

## **Notice at Collection**

If you are a consumer in the United States, this Privacy Notice explains how Robert Bosch Tools 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 Notice.

Robert Bosch Tools 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](mailto:Optout.PTNA@us.bosch.com) or mailed to the Privacy Notice 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 Notice below.

[\*Personal Information Purpose\(s\), Collection, and Disclosure\*](#)

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## **BOSCH TOOLS PRIVACY NOTICE**

Privacy Notice of Robert Bosch Tools 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 Notice covers our processing of personal information, personally identifiable information, and personal data (for simplicity, referred to as personal information), as required by numerous laws and regulations in the United States.

## Personal Information Purpose(s), Collection, and Disclosure

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.

## **Sale or Sharing of Personal Information**

We do not sell your personal information for monetary considerations.

We share your personal information for the purposes of cross-context behavioral advertising, profiling, targeted advertising with the following third parties:

- Meta (Facebook, Instagram),
- Google (Ads, Floodlight),
- Tiktok Inc.
- Reddit Inc.
- Snap Inc.
- Media vendor supplier Carat USA, Inc.

To exercise your right to opt-out, submit a request to us via the “Your Privacy Choices” link or via this email [Optout.PTNA@us.bosch.com](mailto:Optout.PTNA@us.bosch.com).

## **Sensitive Personal Information Collection and Opt-Out**

We do not collect sensitive personal information. Therefore, we don't have an opt-out to Limit the Use of your Sensitive Personal Information.

## **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.

## 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 Notice. You are encouraged to review the privacy notice(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.

## Session Replay Software

This website uses 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.

Session replay software is provided by: Mouseflow.

To exercise the right to opt-out, submit a request via the “Your Privacy Choices” link or via this email [Optout.PTNA@us.bosch.com](mailto:Optout.PTNA@us.bosch.com).

## 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.

We use the following services:

- **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."

## Universal Opt-Out Mechanisms

At this time, our Services do not respond to browser-based Do Not Track signals or support Universal Opt-Out Mechanisms. You may manage your preferences for cookies and targeted advertising by using the "Your Privacy Choices" link or by contacting [Optout.PTNA@us.bosch.com](mailto:Optout.PTNA@us.bosch.com).

## Do Not Track Signals and Universal Opt-Out Mechanisms

At this time, our Services do not respond to browser-based Do Not Track signals or support Universal Opt-Out Mechanisms. You may manage your preferences for cookies and targeted advertising by using the "Your Privacy Choices" link or by contacting

## **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.

## **California "Shine the Light" Privacy Rights**

California's "Shine the Light" law permits Bosch customers who are residents of California to annually request a list of their personal information (if any) that Bosch disclosed to third parties for direct marketing purposes in the preceding calendar year, and the names and addresses of those third parties.

## **Your Rights**

Dependent on the state of your residence \* you may be provided the following data subject rights:

**Right to Confirm/Know/Disclose** - what personal information Bosch has collected about you, the sources from which it is collected, the purposes for collecting, selling, or sharing it, and the categories of third parties to whom we disclose it.

**Right to Access/Obtain** - a copy of the personal information collected about you, including information about automated decision making.

**Right to Data Portability** - receive your personal information in a transferable and readily usable format, when technically feasible.

**Right to Delete** - your personal information, subject to certain exceptions.

**Right to Correction** - of the personal information we maintain about you.

**Right to Opt-Out** - of sale or sharing of personal information to third parties, targeted advertising, profiling, automated decision making, collection of sensitive personal information, or collection of personal information through the operation of a voice or facial recognition.

**Right to Question the Results of Profiling** - and to review your personal information used for profiling, to question the results, to be informed of the reasons of the resulting decision, and to be informed of what actions you can take to secure a different decision.

If a decision was based on inaccurate personal information, you have the right to have the personal information corrected and the profiling decision reevaluated.

**Right to Restrict Sensitive Personal Information** - to limit the use and disclosure or to opt-out.

**Right to Appeal** - our decision regarding your submitted request.

**Right to not be discriminated against** for exercising your privacy rights

\* States include California, Colorado, Connecticut, Delaware, Florida, Iowa, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, Virginia

## How to Exercise Your Rights

We will not discriminate against you for exercising any of your rights. If you choose to exercise your rights, use one of the following options:

- Calling us at (888-43-BOSCH (888-432-6724))
- Sending an email to: [Optout.PTNA@us.bosch.com](mailto: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.

Depending on your state of residence you may request certain rights through an authorized agent. When an authorized agent submits your request, we may also require that you:

1. Provide us a copy of your written permission for the authorized agent to submit the applicable request; and
2. Verify your own identity directly with us.

When you have provided your authorized agent with a power of attorney pursuant to California Probate Code Sections 4000 to 4465, we may require a copy of such power of attorney before fulfilling any request.

## Response Timing and Format

We respond to all verifiable consumer requests within forty-five (45) 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**

You may file a complaint with the applicable state Attorneys General Office or regulatory agency.

## **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](mailto: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 Notice**

Bosch reserves the right to revise this privacy notice as required. 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 notice is 03/1/2026

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