



PRIVACY POLICY

12-20-2022

[PURPOSE \[#purpose\]](#)

[APPLICABILITY \[#applicability\]](#)

[COLLECTION OF PERSONAL INFORMATION \[#collection-personal-information\]](#)

[CATEGORIES OF PERSONAL INFORMATION WE COLLECT \[#categories-personal-information\]](#)

[Employees or Job Applicants \[#employee-job-applicant\]](#)

[California Categories \[#ca-categories\]](#)

[SOURCES OF PERSONAL INFORMATION \[#sources-pi\]](#)

[COOKIE POLICY \[#cookie-policy\]](#)

[THIRD-PARTY USE OF TRACKING TECHNOLOGIES \[#third-party-tracking\]](#)

[USE OF PERSONAL INFORMATION \[#use-personal-info\]](#)

[DISCLOSURE OF PERSONAL INFORMATION \[#disclosure-personal-info\]](#)

[CONSENT TO PERSONAL INFORMATION TRANSFER \[#consent-to-transfer\]](#)

[STATE-LAW PRIVACY RIGHTS \[#state-law-privacy-rights\]](#)

[MY PRIVACY RIGHTS \[#my-privacy-rights\]](#)

[DATA RETENTION \[#data-retention\]](#)

[INFORMATION SECURITY \[#information-security\]](#)

[CHILDREN \[#children\]](#)

[CHANGES TO THIS PRIVACY POLICY \[#changes-privacy-policy\]](#)

[COMMUNICATION WITH US ABOUT OUR PRIVACY POLICY \[#communication-privacy-policy\]](#)

GENERAL

American Bath Group and its subsidiaries (ABG Hospitality, AKER by MAAX, Aquarius, Aquatic, Bootz, Briggs Bath, Clarion, Coastal, Comfort Designs, Dreamline Hamilton, Laurel Mountain, MAAX Bath, MAAX Spas, Renovative Bath Systems, Swan and all other secondary brands) ("ABG", "we" or "us") respects your expectation of privacy as you visit our websites and mobile applications.

PURPOSE

The purpose of this Privacy Policy is to inform you of the types of Personal Information (as defined below) that ABG collects uses and discloses. This statement explains how we use and disclose the Personal Information, the choices you have regarding such use and disclosure, and how you may correct that information.

Please read this Privacy Policy carefully to understand our policies and practices for collecting, processing, and storing your Personal Information. By engaging with our Website or App, you accept and consent to the practices described in this Privacy Policy. This Privacy Policy may change from time to time (see [Changes to Our Privacy Policy \[#changes-privacy-policy\]](#)). Your continued engagement with our Website or App after any such revisions indicates that you accept and consent to them, so please check the notice periodically for updates.

Employees and job applicants may have a separate privacy notice.

APPLICABILITY

This Privacy Policy applies to the collection, use and disclosure of Personal Information that ABG may collect from you or that you may otherwise provide to us when you:

- Visit our U.S. websites or our other digital properties or forms that link to this notice (our “Website”).
- Use our applications (“Apps”) for mobile devices, tablets, and other smart devices, including ABG Connect or Steamlinx.
- Attend our events, including sales or marketing events.
- Communicate with us via phone, email, text, and other forms of electronic messages, including interactive chat functions between you and our Website.
- Interact with media interactions on our websites and other third-party websites like Facebook, YouTube, Pinterest, LinkedIn, Instagram, Twitter and others.
- Use our services, offline or online, unless we provide you with another Privacy Policy that notes that it supersedes this Privacy Policy.
- Interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.
- Interact with service providers and some third parties with which we work to offer, provide, and improve our Website and services to our customers. We aim to disclose these sharing practices in this Privacy Policy.

This policy applies to the Personal Information collected through our Websites and Apps, regardless of the country where you are located. Your Personal Information may be stored and processed in any country where we have affiliates, facilities, or in which we engage service providers. By using our Websites and Apps, you understand that your information may be transferred to countries outside of your country of residence, including the United States, which may have data protection rules that are different from those of your country. For more information, see [Consent to Transfer \[#consent-to-transfer\]](#).

The Website and App may include links to third-party websites, plug-ins, services, social networks, or applications. Clicking on those links, such as links to Facebook, Instagram, or another social media site, or enabling those connections may allow the third party to collect or share information about you. We do not control these third-party websites, and we encourage you to read the privacy policy of every website and app you visit.

COLLECTION OF PERSONAL INFORMATION

CATEGORIES OF PERSONAL INFORMATION WE COLLECT

We collect and use different types of information from and about you including:

- **Personal information** that we could reasonably use to directly or indirectly identify you, such as your name, postal address, email address, telephone number, username or other similar identifier, business facsimile number, age, and employment history, or any other identifier we may use to contact you online or offline ("Personal Information"). This also includes information related to records of products or services that you purchased, obtained, or considered. We may also collect geolocation data when you are using the Website or App. We will ask specifically if we may use your precise geolocation and for what specific purpose, but generally this is to help find a store location near you or for shipment or delivery.
- **Demographic information**, statistics, or aggregated information, meaning non-Personal Information that does not directly or indirectly reveal your identity or directly relate to an identified individual. Statistical or aggregated information does not directly identify a specific person, but we may derive non-personal statistical or aggregated information from Personal Information. For example, we may aggregate Personal Information to calculate the percentage of users accessing a specific Website or App feature.
- **Technical information**, This includes:
 - **Log and Usage Data.** Log and usage data is service-related, diagnostic, usage and performance information our servers automatically collect when you access or use our App and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type and settings and information about your activity in the App (such as the date/time stamps associated with your usage, pages and files viewed, searches and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called 'crash dumps') and hardware settings).
 - **Device Data.** We collect device data such as information about your computer, phone, tablet or other device you use to access the Website or App. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model Internet service provider and/or mobile carrier, operating system, and system configuration information.
 - **Mobile Device Data.** We automatically collect device information (such as your mobile device ID, model and manufacturer), operating system, version information and system configuration information, device and application identification numbers, browser type and version, hardware model Internet service provider and/or mobile carrier, and Internet Protocol (IP) address (or proxy server). If you are using our App, we may also collect information about the phone network associated with your mobile device, your mobile device's operating system or platform, the type of mobile device you use, your mobile device's unique device ID and information about the features of our App you accessed. This information is primarily needed to maintain the security and operation of our App, for troubleshooting and for our internal analytics and reporting purposes.

- **Non-personal details about your Website interactions**, including the full Uniform Resource Locators (URLs), clickstream information to, through, and from our Website or App (including date and time), services viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), or methods used to browse away from the page.
- **Precise Geolocation Data**. We may request and you can accept to provide us precise geolocation data in order to fulfill certain services like locating a nearby store or for delivery or shipment purposes.

If we combine or connect non-personal, demographic, or technical information with Personal Information so that it directly or indirectly identifies an individual, we treat the combined information as Personal Information. This may happen if you are signed into your account when using our Website or App.

Employees or Job Applicants

Employees or job applicants may provide additional information listed above through job applications, benefits enrollment, and payroll or direct deposit enrollment. We maintain a separate collection notice for employees and job applicants.

California Categories

To comply with the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act, and its related regulations. Please see our [California-specific notice](https://americanbathgroup.com/privacy-notice-for-california-residents/).
[<https://americanbathgroup.com/privacy-notice-for-california-residents/>]

SOURCES OF PERSONAL INFORMATION

We use different methods to collect information from and about you including through:

- **Direct interactions**. You may give us information about you by:
 - Filling in forms.
 - Corresponding with us by phone, email, text, or other forms of messaging. This includes chatting with our chatbots or other help services, messaging us on social media or other platforms, or otherwise engaging with our services.
 - Creating an account.
 - Registering on an App.
 - Expressing an interest in obtaining information about us or our products and Services when you participate in activities on an App or otherwise when you contact us.
 - Completing a survey.
 - Placing an order.
 - Subscribing to our emails.

- Searching for a service.
 - Requesting further services.
 - Downloading support guides.
 - Registering for a warranty, service, or product.
 - Reporting a problem with our Website or products
- **Automated technologies or interactions.** As you interact with our Website, we may automatically collect technical information about your:
 - Computer or mobile device.
 - Browsing actions, patterns, and interactions when you visit, use, or navigate our Website or App

Most of the time, this information does not reveal your specific identity (like your name or contact information), but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Website or App and other technical information. This information is primarily needed to maintain the security and operation of our Website or App, and for our internal analytics and reporting purposes. This information may reveal or be associated with your identity if you are signed into an account and we encourage you to consider this as you navigate and use our site

Like many businesses, we also collect information through cookies, server logs, and similar technologies (see [Cookie Policy](#) [[#cookie-policy](#)]).

- **Third parties or publicly available sources.** We may receive information about you if you visit other websites employing our cookies or from third parties including, for example:
 - Affiliated companies.
 - Business partners.
 - Service providers, such as technical, payment, and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies, data brokers, or aggregators.
- **Reviews and other user contributions.** You also may provide information for us to publish or display ("post") on public Website areas or transmit to other Website users or third parties (collectively, "User Contributions"). You submit User Contributions for posting and transmission to others at your own risk. Although we limit access to certain pages and/or you may set certain privacy settings for User Contributions by logging into your account profile, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of any Website users with whom you choose to share your User Contributions. Therefore, we cannot and do not guarantee that unauthorized persons will not view your User Contributions.

COOKIE POLICY

This website uses cookies. A “cookie” is a small text file that may be placed on your computer when you visit a website or click on a URL. There are two types of cookies that may be used: a session cookie and a persistent cookie. A single-session cookie is held temporarily in your computer’s memory during only a single visit to a website to personalize user experience, to determine ways to improve the site, its content, and services offered through the site. A single-session cookie disappears from your hard drive when you close your browser. A persistent cookie is entered by your web browser into the “Cookies” folder on your computer and remains in this folder after you close your browser and may be used by your browser on your next visit to a website unless or until it is deleted or set to expire. Most browsers are set up to accept cookies. You may reject or delete cookies by adjusting your browser preferences at any time; however, this may limit your ability to use all of the features on the site or the appearance of certain webpages. For example, to set the Internet Explorer browser to reject cookies go to Tools > Internet Options > Privacy > Settings and select the privacy level (using the slider bar) that you prefer. To delete cookies in Internet Explorer, go to Tools > Internet Options > General > Browsing History and click the Delete button then select the cookies option

You can also manage your cookie settings and preferences on our website by using the link in the footer called ‘Cookie Preferences’, which allows you to review and update which cookie categories you want to allow. You can opt out of any cookie category except the Mandatory Cookies category, as they are deployed in order to ensure the proper functioning of our website.

Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). Click the Cookie Preferences link on the footer of this Website or see [Choices We Offer \[https://americanbathgroup.com/my-privacy-rights/#choices-we-offer\]](https://americanbathgroup.com/my-privacy-rights/#choices-we-offer) for information on how you can opt out of behavioral tracking on this Website and how we respond to web browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking.

THIRD-PARTY USE OF TRACKING TECHNOLOGIES

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. They may associate the information collected with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites or other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

- We do not always control third parties’ collection or use of your information to serve interest-based advertising. **If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [My Privacy Rights \[https://americanbathgroup.com/my-privacy-rights/\]](https://americanbathgroup.com/my-privacy-rights/).**

- These third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI’s website or members of the Digital Advertising Alliance (“DAA”) on the DAA’s website. For information about these opt-out programs and to opt-out of the use of website browsing data for interest-based advertising by companies that participate in these programs, click the following: [NAI Opt Out \[https://optout.networkadvertising.org/?c=1\]](https://optout.networkadvertising.org/?c=1), or [DAA Opt Out \[https://optout.aboutads.info/?c=2&lang=EN\]](https://optout.aboutads.info/?c=2&lang=EN). To opt out of the use of data collected from the mobile applications on your device to serve ads that are targeted to your interests, consult the settings on your device. You can also click the preference icon that may appear on some of our advertising served through use of these technologies.

USE OF PERSONAL INFORMATION

The personal information that we collect depends on the context of your interactions with us, the Website, or App, the choices you make, and the products and features you use. All personal information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information.

We generally use your Personal Information for the following purposes (the “Purposes”):

- To fulfill the purposes for which you provided the information or that were described when it was collected.
- To respond to your inquiries, **product or service complaints, product claims or product information requests.**
- **To collect your Personal Information in aggregate form to develop consumer profiles, perform sales analyses and identify marketing opportunities and strategies.**
- **To advise you about new products and services that may be of interest to you or to notify you about changes to our Website, Mobile Apps, products, or services.**
- To collect opinions and comments regarding ABG’s operations.
- To add you to ABG mailing list(s).
- To manage our Websites and Apps, including to present our Website content in the most effective manner for you and for your computer;
- **To investigate legal claims;**
- To meet our obligations and enforce our rights arising from any contracts with you, including for billing or collections, or comply with legal requirements;
- To administer our Website and conduct internal operations, including for troubleshooting, data analysis, testing, research, statistical, and survey purposes;
- To improve our Website, products, or services, marketing, or customer relationships and experiences;
- To enable your participation in our Website’s interactive, social media, or other similar features;
- To protect our Website, employees, or operations;
- To measure or understand the effectiveness of the advertising we serve to you and others, and to deliver relevant advertising to you;

- To make suggestions and recommendations to you and other users of our Website about products or services that may interest you or them;
- For other purposes with your consent;
- **For other uses as may be permitted or required by applicable law.**

We may use non-Personal Information for any business purpose

DISCLOSURE OF PERSONAL INFORMATION

We may share your Personal Information with:

- Any member of our corporate group, which means our subsidiaries, our ultimate holding company and its subsidiaries, and our affiliates.
- Business partners, suppliers, service providers, sub-contractors, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website improvement and optimization or payment service providers). For example, on our Apps, we use **Google Maps Platform APIs**. We may share your information with certain Google Maps Platform APIs (e.g., Google Maps API, Place API). To find out more about Google's Privacy Policy, please refer to this [link \[https://policies.google.com/privacy\]](https://policies.google.com/privacy).
- Third parties to market their products or services to you if you have consented to/not opted out of these disclosures. For more information, see [Your Privacy Choices \[https://americanbathgroup.com/my-privacy-rights/#choices-we-offer\]](https://americanbathgroup.com/my-privacy-rights/#choices-we-offer).
- Advertisers and advertising networks that require the information to select and serve relevant ads to you and others. We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in a specific location). We may make use of the Personal Information we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.
- Credit reference agencies when required to assess your credit score before entering into a contract with you.
- To fulfill the purpose for which you provide it. For example, if you opt to send your "Wishlist" to an email address through the feature on our Website, we will transmit the contents of that Wishlist or configuration to the recipients.
- For any other purposes that we disclose when you provide the information.
- With your consent.

We may also disclose your Personal Information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your Personal Information to the prospective seller or buyer of such business or assets.

- To a buyer or other successor in the event of merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, where one of the transferred assets is the Personal Information we hold.
- To comply with any court order, law, or legal process, including responding to any government or regulatory request.
- To enforce or apply our terms of use or terms and conditions of supply and other agreements.
- To protect the rights, property, or safety of our business, our employees, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of cybersecurity, fraud protection, and credit risk reduction

We may disclose aggregated information that does not identify any individual, without restriction. We may share non-Personal Information without restriction.

CONSENT TO PERSONAL INFORMATION TRANSFER

We are based in the United States. We may process, store, and transfer the Personal Information we collect, in and to a country outside your own, with different privacy laws that may or may not be as comprehensive as your own.

If you are located outside United States and choose to provide information to us, please note that we transfer information, including Personal Information, to United States. By submitting your Personal Information or engaging with our Websites, you consent to this transfer, storing, or processing.

We will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Information will take place to an organization or a country unless there are adequate controls in place including the security of your Personal Information

STATE-LAW PRIVACY RIGHTS

This Privacy Policy attempts to be transparent with our information collection, handling, use, disclosure, and security practices. We may choose or be required by law to provide different or additional disclosures relating to the processing of personal information about residents of certain states. Please refer to our California Disclosures [<https://americanbathgroup.com/privacy-notice-for-california-residents/>] and My Privacy Rights [<https://americanbathgroup.com/my-privacy-rights/>].

MY PRIVACY RIGHTS

Based on the applicable laws of your state or country, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To

learn more about your privacy rights and choices regarding certain Personal Information uses and disclosures, particularly around marketing and advertising, please click [here](https://americanbathgroup.com/my-privacy-rights/) [https://americanbathgroup.com/my-privacy-rights/]. To request to review, update, or delete your personal information, please submit a request form by clicking [here](https://americanbathgroup.com/privacy-rights-portal/) [https://americanbathgroup.com/privacy-rights-portal/].

We strive to provide you with choices regarding certain Personal Information uses, particularly around marketing and advertising. Please click on [My Privacy Rights](https://americanbathgroup.com/my-privacy-rights/) [https://americanbathgroup.com/my-privacy-rights/] to learn about the various decisions you may make about your Personal Information use and disclosure.

DATA RETENTION

Except as otherwise permitted or required by applicable law or regulation, we will only retain your Personal Information for as long as necessary to fulfill the purposes for which we collected it, as required to satisfy any legal, accounting, or reporting obligations, or as necessary to resolve disputes. To determine the appropriate retention period for Personal Information, we consider applicable legal requirements, the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure of your Personal Information, the purposes for which we process your Personal Information, and whether we can achieve those purposes through other means. We specify the retention periods for your Personal Information in our document retention policy.

INFORMATION SECURITY

The security of your Personal Information is very important to us. We maintain, reasonable administrative, technical, and physical information security practices to protect the confidentiality, integrity, and accessibility of Personal Information. We have implemented security measures that are proportionate to the volume and nature of the Personal Information at issue.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to take care when providing information in public areas of the Website like message boards, which any Website visitor can view.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted to our Website. Any transmission of Personal Information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on the Website.

CHILDREN

We request that children under the age of 16 not use the website or submit any personal information to the website. We do not direct the website to children under the age of 16 and we do not knowingly collect, use, store, or disclose the personal information of children under the age of 16 or minor as defined by local legal requirements. If we learn we have mistakenly or unintentionally collected or received Personal Information from a child without appropriate consent, we will delete it. If you believe we mistakenly or unintentionally collected any information from or about a child, please contact us at privacy@americanbathgroup.com [<mailto:privacy@americanbathgroup.com>].

CHANGES TO THIS PRIVACY POLICY

We will post any changes we may make to our Privacy Policy on this page and indicate that we updated our Privacy Policy. If the changes materially alter how we use or treat your Personal Information we will notify you by email to the primary email address specified in your account and/or through a notice on the top of this Privacy Policy. Please check back frequently to see any updates or changes to our Privacy Policy.

[Previous version of the Privacy Policy--06-29-2020](https://americanbathgroup.com/wp-content/uploads/2023/01/Privacy-Policy---06-29-2020---American-Bath-Group.pdf) [<https://americanbathgroup.com/wp-content/uploads/2023/01/Privacy-Policy---06-29-2020---American-Bath-Group.pdf>]

COMMUNICATING WITH US ABOUT OUR PRIVACY POLICY

If you have questions, comments, concerns or complaints about this Privacy Policy or our privacy practices or would like to submit a request about your privacy rights, please feel free to contact us at privacy@americanbathgroup.com [<mailto:privacy@americanbathgroup.com>]. To learn more about your privacy rights, click [here](https://americanbathgroup.com/my-privacy-rights/) [<https://americanbathgroup.com/my-privacy-rights/>]. To submit a request, click [here](https://americanbathgroup.com/privacy-rights-portal/) [<https://americanbathgroup.com/privacy-rights-portal/>].

Please do not hesitate to contact us at:

Phone: 1-800-443-7269

Website: <https://www.americanbathgroup.com/privacy-rights-portal>
[<https://www.americanbathgroup.com/privacy-rights-portal>]

Address:

American Bath Group

Attn: Compliance Department

435 Industrial Road, Savannah, TN 38372

If you need to access this Privacy Policy in an alternative format due to having a disability, please feel free to contact us at privacy@americanbathgroup.com [<mailto:privacy@americanbathgroup.com>].

[Cookie Preferences](#)