

Turf Holdings Privacy Notice

Last Updated/Effective Date: [April 02, 2025]

Turf Holdings Inc. and its affiliates and subsidiaries (“**Turf Holdings**,” “**we**,” “**us**,” or “**our**”) respect your privacy. This Privacy Notice describes the processing of Personal Information (defined below) that is provided, collected, or disclosed in the course of providing our services to you (“**Services**”) and on the websites, applications, social media pages, other platforms that link to this Privacy Notice, including when you apply for a job with us. It also describes rights you may have under applicable laws.

1. Personal Information We Collect

We may collect a range of Personal Information. “**Personal Information**” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to you.

The types of Personal Information we collect may include:

- *Contact Information* – If you submit an inquiry, request a quote, register for an account, or provide information on or through our Services, we may collect your contact information. This may include your name, address, email address, demographic information, and phone number. If you refer others for our Services, we may also collect similar contact information for such referrals.
- *Commercial Information* – If you submit an inquiry, or provide information on our websites, we may collect commercial information including information about purchases, subscriptions, and Services you have shown interest in. We may also collect payment information through our third-party service provider.
- *Usage Information* – When you use our website, we may automatically record information, including your Internet Protocol address (IP Address), geolocation of your device, browser type, referring URLs (e.g., the website you visited before coming to our website), domain names associated with your internet service provider, and any other information regarding your interaction with our website.
- *Employment Information* – If you apply for employment with us, we will collect Personal Information related to your potential employment, including your education and employment history, address and contact information, demographic information, and any other information included in your resume or application.
- *Communication Information* – We may collect Personal Information contained within your communications with us, including audio, electronic, or visual information, screen sharing views, and any files provided to us via email, chat functionality, social media, telephone, or otherwise. Where permitted by applicable law, we may collect and maintain records of calls and chats with our agents, representatives, or employees via message, chat, post, or similar functionality.

2. How We Collect Personal Information

- *Directly From You* – We collect Personal Information that you provide to us, for example, if you choose to contact us, request or purchase Services or information from us, or sign up to receive updates.

- *From Third Parties* – We may collect Personal Information from third parties including, referral sources, business partners, subcontractors, advertising networks, analytics providers, and search information providers, who may provide us with Personal Information about you.
- *Through Online Tracking Technologies* – We use cookies and similar technologies to collect Personal Information related to activity on our website. For additional information regarding our use of these technologies, see the *Cookies and Tracking Technologies* section below.

3. How We Use Personal Information

To the extent permitted by applicable law, we use Personal Information:

- *To provide and personalize our Services*, such as processing or fulfilling orders and transactions, providing our Services, processing payments, providing customer service, maintaining or servicing accounts, verifying customer information, creating and maintaining business records, verifying eligibility, and undertaking or providing similar services.
- *For internal research and development*, such as testing and verifying the quality of our Services, improving the quality of our Services, and creating new Services.
- *For marketing*, such as sending information about our Services, including using your information to send you messages, notices, newsletters, surveys, promotions, or news about events.
- *For communicating with you*, such as responding to your questions and comments.
- *For legal, security, or safety reasons*, such as protecting our and our users' safety, property, or rights; complying with legal requirements; enforcing our terms, conditions, and policies; detecting, preventing, and responding to security incidents; and protecting against malicious, deceptive, fraudulent, or illegal activity.
- *As part of a corporate transaction*, such as in connection with the sale of part or all of our assets or business, the acquisition of part or all of another business or another business' assets, or another corporate transaction, including bankruptcy.

If you are applying for employment with us, we also use Personal Information to process your job application, to verify the information you have provided in your application, conduct interviews, perform background and reference checks, to communicate with you and answer your questions, to confirm your eligibility for employment, and improve our recruiting processes. We may also save your Personal Information for future employment opportunities with us.

4. How We Disclose Personal Information

We may disclose your Personal Information in the following circumstances:

- *Service Providers* – We disclose your Personal Information with third party service providers as necessary to enable them to support our Services or other aspects of our business.
- *Affiliates and Subsidiaries* – We may disclose your information to the Turf Holdings family of companies for their and our business purposes and for marketing purposes, including to provide you information about the products or services we think may interest you.

- *Business Partners* – We may disclose Personal Information with trusted business partners or corporate affiliates. For example, we may disclose your Personal Information with a company whose products or services we think may be of interest to you or who we co-sponsor a promotion or service with.
- *Legal Obligation or Safety Reasons* – We may disclose Personal Information to a third party when we have a good faith belief that such disclosure of Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of any agreement you have with us, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of Turf Holdings, its employees and clients, or the public against harm.
- *Merger or Change of Control* – We may disclose Personal Information to third parties as necessary if we are involved in a merger, acquisition, or any other transaction involving a change of control in our business, including but not limited to, a bankruptcy or similar proceeding. Where legally required, we will give you prior notice prior to such disclosure.

5. Cookies and Other Tracking Technologies

We and our service providers may use cookies and similar technologies to collect usage and browser information about how you use our Site. The technologies we use for this automatic data collection may include cookies and web beacons that permit us to verify system and server integrity and generate statistics around the popularity of certain content. We process the information collected through such technologies, which may include or be combined with Personal Information, to help operate certain features of our Site, to enhance your experience through personalization, and to help us better understand the features of our Site that you and other users are most interested in.

Website Delivery and Appearance – We may use third party providers to enable certain customer interaction opportunities, content delivery (like audio or video), or other service capabilities. Examples include, but are not limited to, the following functionality:

- **Content Delivery:** We partner with service providers to host our website and deliver specific content in support of our Services. For example, we use third parties to serve fonts on our website. We also partner with companies like YouTube and Vimeo to deliver specific content delivery like audio and video. For more information about how YouTube collects and uses your data, visit [Google's Privacy Policy](#).
- **Customer Interaction:** We enhance our customer interactions by offering features like Google Maps to locate our Service locations, payment processors to facilitate online payments. Each of these offerings are governed by the terms, conditions, and policies of the underlying service provider. For example, please see [Google Maps/Google Earth Terms of Service](#) and [Google's Privacy Policy](#) for more information on how that feature operates.
- **Chat-based Customer Support:** We may use a live chat feature powered by a third-party to enable live customer service and technical support via our website. When you engage in the live chat enabled by this service provider, we will automatically collect and share certain information (such as personal identifiers, usage information, and message content) with the vendor to provide the customer service and technical support enabled by the live chat tool.

Website Analytics– We use analytics services, that use cookies and other technologies that collect your Personal Information, to assist us with analyzing our website traffic and site usage to optimize, maintain, and secure our Site and inform subsequent business decisions (including, e.g., advertising). These include, but are not limited to, the following third-party services:

- **Google Analytics:** To learn more about how Google uses data, visit [Google’s Privacy Policy](#) and Google’s page on “[How Google uses data from sites or apps that use our services.](#)” You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#).
- **Meta Pixels:** We use Meta pixels to track user activity on our Site and improve downstream offerings, including interest-based advertising for our services and those of our partners and service providers.

Interest-Based Advertising – We may also allow or enable third parties to collect Personal Information to provide their interest-based advertising on behalf of our products and services, or their own. Interest-based advertising occurs when advertisements are shown to you based on information collected from your online interactions over time and across multiple websites, devices, or online services that you visit or use. Some companies may engage in cross-context behavioral advertising to predict your preferences and show you advertisements that are most likely to be of interest or relevant to you. We do not control these third parties’ collection or use of your information for these purposes, or the opt-out options they may individually offer you via their terms, conditions, and privacy policies. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. Examples of the third-party service providers we engage to serve interest-based advertisements include Google Ads (including Google Dynamic Remarketing).

Selling or Sharing Personal Information – While we do not sell Personal Information in exchange for monetary consideration, we do share Personal Information for other benefits that could be deemed a “sale” or “sharing” under various data protection laws, because they are sometimes broadly defined to include activities such as the delivery of interest-based advertising on websites or allowing third parties to receive certain information, such as cookies, IP address, and/or browsing behavior. We similarly engage in interest-based advertising when we use data about your activities on our Site to serve you ads on websites owned or controlled by third parties. It is in this context that we have provided advertising networks, data analytics providers, social networks, and video sharing platforms with Personal Information such as your IP address, device information, Internet and other electronic network activity information, and geolocation information in the last twelve months.

Cookie Choices – To manage your preferences with respect to these technologies, you can:

- Visit our [preferences page](#) or customize your browser settings to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable certain cookies, please note that some parts of our Site may not function properly. These settings may be lost and require reconfiguration if you delete your cookies.
- Block the collection and use of your information by online platforms and ad tech companies for the purpose of serving interest-based advertising by visiting the opt out pages of the self-regulatory programs of which those companies are members: [National Advertising Initiative](#) and [Digital Advertising Alliance](#) (or the [European Interactive Digital Advertising Alliance](#), if you are located in the European Economic Area). Please note that even if you opt out of interest-based advertising,

you may still see “contextual” ads which are based on the context of what you are looking at on the websites and pages you visit.

- Review and execute any provider-specific instructions to customize your preferences or opt-out of certain processing, including interest-based advertising, by third party service providers. For example, to opt-out of this type of advertising by Google, customize your ad preferences, or limit Google’s collection or use of your data, visit [Google’s Safety Center](#) and [Google’s Ad Settings](#) and follow [Google’s personalized ad opt-out instructions](#).

6. How Long We Keep Your Personal Information

We will retain each category of your Personal Information for as long as necessary to fulfill the purposes described in this Privacy Notice, unless otherwise required by applicable laws. Criteria we will use to determine how long we will retain your Personal Information include whether we need your Personal Information to provide you with our Services you have requested; we continue to have a relationship with you; you have requested information or Services from us; we have a legal right or obligation to continue to retain your Personal Information; we have an obligation to a third party that involves your Personal Information; our retention or recordkeeping policies and obligations dictate that we retain your Personal Information; we have an interest in providing you with Personal Information about our Services; or we have another business purpose for retaining your Personal Information.

7. How We Protect Personal Information

We use commercially reasonable efforts to protect the confidentiality and security of Personal Information. However, despite these efforts to store Personal Information in a secure environment, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems.

8. International Use of our Services

Please note that by providing your Personal Information, it may be transferred to, stored, collected, or processed in a different jurisdiction from which you reside.

9. Children’s Privacy

We do not knowingly collect or solicit any Personal Information from children under the age of 16 without verified written parental consent. In the event that we learn that we have collected Personal Information from a child under the age of 16, we will promptly take steps to delete that information. If you are a parent or legal guardian and think your child has given us their Personal Information, you can email us at privacy@weedman.com.

10. Links to Third-Party Websites

We are not responsible for the practices employed by any websites or services linked to or from our Services, including the information or content contained within them. We encourage you to investigate and ask questions before disclosing Personal Information to third parties, since any Personal Information disclosed will be handled in accordance with the applicable third party’s privacy notice.

In some cases, we offer links to social media platforms (like Facebook, Instagram, X (formerly known as Twitter) and YouTube) that enable you to easily connect with us or share information on social media. Any

content you post via these social media pages is subject to the terms of use and privacy notices for those platforms.

11. Notice to California Residents

This section provides additional information regarding Turf Holdings’ practices pursuant to the California Consumer Privacy Act of 2018 and its implementing regulations, as amended by the California Privacy Rights Act (“CCPA”), where “**Personal Information**” has the definition set forth in the CCPA.

Please see the below chart for detailed information about the categories of Personal Information we have collected from California residents during the twelve months preceding the date on which this Notice was last updated and the categories of third parties to whom we sell or share Personal Information. For each category of Personal Information set forth in the chart below, the categories of third parties to whom we disclose it for a business or commercial purpose are set forth in the *How We Disclose Personal Information* section above.

| Personal Information Category set forth in Cal. Civ. Code § 1798.140 | Categories of Third Parties to Whom We Sell or Share Personal Information |
|---|---|
| Personal identifiers , including real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, or other similar identifiers. | Third-party marketers and other third parties that set cookies and other online tracking technologies on our Site. |
| California Customer Records Personal Information (Cal. Civ. Code § 1798.80(e)), including name, address, telephone number, education, employment, and employment history. | We do not sell or share this category of Personal Information. |
| Commercial information , including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies. | We do not sell or share this category of Personal Information. |
| Internet and other electronic network activity information , including, but not limited to, browsing history, search history, and information about individual interactions with an Internet website, application, or advertisement. | Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Site |
| Geolocation data , such as your IP address. | Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Site. |
| Sensory data including audio, electronic, visual, thermal, olfactory, or similar information. | We do not sell or share this category of Personal Information. |
| Professional or employment-related information. | We do not sell or share this category of Personal Information. |

Other California Privacy Rights

Under California Civil Code Section 1798.83, individual customers who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of Personal Information to third parties for the third parties' direct marketing purposes, if any. To make such a request, please contact us using the information in the *Contact Us* section below. Please be aware that not all information sharing is covered by these California privacy rights requirements and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

12. Individuals in Canada

We comply with applicable Canadian data protection laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA).

Your provision of Personal Information to us means that you agree that we may collect, use and disclose such Personal Information for the purposes described in this Privacy Notice. Should you choose not to provide us with required Personal Information, we may not be able to provide certain services. You acknowledge that we may retain service providers to perform certain services, and that such service providers may be located in the United States or another jurisdiction. You further acknowledge and agree that Personal Information may be processed and stored in such jurisdiction, and that foreign courts or law enforcement or regulatory agencies may be able to obtain disclosure of such Personal Information in such jurisdictions.

Depending in which province you reside, you may have the privacy rights set forth below in Section 13, including the rights to access, delete, and request correction of your Personal Information.

When we rely on your consent, you may have the right to refuse to provide or to withdraw your consent to processing of your Personal Information at any time. This would not affect processing where applicable law allows us to process Personal Information without consent.

We will not collect, use or disclose your Personal Information for any other purpose than those outlined above, except with your consent. We will respond to your requests regarding your Personal Information as promptly as possible.

13. Your Privacy Rights and How to Exercise Them

Depending on where you live, you may have the following rights with respect to your Personal Information under applicable data protection laws:

- *Access* – You may have the right to know what Personal Information we have collected about you and to access such data.
- *Data portability* – You may have the right to receive a copy of your information in a portable and readily usable format.
- *Deletion* – You may have the right to delete your Personal Information that we have obtained, subject to certain exceptions.

- *Correction* – You may have the right to correct inaccuracies in your Personal Information.
- *Opt out of certain processing* – You may have the right to: (a) opt out of the processing of your Personal Information for purposes of targeted advertising, (b) opt out of the sale or sharing of your Personal Information; (c) limit the use of your Sensitive Personal Information (if applicable), and (d) opt out of the processing of your Personal Information for profiling in furtherance of decisions that produce legal or similarly significant effect concerning you.
- *Withdraw Consent* – The right to withdraw your consent where we are relying on your consent to process your Personal Information.
- *Automated Decision-Making* – To the extent we conduct such activities, the right to know when you are subject to automated decision-making, the Personal Information used to render the decision, the principal factors and parameters involved in the decision, and human review or correction of the decision (or its underlying data, where appropriate). You may also have the right to consent or opt out of this automated decision-making, depending on your location.

To opt out of marketing emails, please email us at privacy@weedman.com or by following the instructions included in the email or text correspondence. Please note that, even if you unsubscribe from certain correspondence, we may still need to contact you with important transactional or administrative information, as permitted by law. Additionally, if you withdraw your consent or object to processing of your Personal Information, or if you choose not to provide certain Personal Information, we may be unable to provide some or all of our Services to you.

To exercise any of the privacy rights afforded to you under applicable data protection laws or appeal any decision we make about your privacy rights, please submit a request to us by one of the following methods:

- E-mailing us at privacy@weedman.com
- Submitting a request through our [webform](#).
- Clicking on the opt out links at the bottom of our website

You may also initiate any opt outs by broadcasting an Opt-Out Preference Signal, such as the Global Privacy Control (GPC). We honor Opt-Out Preference Signals, including GPC. If you choose to use an Opt-Out Preference Signal, you will need to turn it on for each supported browser or browser extension you use.

You will not be discriminated against in any way by virtue of your exercise of the rights listed in this Privacy Notice which means we will not deny goods or Services to you, provide different prices or rates for goods or Services to you, or provide a different level or quality of goods or Services to you. Only you, or an authorized agent that you authorize to act on your behalf, may make a request related to your Personal Information. You may also make a request on behalf of your minor child.

We must verify your identity before fulfilling your requests, and if we cannot verify your identity, we may request additional information from you. If you are an authorized agent making a request on behalf of another person, we will also need to verify your identity, which may require proof of your written authorization or evidence of a power of attorney. We endeavor to respond to requests within the time period required by applicable law. If we require more time, we will inform you of the reason and extension period in writing.

We do not charge a fee to process or respond to your requests unless they are excessive or repetitive. If we determine that a request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request. We may deny certain requests, or only fulfill some in part, as permitted or required by law. If you are not satisfied with the resolution of your request and you are afforded a right to appeal such decision, you may appeal the decision by using the above contact methods.

14. Changes to this Privacy Notice

Please note that we may modify or update this Privacy Notice from time to time, so please review it periodically. We will provide you notice if material changes are made. Unless otherwise indicated, any changes to this Privacy Notice will apply immediately upon posting to our websites.

15. Contact Us

If you have any questions about our practices or this Privacy Notice, please contact us at privacy@weedman.com. You may also write to us at 9 Cobble Dick St. Unit W, PO Box 490, Orono, ON. L0B 1M0.