

ONLINE PRIVACY STATEMENT

Your privacy is important to MAPEI Inc. ("Company", "our", "we", or "us"), a wholly owned subsidiary of Mapei S.p.A. This privacy practices statement ("Privacy Statement") applies to the different Company sites that link or refer to this Privacy Statement, such as our websites, computer or mobile software applications, social media pages, QR Codes and HTML-formatted e-mail messages (individually and collectively, the "Site"), and is designed to explain what type of information is gathered and tracked, how the information is used, with whom the information is shared or transferred, how you can make changes to certain information and the level of security we have in place to protect personal information that is under our control.

It is Company's policy to comply with the privacy legislation within each jurisdiction in which we operate. Sometimes the privacy legislation and/or an individual's right to privacy are different from one jurisdiction to another. This Privacy Statement covers only those activities that are subject to the provisions of Canada's federal and provincial privacy laws, as applicable.

This Privacy Statement does not apply to the practices of companies that Company does not own or control, or to people that Company does not employ or manage.

We encourage you to read this Privacy Statement before using our Site. By accessing and/or using our Site, you agree to the terms of this Privacy Statement as they may be amended from time to time, so please do not use this Site if you disagree with any part of this Privacy Statement. As we update and/or expand our services and products, this Privacy Statement may change, so check back to this page from time to time. This Privacy Statement is incorporated into, and part of, the Terms of Use located at www.mymapeheat.com ("Terms of Use"), which governs your access to and use of the Site, including any Content (as such term is defined in our Terms of Use) offered by or on behalf of Company via our Site.

The Site may provide links to or the ability to connect with non-Company websites, services, social networks and applications. Clicking on those links or enabling those connections may allow a third party to collect or share information about you. Those third-party websites, services, social networks and applications are beyond our control. We encourage you to carefully review the privacy policies and terms of use of any non-Company websites, services, social networks and applications before providing your personal information to them. The Company is not responsible or liable to you, or any third party, in any way for the privacy practices or the content of those other websites, services, social networks or applications.

If you are unsure whether this Privacy Statement is in conflict with the applicable local laws where you are located, you should not submit your or any other person's personally identifiable information to us. Anyone who accesses, uses or interacts with us, our third-party providers or this Site who submits personally identifiable information or provides any other information, including but not limited to sensitive information, does affirmatively consent to the collection, using and sharing of such information, including personally identifiable information, as provided in and in accordance with this Privacy Statement.

PRIVACY STATEMENT

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Scope

This Privacy Statement explains how we handle personally identifiable information you share with Company and other information we obtain from you through your access to and use of our Site.

Information Collection

You may use this Site to learn about our products and services without disclosing any personal information. We may also provide a more typical registration flow where you may be required to provide us with contact information, such as your first and last name, e-mail addresses, company name, telephone, mobile and facsimile numbers, type of business, and certain other information about you and your business related to your use of our products and services in order to find a purchase point in Canada and in order to use our Contact us page on our website.

On the Site, you may be able to: (i) participate in surveys, sweepstakes and other promotions. If you choose to participate in these promotions, we may ask you for information such as your name, e-mail address, postal address and telephone number; (ii) sign up to receive electronic newsletters and promotional e-mails from us and our Affiliates (as such term is defined below), including new ideas, special offers and event information (to sign up, we may ask you for information such as your name, e-mail address, postal address, telephone number); (iii) sign up to receive communications about our products and services through your mobile device by submitting your mobile telephone number or e-mail address online or by texting us.

If you communicate with us through the "Contact Us" link on the Site, we may ask you for information such as your name and/or your company's name, e-mail address, ZIP code and telephone number.

We and our third-party providers may also collect information by automated means, such as cookies, web beacons and web server logs through your interaction with and use of the Site and non-Company websites ("Automated Interactions"), which usually does not reveal your specific identity or does not directly relate to an individual. Such information may include, but is not limited to, network routing information (where you came from), equipment information (browser type), your IP address (which may identify your general geographic location or company), and date and time, clickstream information (when each Company webpage was visited and how much time was spent on the page), or general geo-location data.

Although Company's use of Automated Interactions may change over time as technology evolves, the following descriptions are designed to provide you with additional detail about Company's current approach to information collected from Automated Interactions.

Any personal information collected will be stored in Canada at the offices of Mapei Inc. However, we may share personal information about you with third parties outside Canada for storage purposes. If we share your personal information outside Canada for storage purposes, we will use reasonable efforts to ensure that the storage is performed in a manner that is consistent with this Privacy Statement.

We will use your personal information only during a period necessary for the permitted use as described in this Privacy Statement.

Cookies: Company's server will query your browser to see if there are "cookies" previously set by our Site. A cookie is a small piece of information sent by a Web server to store on a Web browser so it can later be read back from that browser. Cookies may collect information, including a unique identifier, user preferences, profile information, and general usage and volume statistical information. Cookies may also be used to collect individualized website use data, provide Site personalization, or conduct and measure the effectiveness of advertising in accordance with this Privacy Statement.

You can set your browser to alert you when a cookie is being used, and accept or reject the cookie. You can also set your browser to refuse all cookies or accept only cookies returned to the originating servers. Users can generally disable the cookie feature on their browser without affecting their ability to use the Site, except in some cases where cookies are used as an essential security feature necessary for transaction completion. Cookies, however, are important to the proper functioning of a service, and disabling them may degrade your experience and interfere with our Site's features and customizations.

We, along with certain third parties, may use other kinds of local storage technologies, such as Local Shared Objects (also referred to as "Flash cookies") and HTML5 local storage, in connection with our services. These technologies are similar to the cookies discussed above in that they are stored on your device and can be used to store certain information about your activities and preferences. However, these technologies may make use of different parts of your device from standard cookies, so you might not be able to control them using standard browser tools and settings.

Embedded URLs: Company may use a tracking technique that employs embedded URLs to allow use of the Site without cookies. Embedded URLs allow limited information to follow you as you navigate the Site, but are not associated with personal information and are not used beyond the session.

Embedded Pixels and Similar Technologies: On the Site, Company and its service providers may use embedded pixel technologies for the purposes of identifying unique user visits (as opposed to aggregate hits), and for advertising purposes. In addition, embedded pixels or other technologies may be used in e-mails and our online display advertising to provide information on when the e-mail or ad was opened to track

marketing campaign responsiveness; information collected using these technologies may be associated with the recipient's e-mail address.

Widgets, Buttons, and Tools: Our Site may include widgets, buttons or tools which are interactive mini-programs that run on our Site to provide specific services from another company (e.g., links to bookmarked sites or allowing you to share a profile with your FaceBook or Twitter account or the content of the Site to be commented upon and shared within a social media platform), along with buttons or other tools that link to other companies' services (e.g., a "Like" button or third-party map). The widget, button or tool may collect and automatically send personal information, such as your e-mail address, or other information (such as your browser information or IP address), to a third party. Cookies may also be set or used by the widgets, buttons or tools to enable them to function properly or for other purposes, which may include advertising. Information collected or used by a widget, button or tool, including cookie settings and preferences, is governed by the privacy policy of the company that created it. We have no responsibility or liability for the practices, policies and security measures implemented by such parties.

Location-Based Services: We and our partners and licensees may collect, use and share the physical location of your device and use it to provide you with personalized location-based services or content. Where available, location-based services may use GPS, Bluetooth and your IP Address, along with crowd-sourced Wi-Fi hotspot and cell tower locations, and other technologies to determine your devices' approximate location. In some instances, you may be permitted to allow or deny such use of your device's location, but if you choose to deny such use, we may not be able to provide you with the applicable personalized services or content.

Web Analytics Services: We also may use third-party web analytics services, such as Google Analytics, to measure the effectiveness of our advertising and determine how visitors use our Site. These service providers' tools, including cookies, web server logs and web beacons, allow us to collect information such as the state and ZIP code from which our visitors come and the IP addresses of our visitors' computers. You can opt out of aggregation and analysis of data collected by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

Other Ways We Collect Information

Wi-Fi Network Information: To connect your Mapei product to our Sites, or to access your Mapei product over the Internet from a computer, a smartphone or a tablet, you will need to connect it to your Wi-Fi network. During setup, the Mapei product will ask for your Wi-Fi network name (SSID) and password to connect to the Internet. It will save this information on the device, along with your IP address, so that you can access it and control it from your computer, smartphone or tablet, and so that it can communicate with our servers and download software updates. Once connected to your Wi-Fi network, your Mapei product regularly sends the data described in this Privacy Statement (excluding your Wi-Fi password) to Mapei to provide you with the applicable services.

Bluetooth data: Bluetooth-enabled Mapei Products may broadcast an identifying signal wirelessly. This is used to connect with your Bluetooth-enabled devices (such as a smartphone or tablet) in order to deliver certain product features.

QR Codes: We may use QR codes in connection with certain promotions, contests and special events. If you scan our QR code, you may get an invitation on your mobile device to join our mailing list. To sign up, we ask you for information such as your name, mailing address, email address, telephone numbers, and age. We use the information to communicate with you about our products, services and promotions and as described in this Privacy Statement.

Publicly Available and Other Sources: We also may obtain information you have made publicly or lawfully available, such as via social media posts, or information provided by third-party sources, such as marketing opt-in lists, data aggregators and our third-party providers. In addition, we may supplement information you give us via this Site with information from other sources, such as information validating your e-mail address or other available information about you or your business.

If we combine non-personally identifiable information with personal information, we will treat the combined information as personal information.

How We Use Information

Company uses the information we collect from you for the following purposes:

- Provide products and services to you;
- Send you promotional materials and other communications;
- Communicate with you about, and administer your participation in, special events, contests, sweepstakes, programs, offers, surveys and market research;
- Provide advertisements to you about our products and services in accordance with this Privacy Statement;
- Tailor your use of the Site, marketing experience and communications according to your preferences and our terms;
- Interact with you on third-party social networks (Company's interactions with you on a third-party social network would be subject to that network's privacy policies and terms of use);
- Respond to your inquiries;
- To post testimonials;
- Create and manage your account;

- Communicate with our servers;
- Provide software updates;
- Operate, evaluate and improve our business (including developing new products and services); enhancing and improving our Site (for example, to facilitate navigation and the login process, avoid duplicate data entry, enhance security and keep track of shopping cart additions and information between sessions); managing our communications; analyzing our products and customer base; cross-referencing customer databases to identify common customers; performing data analytics (including online advertising and e-mail marketing); and performing accounting, auditing and other internal functions;
- Verify your identity;
- Contact or notify you if necessary;
- Protect the security or integrity of our Site and our business;
- Protect against, identify and prevent fraud and other unlawful activity, claims and other liabilities; and
- Comply with and enforce applicable legal requirements, our Terms of Use, relevant industry standards, contractual obligations and our policies.

In connection with a job application or inquiry, whether advertised on our Site or otherwise, you may provide us with information about yourself, such as a resume or curriculum vitae, and we may use such information throughout Company for the purpose of employment consideration or to reply to your inquiry.

We also may use the information in other ways for which we may provide specific notice at the time of collection.

In addition, we may use non-personally identifiable information we collect for any lawful purpose. If we are required to treat non-personally identifiable information as personal information under applicable law, then we will only use it in the same way that we are permitted to use and disclose personal information.

Information We Share

We do not sell or otherwise disclose personal information about you, except as described in the Privacy Statement. We may share the personal information you provide to us with our affiliates and our and their respective parents and their respective subsidiaries worldwide ("Affiliates"), licensees and joint venture partners for the purposes described in this Privacy Statement. In addition, subject to your prior consent that we may obtain by email or online, and to the extent permitted by law, we may share information about you with other third parties for those parties' own purposes, such as to offer products or services that may interest you.

We also may share the information with our service providers who perform services on our behalf based on our instructions. These service providers are not authorized by us to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements. Examples of these service providers include entities that verify information, fulfill orders, and provide web hosting, analytics and marketing services. These service providers may combine data we provide to them or allow them to collect from or about you with data they collect in connection with other websites, applications or services to measure the effectiveness of our advertising and determine how you use our Site and services. At all times, your personal information will only be available to persons who must access the information to perform the permitted use.

We also may disclose information about you: (i) if we are required to do so by law or legal process (such as a court order); (ii) in response to a request by law enforcement authorities; (iii) to enforce our Terms of Use or the terms of any of our statements or policies; or (iv) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity. We also reserve the right to transfer personal information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation). Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with our Privacy Statement. Following such a sale or transfer, you may contact the entity to which we transferred your personal information with any inquiries concerning the processing of that information.

We may also share, sell and transfer aggregated, anonymized information for any purpose, except where applicable law requires otherwise.

Public Forums

When you contribute to a public area, such as a chat room, bulletin board, list serve, wall, blog, wiki or other open forum that we may make available on or through our Site or an authorized third-party website, the information that you submit may be made available to the general public. We do not restrict the distribution of personal information that you voluntarily disclose in these public forums, so that information can be collected and used by others. For this reason, we recommend that you do not submit any sensitive information, including your full name, home address, phone number, other information that would enable other users to locate you, or financial information on these areas. We cannot prevent such information from being used in a manner that may violate this Privacy Statement or applicable law.

Your Rights and Choices

We offer you certain choices in connection with the personal information we collect about you, such as how we use the information and how we communicate with you. To update your preferences, ask us to remove your information from our mailing lists, exercise your rights or submit a request, please contact us as indicated in the "How to Contact Us" section of this Privacy Statement. You can also unsubscribe from our mailing lists by following the "Unsubscribe" link in our e-mails. To the extent provided by law, you may request access to the personal information we maintain about you or request that we correct, amend, delete or block the information by contacting us as indicated below. Where provided by law, you may withdraw any consent you previously provided to us or object at any time on legitimate grounds to the processing of your personal information, and we will apply your preferences within a commercially reasonable period thereafter going forward.

Targeted Advertising

We also may contract with third-party advertising networks that collect IP addresses and other information through the use of cookies, web server logs and web beacons on our Site and e-mails; on third-party websites and e-mails; and on our advertising placed on third-party websites. They use this information to provide advertisements about products and services tailored to your interests (including for companies not affiliated with us). You may see these advertisements on other websites. This process also helps us manage and track the effectiveness of our marketing efforts. To learn more about advertising networks that participate in industry-developed programs designed to provide consumers choices about whether to receive targeted advertising and to opt out of such interest-based advertising, visit the Digital Advertising Alliance at www.aboutads.info/choices or the Network Advertising Initiative at www.networkadvertising.org/choices.

Online Tracking and How We Respond to 'Do Not Track' Signals

When you use our Site, both we and certain third parties (such as our advertising networks, digital advertising partners and social media platforms) may collect personal information about your online activities over time and across third-party websites. Certain web browsers allow you to instruct your browser to send Do Not Track ("DNT") signals to websites you visit, informing those sites that you do not want your online activities to be tracked. At this time, our Sites are not designed to respond to DNT signals or similar mechanisms from browsers. Thus, information about your online activities may continue to be tracked on our Site and used to maintain our Site's functionality and for our own analytics purposes described in this Privacy Statement even if your browser sends us a DNT signal. However, as indicated in the "Your Rights and Choices" section above, we offer you certain choices in connection with the personal information we collect about you and our interest-based advertising activities. If you do not want to be tracked on our website, you can send us an email at privacypractices@mapei.com, and we will use reasonable efforts to respond favorably to your request.

Newsletters

You may be able to sign up to receive newsletters about our products and services by submitting your e-mail address on this website. If you use this feature, you provide your affirmative consent and agree to allow us to send you newsletters about our products, services and promotions to such e-mail address. You may, at any time, opt out of receiving these newsletters by contacting us as specified in the "How to Contact Us" section below.

Services and Products on Other Websites

We may offer some of our products and services or authorized branding on or through other websites, apps and platforms. Information, including personally identifiable information, that you provide to those websites, apps and platforms may be sent to us in order to deliver our products and services or collected and used by us as described in this Privacy Statement. We process, use, share and secure such information under this Privacy Statement. The affiliated websites, apps and platforms through which our products and services and authorized branding are offered may have different privacy practices and we encourage you to read their privacy policies. We have no responsibility or liability for the practices, policies and security measures implemented by third parties on their websites, apps and platforms.

Information Security

While we endeavor to protect the security and integrity of personal information collected via this Site, due to the inherent nature of the Internet as an open global communications vehicle, we cannot guarantee that any information, during transmission through the Internet or while stored on our or our third-party providers' systems or otherwise in our care, will be absolutely safe from intrusion by others, such as hackers. If you correspond with us by e-mail, text message or Web forms like a "Contact Us" feature on our Site, you should be aware that your transmission might not be secure. A third party could view the information you send in transit by such means. We will have no liability for disclosure or damage of your information due to errors or unauthorized acts of third parties. If we believe that the security of your personal information in our care may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we will endeavor to notify you as promptly as possible under the circumstances. If we have your e-mail address, we may notify you by e-mail. You consent to our use of e-mail as a means of such notification. If you prefer for us to use the Canadian Postal Service to notify you in this situation, please e-mail us at privacypractices@mapei.com.

Majority

This Site is only intended to persons of age of majority according to the laws in force in any province in Canada where they reside. We ask that

no personal information in relation to such persons be submitted to us.

Data Integrity

Company takes reasonable steps to ensure that personal information the company collects is relevant for the purposes for which it is to be used and that the information is reliable for its intended use and is accurate, complete and current. We depend on our Site visitors, registered users and customers to update and correct their personal information in a timely manner whenever necessary.

How to Contact Us

If you would like us to update information we have about you or your preferences or if you have any questions or comments about this Privacy Statement, please contact us by e-mail at privacypractices@mapei.com. You also may write to:

Legal Affairs
MAPEI Inc.
2900 Francis Hughes Avenue
Laval (Quebec)
H7L 3J5

Applicable Law/Venue

This Privacy Statement shall be governed by, construed and enforced according to the laws of the Province of Quebec and Canadian laws when and where applicable, and without regard to the Province of Quebec's conflict of law provisions.

Any action, proceeding or litigation with regard to this Privacy Statement can only be instituted exclusively in the judicial district of Laval, Province of Quebec.

Changes in Privacy Statement / Acknowledgment

We retain the right to amend this Privacy Statement at any time and without prior notice to you, unless you signed up to the newsletters, in which case we will notify you by email. The practices and policies contained in this Privacy Statement replace all previous notices or statements with respect to the same subject. Your access, use or interaction with us, our third-party providers or our Site following the posting of such changes or the updated Privacy Statement will constitute your affirmative consent to and acceptance of any such changes. We encourage you to review our Privacy Statement frequently to make sure that you understand how we collect, track, compile, use, transfer, secure and share information.

Privacy Statement Effective Date: August 2020.