

## **PRIVACY NOTICE**

Miller Industries, Inc. respects and is committed to protecting your privacy. Miller Industries, Inc. offers a broad range of towing and recovery equipment products and services (the “Products”). Our Products are sold through a network of distributors (the “Distributors”) to customers in the United States. Our Products are also sold directly to Customers in the United States and throughout the rest of the of the world (collectively “Customers”).

### **Contact Information**

Miller Industries, Inc.  
8503 Hilltop Drive  
Ooltewah, TN 37363

Email: [sales@millerind.com](mailto:sales@millerind.com)

Telephone: 1-423-238-4171

This Privacy Notice explains what personal data we collect about you, how it is used, with whom it is shared, and the choices you can make and rights you can exercise in relation to your personal data. This Privacy Notice applies to Miller Industries, Inc. and all our direct and indirect subsidiaries and affiliates to include Miller Industries Towing Equipment Inc., Boniface Engineering, LTD, and Jige International (collectively “Miller Industries”, we”, “our”, and “us”). This Privacy Notice applies to all of our websites and all personal data we directly receive or collect from you or about you in the course of doing business. We recommend that you carefully review this Privacy Notice before providing us with your personal data.

For the purposes of applicable data protection laws, Miller Industries is the controller of the personal data you provide directly to us. As the controller, we process personal data in accordance with this Privacy Notice.

This Privacy Notice does not apply to third-party websites or social media features that may be accessed through links that we provide for your convenience and information. Accessing those links will cause you to leave our website and may result in the collection or sharing of personal data about you by a third party. We do not control, endorse, or make any representations about those third-party websites or their privacy practices, which may differ from ours. We encourage you to review the privacy notice of any site you interact with before allowing the collection and use of your personal data.

### **Data We Collect**

As used in this Privacy Notice, “personal data” is any information that personally identifies you or from which you could be identified either directly or indirectly. The personal data that we may collect from or about you depends on the interaction, but broadly falls into the following categories:

**Data You Provide to Us:** You may provide us with personal data when you interact with our websites. For example, when you utilize the “Contact Us” form, you will be asked to provide your first name, last name, country, and email address. You may also provide us with personal data through email, marketing communications, or through in-person interactions. Additionally, you may provide us with personal data through purchase of our Products, including first name, last name, and business contact information.

**Data We Automatically Collect:** Miller Industries uses cookies and other tracking technologies on our website and in our emails to improve and tailor information on our website. We use cookies to improve engagement and relevancy in the types of information presented to users. Cookies are pieces of information that a website transfers to your computer’s hard drive for recordkeeping purposes, and can make the website more useful by storing information about your preferences for a particular website.

The personal data collected may include your IP address, geographic location, your operating system, your device ID, your browsing activities (such as what pages are viewed), and other information about your system and connection.

**Data We Collect From Distributors:** Distributors of our Products share Customer warranty registration information with us, including company name, business address, and the product purchased.

The below chart summarizes our use, collection, and disclosure of personal data:

Types of Information Collected	Source of the Information	Purpose for Collection	Information Disclosed for a Business or Commercial Purpose? (Yes/No)	Categories of Third Parties (Which Does Not Include Service Providers) with whom the Your Information is Shared.
Identifiers (e.g., name,	Information directly submitted by a	To administer and manage our website; to sort and analyze user data; to develop our businesses and	Yes	Not shared with third parties.

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e-mail, postal address, and phone number)	consumer online or offline (such as at a trade show); information collected pursuant to a transaction; information collected from our dealers; information collected by our service providers on our behalf; and information collected through communications with our customer service department.	services; to provide customer support; to process, evaluate and respond to requests, inquiries and applications; to conduct marketing and sales activities (including generating leads, pursuing marketing prospects, performing market research, determining and managing the effectiveness of our advertising and marketing campaigns and managing our brand); to monitor and enforce compliance with our terms, including acceptable use policies; to comply with and exercise our rights under applicable law; to secure, troubleshoot, and maintain our systems and website; and/or any other purposes for which you provided the information to Miller Industries.		
Demographic Information	Information directly submitted by a consumer online or offline (such as at a	To administer and manage our website; to sort and analyze user data; to develop our businesses and services; to provide customer support; to process, evaluate and respond to requests, inquiries and	Yes	Not shared with third parties.

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	trade show); information collected pursuant to a transaction; information collected from our dealers; information collected by our service providers on our behalf; and information collected through communications with our customer service department.	applications; to conduct marketing and sales activities (including generating leads, pursuing marketing prospects, performing market research, determining and managing the effectiveness of our advertising and marketing campaigns and managing our brand); to monitor and enforce compliance with our terms, including acceptable use policies; to comply with and exercise our rights under applicable law; to secure, troubleshoot, and maintain our systems and website; and/or any other purposes for which you provided the information to Miller Industries.		
Professional or Employment Information	Information directly submitted by a consumer online or offline (such as at a trade show); information collected pursuant to a	To administer and manage our website; to sort and analyze user data; to develop our businesses and services; to provide customer support; to process, evaluate and respond to requests, inquiries and applications; to conduct marketing and sales activities (including generating leads, pursuing marketing prospects, performing market research, determining and	Yes	Not shared with third parties.

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	transaction; information collected from our dealers; information collected by our service providers on our behalf; and information collected through communications with our customer service department.	managing the effectiveness of our advertising and marketing campaigns and managing our brand); to monitor and enforce compliance with our terms, including acceptable use policies; to comply with and exercise our rights under applicable law; to secure, troubleshoot, and maintain our systems and website; and/or any other purposes for which you provided the information to Miller Industries.		
Commercial Information (e.g., purchase histories)	Information directly submitted by a consumer online or offline (such as at a trade show); information collected pursuant to a transaction; information collected from our dealers;	To administer and manage our website; to sort and analyze user data; to develop our businesses and services; to provide customer support; to process, evaluate and respond to requests, inquiries and applications; to conduct marketing and sales activities (including generating leads, pursuing marketing prospects, performing market research, determining and managing the effectiveness of our advertising and marketing campaigns and managing our brand); to monitor and enforce compliance with our terms,	Yes	Not shared with third parties.

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	information collected by our service providers on our behalf; and information collected through communications with our customer service department.	including acceptable use policies; to comply with and exercise our rights under applicable law; to secure, troubleshoot, and maintain our systems and website; and/or any other purposes for which you provided the information to Miller Industries.		
Consumer Preferences	Information directly submitted by a consumer online or offline (such as at a trade show); information collected pursuant to a transaction; information collected from our dealers; information collected by our service providers on our	To administer and manage our website; to sort and analyze user data; to develop our businesses and services; to provide customer support; to process, evaluate and respond to requests, inquiries and applications; to conduct marketing and sales activities (including generating leads, pursuing marketing prospects, performing market research, determining and managing the effectiveness of our advertising and marketing campaigns and managing our brand); to monitor and enforce compliance with our terms, including acceptable use policies; to comply with and exercise our rights under applicable law; to secure, troubleshoot, and maintain our systems and website;	Yes	Not shared with third parties.

Types of Information Collected	Source of the Information	Purpose for Collection	Information Disclosed for a Business or Commercial Purpose? (Yes/No)	Categories of Third Parties (Which Does Not Include Service Providers) with whom the Your Information is Shared.
	behalf; and information collected through communications with our customer service department.	and/or any other purposes for which you provided the information to Miller Industries.		
Website Browsing Activity	Web tracking technology such as browser cookies, flash cookies, and web beacons.	Website functionality, customization and security. Advertising and marketing.	Yes	Third party web tracking providers (but only after your direct us to do so).

### **How We Use Your Data**

We may use the personal data we collect for a range of reasons and examples include:

- **Marketing.** Sending you information for marketing purposes (in accordance with your marketing preferences).
- **Customer Support.** Sending Customers and Distributors updates about our Products, communicating with Customers and Distributors about their accounts, and providing warranty support to Customers.

- **Security and Technical Fixes.** Protecting the security and integrity of the websites and our Products, and correcting technical problems and malfunctions in how the websites operate or process visitors' information.
- **Compliance with Law.** Complying with applicable laws, regulations, court orders, government and law enforcement requests, protecting ourselves, and solving any disputes.
- **Administrative Communications.** Communications required by law or in connection with a merger, consolidation or sale of all or substantially all of the stock or assets of one or more of our businesses.

### **How We Share Your Personal Data**

- **Sharing with Service Providers.** We engage service providers, including to provide warranty support to Customers. When we share personal data with third party service providers, we take steps to protect your personal data by requiring these third parties to enter into a contract with us that require them to use the personal data we transfer to them in a manner that is consistent with this Privacy Notice and applicable privacy laws.
- **Law Enforcement, Government or Regulatory Bodies or Lawful Authorities.** We may disclose personal data to comply with laws, regulations or other legal obligations, to assist in an investigation, to protect and defend our rights and property, or the rights or safety of third parties, to enforce this Privacy Notice or agreement with third parties, or for crime-prevention purposes.
- **Change in Control or Sale.** We can also share your personal data as part of a sale, merger or change in control, or in preparation for any of these events. Any other entity which buys us or part of our business will have the right to continue to use your personal data, but only in the manner set out in this Privacy Notice unless you agree otherwise.

### **Choice and Opt-out**

You can opt out of receiving marketing emails from us at any time. You can opt out of our marketing emails by clicking the “unsubscribe” link at the bottom of our marketing messages. Opt-out requests can also be made by emailing us using the contact details provided under the “Contact Information” heading above. Please note that it may take up to 15 calendar days to remove your contact information from our marketing communications lists, so you may receive correspondence from us for a short time after you make your request.

## **European Economic Area (EEA) Residents**

Using the contact details provided under the “Contact Information” heading above, if you are a resident of Switzerland or the EEA, which includes all countries in the European Union, Lichtenstein, Iceland, and Norway, for personal data that we have about you, you can also ask us for a copy of your personal data, ask us to erase or delete all or some of your personal data, ask us to stop using all or some of our personal data or limit our use of it, or ask us for a copy of your personal data provided in a machine readable form.

If we have collected and processed your personal data with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data conducted in reliance on lawful processing grounds other than consent.

We do not make use of automated decision-making. As defined under current data protection laws, automated decisions are defined as decisions about individuals that are based solely on the automated (i.e., no human involvement) processing of data and that produce legal effects or that significantly affect the individuals involved.

You have the right to complain to a data protection authority about our collection and use of your personal data. For more information, please contact your local data protection authority. Contact details for data protection authorities in the European Union are available at [http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm).

We will respond to all requests we receive from individuals residing in the EEA and who wish to exercise their data protection rights in accordance with applicable data protection laws. We may ask you to verify your identity in order to help us respond efficiently to your request.

## **Legal Basis for Processing Information**

Where required by the EU General Data Protection with Regulation 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (“GDPR”), we will only collect and process personal data about you where we have a legal basis. Examples of legal bases include consent (where you have given consent), contract (where processing is necessary for entering into or the performance of a contract with you), and “legitimate interests.”

Where we process personal data based on consent, we will ask for your consent. You may withdraw your consent at any time, but that will not affect the lawfulness of the processing of your personal data prior to such withdrawal. Where we rely on contract, we will ask that you agree to the processing of personal data that is necessary for entering into or the performance of your contract with us, and we will inform you whether the provision of your personal data is mandatory and of the possible consequences if you do not provide your personal data.

We may process your personal data for the purposes of our legitimate interests, provided that such processing does not outweigh your rights and freedoms. Where we rely on legitimate interests, you have the right to object. We process your personal data based on legitimate interests in order to:

- Market and sell our Products;
- Protect you, us, or others from data security threats;
- Comply with laws that apply to us; and
- Enable or administer our business, such as for invoicing Customers or Distributors.

### **International Data Transfers**

Our servers operate in the United States and Europe, and our headquarters are located in the United States, so your personal data may be transferred to, stored, or processed in the United States. We will rely on legally-provided mechanisms to lawfully transfer personal data across borders.

In many cases, we will use European Commission-approved Standard Contractual Clauses as a legal mechanism for data transfers from the EU. You can find more information about Standard Contractual Clauses [here](#) on the European Commission website. These clauses are contractual commitments between companies transferring personal data, binding them to protect the privacy and security of the data.

### **Retention Period**

We retain the personal data we collect from you when we have an ongoing legitimate business need to do so (such as providing you Products). We will also retain your personal data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

When we no longer need to process your personal data for the purposes set out in this Privacy Notice, we will delete your personal data from our systems.

## **How We Keep your Data Secure**

Miller Industries utilizes reasonable and appropriate protections to ensure that personal data in our care is not misused or accessed without authorization. Any service provider whom we retain to provide services for us and who will have access to personal data must generally agree to abide by the terms of this Privacy Notice.

## **Children**

We do not knowingly collect any personally identifiable information from children under 16 years old through the website. However, if the parent or guardian of a child under 16 believes that the child has provided us with personal data, the parent or guardian of that child should contact us using the contact details provided under the “Contact Information” heading above if they want this information deleted from our files. If we obtain knowledge that we have personal data about a child under 16 in retrievable form in our files, we will delete that information from our existing files. In addition, anyone under 16 years old should seek their parent’s or guardian’s permission prior to using or disclosing any personal data on the website.

## **California Residents**

California residents have specific rights under the California Consumer Privacy Act (“CCPA”). Please note that we will seek to verify your identity when we receive an individual rights request in order to ensure the security of your information and that you may assign an authorized agent make a request on your behalf. Please contact us as provided for in the Contact Information section above to exercise any of the rights described in this section.

California residents have the right to request the deletion of personal data, but Miller Industries may not delete some or all requested personal data as required or allowed by applicable law. California residents may also request to receive details about how we collect, use, and share your personal data. Specifically, you may request to receive the specific pieces of personal data that we have collected about you.

We do not sell personal data and do not discriminate against you for exercising any CCPA rights, such as the access and deletion rights described above. If we choose to offer a product enhancement or financial incentive that is contingent on you sharing personal

information, we will ensure that the value provided to us by that collection is reasonably related to the value of the product enhancement or financial incentive.

### **Direct Marketing and Do Not Track Signals**

Certain states laws require that we indicate whether we honor “Do Not Track” settings in your browser concerning targeted advertising. We adhere to the standards set out in this Privacy Notice and do not monitor or follow any Do Not Track browser requests.

### **Changes to Our Privacy Notice**

If we modify our Privacy Notice, we will post the revised statement here, with an updated revision date. All such updates and amendments are effective immediately upon notice thereof, which we may give by any means, including, but not limited to, posting a revised version of this Privacy Notice on our website or presenting a pop-up notification. You should view this Privacy Notice often to stay informed of changes that may affect you.

*Last Updated: January, 2020*