create personalized advertisement and optimize ad campaign performance.
- **Google Floodlight Tag:** Tracks user actions on a website after the user sees or clicks on an ad. It's used to measure conversions and create audiences for future ad campaigns.
- **Amazon Advertising Pixel:** To track customer interactions with Amazon ads and send that data back to Amazon for analysis. We do not receive any of your personal data concerning you from Amazon, but rather receive anonymized campaign reports about the website target audience and ad performance.
- **Optimizely:** Supports A/B testing and website optimization by measuring how users engage with different versions of website content or features.
- **TikTok Pixel:** Measure website traffic and optimize ad campaign performance.

- **Qualtrics:** Provides user feedback and experience measurement tools, including surveys that may collect information you choose to provide.
- **Reddit Pixel:** Personalizes content and advertisements based on your use of Reddit.
- **Snapchat:** Used to measure website interactions, evaluate the effectiveness of advertising campaigns, and understand how users engage with our services after viewing or interacting with Snapchat ads.
- **Merkury Tag (provided by Merkle Inc.):** Used to support identity resolution and measure marketing effectiveness by linking interactions across devices and platforms without relying on third-party cookies.
- **Mouseflow:** This is session replay technology to monitor how you interact with our website. This technology may include recording mouse clicks and movements, keystrokes, pages, and other content viewed by you.

Cookies for your convenience are typically deleted at the end of your browsing session (when you close your browser), but retention may vary depending on your browser settings. Cookies and similar technologies provided by third parties will be retained until the provider's designated expiration date. You can opt out of third-party cookies by adjusting your browser settings or using tools provided by the third parties. You can opt-out and manage your preferences at any time through "Your Privacy Choices."

Security

Bosch takes commercially reasonable efforts to ensure that your personal information collected by Bosch through this website is protected against tampering, loss, destruction, access by unauthorized persons or unauthorized disclosure. Bosch security measures are being continuously improved in accordance with the state of technological developments; however, absolute protection is not possible.

International Data Transfer

Bosch may also transfer your personal information to a third party(s) outside the country of origin, this includes without limitation US and Germany. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in countries other than the country in which you reside. You can obtain information about Bosch's policies and practices with respect to foreign service providers (including affiliates), or ask questions about the collection, use, disclosure or storage of personal information by such service providers, by contacting our Privacy Policy Administrator as described below.

International Transfer within Bosch

When processing your personal information, we may transfer your personal information to our parent company, Robert Bosch GmbH located in Germany, or to any other Bosch affiliates throughout the world. Accordingly, your personal information may be accessible to courts, law enforcement and national authorities in countries other than the country in which you reside.

Children's Privacy

Bosch does not knowingly collect or use any personal information from online visitors under the age of 16. Bosch does not knowingly allow visitors under the age of 16 to participate in any promotions or contests made available from time to time.

Your Rights

Individuals located in Canada have certain rights pursuant to Canadian Privacy Laws. Subject to certain exceptions and limitations, and depending upon the jurisdiction where you reside, such rights may include:

Right to access - to be informed of the existence, use, and disclosure of your personal information and shall be given access to your personal information. When you successfully demonstrate inaccuracy or incompleteness of your personal information, we will correct, delete, or amend as appropriate.

Right to data portability – to request your personal information be provided to you in written and intelligible transcript. If not feasible, your personal information will be provided in structured, commonly used technological format. At your request, the personal information to any third party authorized to collect such data. If you are handicapped, a reasonable accommodation will be provided on request.

Right to cease dissemination and de-indexing - to request we end distribution of your personal information or deactivate hyperlink(s) that provide access to your personal information.

Right not to be subject to automated decision-making - you will be notified of decisions made exclusively by automated processing of your personal information. Upon your request we will inform you of (1) of the personal information used to render the decision, (2) of the reasons and the principal factors and parameters that led to the decision, and (3) of the right of the person concerned to have the personal information used to render the decision corrected. You have the option to request a review of the decision.

Right to withdraw your consent - to the collection, use or disclosure of your personal information.

Right to challenge - you have the right to address a challenge concerning compliance with Canadian privacy law to the contact method listed in the Section How to Exercise Your Rights.

How to Exercise Your Rights

We will not discriminate against you for exercising any of your rights. If you choose to exercise your rights, send an email to: Optout.PTNA@us.bosch.com.

To assist Bosch to process your request, the following information is required: your full name, phone number, address, and include any additional information about your previous contact with Bosch (e.g. contact point with Bosch, screenshots, reference to a specific product/newsletter) may help expedite the request. We can only respond if we can verify your identity or authority to make the request.

Response Timing and Format

We respond to all verifiable consumer requests within thirty (30) days or sooner when required by law. In some cases, more time may be needed to provide a response. We will inform you of the reason and extension period in writing. If we cannot comply with a request, a written response explaining the reasons will be provided.

We do not charge a fee to process or respond to your verified consumer request, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Filing a Complaint

If you are dissatisfied with Bosch's response to an objection or challenge filed under you may file a complaint with the [Office of the Privacy Commissioner of Canada](#). Depending upon the province where you live, you may also (or instead) have the right to file a complaint with the applicable provincial privacy commissioner/regulator.

Controller Contact

To obtain more information on our products or Services, you may submit your inquiry using one of the contact methods below:

Email: bosch.tools@us.bosch.com

Postal Address:

Robert Bosch Tool Corporation

Attn: Bosch Tools

1800 W Central Rd.

Mount Prospect, IL 60056

USA

You may also contact as follows:

Phone: 877-267-2499

Website: <https://www.boschtools.com/us/en/service/contact-us/>

Data Protection Incident

Please use the [Data Protection Incident Reporting System](#) to notify us of any data protection incidents.

Changes to Privacy Policy

Bosch reserves the right to revise this privacy policy as required. You should check our website frequently to see recent changes. Published revisions are effective immediately, unless we are required to provide direct notice or obtain your consent pursuant to applicable laws. The effective date of this privacy policy is 03/1/2026

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