

Privacy Policy

Last Updated: February 13, 2019

Welcome to www.ufpbusinessschool.com (the "Website"), owned and operated by Universal Forest Products, Inc. (the "Company," "us", "we", or "our"). We are committed to protecting your privacy and developing technology that gives you a safe online experience. This Privacy Policy applies to the Website and governs data collection and usage of the Website only and does not apply to any other information collected by us through any other means. **BY USING THE WEBSITE, YOU CONSENT TO THE DATA PRACTICES DESCRIBED IN THIS PRIVACY POLICY.**

1. Collection of your Personal Information. We may collect and store personal or other information that you voluntarily supply us online while using the Website. We may also collect anonymous demographic information, which is not unique to you, such as your geographical location, age, gender, preferences, interests, and favorites. There is also information about your computer hardware and software that may be automatically collected by us. This information can include: your internet protocol address, browser type, operating systems and platform, domain names, access times, visit duration, traffic data, searches, and referring website addresses. If you chose to correspond with us through e-mail, we reserve the right to retain the content of your e-mail messages together with your e-mail addresses and our responses. This information is used by us for the operation of the Website, to maintain quality of the Website, and to provide general statistics regarding use of the Website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through public message boards, conversation pages, chat rooms, blogs, profile pages, or other similar services that personal information may be publicly posted and otherwise publicly available for use. We encourage you to review the privacy statements of websites you choose to link to from the Website so that you can understand how those websites collect, use, and share your information. We are not responsible for privacy statements or other content on websites other than the Website.

We may also contact you via surveys to conduct research about your opinion of current services, potential new services that may be offered, the Website, or other matters.

2. Use of your Personal Information. We may collect and use your personal information to operate the Website, to deliver the goods or services you have requested, and to make improvements to the Website. Where appropriate, we may use your personally identifiable information to inform you of other products or services available from us and our affiliates as well as other agencies, organizations, or individuals for the purpose of providing additional services and assistance. However, we will not disclose information to other third party agencies, organizations, or individuals unless you are informed of the possibility of such disclosure when you initially provide the personally identifiable information to us.

If you supply us with your address (mailing or e-mail) online, you may receive periodic mailings from us or our affiliates with information on new products and services or upcoming events. If you do not wish to receive such mailings (whether by e-mail or paper mail), please let us know by e-mailing us at info@ufpbusinessschool.com and including the word "unsubscribe" in the subject line. Please provide us with your exact name, mailing address, and e-mail address.

We do not sell, rent, or lease our user lists to third parties. We may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, and telephone number) is not transferred to the third party. In addition, we may share your data with trusted partners to help us perform services, perform statistical analysis, send you e-mail or postal mail, provide customer support, fulfill orders you have placed on the Website, or fulfill the purpose for which you have provided it (such as for contests or promotions). All such third parties are prohibited from using your personal information except to provide these services to the Company, and they are required to maintain the confidentiality of your information.

We may keep track of the pages users visit within the Website in order to determine what services are the most popular. This data may be used to deliver customized content within the Website to users whose behavior indicates that they are interested in a particular subject area.

We will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) protect the security of the Website or protect the rights, property, or safety of the Company, our customers, or others; (b) enforce the Website Terms and Condition or Term of Sale (if applicable), including for billing and collection purposes; (c) to take any precautions against liability we deem necessary or advisable; (d) to respond to judicial process and subpoenas; or (e) to the extent permitted under provisions of applicable federal, state, or local law and/or to provide information to law enforcement agencies or for an investigation related to public safety or welfare.

3. Use of Certain Technologies.

Use of Cookies. The Website may now or in the future use "cookies" to help you personalize your online experience. One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. This simplifies the process of recording your personal information, such as billing addresses and so on. When cookies are used, when you return to the Website, the information you previously provided can be retrieved, so you can easily use the Website features that you customized. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. Flash cookies will need to be controlled via an online platform provided by Adobe. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Website.

Web Beacons. Pages of the 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 the Company to transfer or collect information through a graphic image request. Web beacons can be used, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We may collect information through web beacons about your web browsing activities such as the address of the page you are visiting, the address of the referrer page you previously visited, the time you are viewing the page, your browsing environment, and your display settings. We may use the information we collect through web beacons:

- To understand traffic patterns and the number of visitors to our network of websites, our affiliates' websites, and other non-Company websites with whom we partner;
- To understand how you use and interact with our products and services;
- To improve our products and services;
- To optimize and personalize your browsing experience;
- To provide anonymous individual and/or aggregate auditing, research, modeling and reporting;
- To provide you relevant advertising and content; and
- To determine which email messages sent by us, or our agent, were opened and to note whether a message was acted upon.

Turning off your cookies will prevent web beacons from tracking your specific activity. The web beacon may still record an anonymous visit from your IP address, but unique information will not be recorded.

Third Party Analytics. We may use third party web analytics services, such as those of Google Analytics, including Google's AdWords. These services help us analyze how our Website is used, and information collected as part of these services is automatically sent to the service provider. To learn more about Google Analytics and an opt-out browser add-on, please click here: <https://tools.google.com/dlpage/gaoptout/>.

Do Not Track. Your web browser may have a "Do Not Track" feature that is intended to automatically inform websites you visit to not track your online activities. Our Website does not process or respond to these "Do Not Track" signals from your browser.

Interest-Based and Personalized Advertising. With the data we have collected on your activities on the Website or through other interactions with us, we may provide advertising personalized to your individual interests, and we may share such information with third party vendors. We may also work with online advertising vendors to provide you with ads that you may find relevant. These ads may appear on our Website or on the websites of third parties. In addition, these ads may be based upon information collected by us or third parties.

To opt out of certain of the personalized advertising, you may be able to adjust settings on your browser or on your mobile device. Please see the documentation associated with your browser and mobile device for more information. In addition, the Digital Advertising Alliance provides information on how to opt out of personalized advertising; for more information, please click here: <http://optout.aboutads.info/?c=2&lang=EN>.

4. Security of your Personal Information. We take commercially reasonable measures to secure your personal information from unauthorized access, use, or disclosure. We secure the personally identifiable information you provide on computer servers in a controlled environment protected from unauthorized access, use, or disclosure. When personal information is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

5. Changes to this Privacy Policy. We will occasionally update this Privacy Policy to reflect current Company policies. If this Privacy Policy is revised, the revised Privacy Policy will be posted here

with the date of the most recent version posted above. Continued use of the Website after any such revision or update constitutes your acceptance of the Privacy Policy as so revised or modified. We encourage you to periodically review this Privacy Policy to be informed of how the Company is protecting your information. Finally, the terms of this Privacy Policy are subject to all applicable laws, rules, and regulations.

6. Children's Privacy Policy. The Website is not intended for those under the age of 18, and we will not knowingly collect personally identifiable information from such individuals under the age of 18.

7. Your California Privacy Rights. California Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to info@ufpbusinessschool.com or write us at: 2801 East Beltline Ave. NE, Grand Rapids, MI 49525, Attn: Marketing.

8. Contact Information. We welcome your comments regarding this Privacy Policy. If you believe that we have not adhered to this Privacy Policy or if you have any other questions, please feel free to contact us:

Universal Forest Products, Inc.
info@ufpbusinessschool.com
(616) 364-6161

Copyright © 2019 Universal Forest Products, Inc. All Rights Reserved.