

# PRIVACY POLICIES

## GENERAL TERMS

Raven Industries, Inc. and all of its subsidiaries (collectively known as “Raven” for purposes of this privacy policy) values your interest in its products and your visit to this website and other websites used and maintained by Raven. Raven’s sole purpose for operating websites is to provide information concerning its services and products to customers, vendors, business partners, employees and others.

Raven recognizes the importance of maintaining the privacy of any Personal Information collected through any means. Therefore, we process any Personal Information collected in accordance with the legal provisions for the countries in which the Personal Information is kept and maintained.

This Privacy Policy relates to our use of any Personal Information provided to or collected by Raven.

## WHAT TYPE OF PERSONAL INFORMATION DO WE COLLECT?

Raven collects different types of Personal Information. Both outside and within the United States, Raven collects Personal Information belonging to its employees, contractors, suppliers, and customers that is relevant for the business purposes described below. This privacy policy applies to all information collected by or submitted to Raven or its services via Raven’s website(s), including any information by which you may be personally identified, such as name, postal address, email address, telephone number(s), or any other information defined as personal or personally identifiable information under applicable law (“Personal Information”). Where required by law, the definition of Personal Information will be deemed to include European Union Personal Data, however received.

Much of the Personal Information Raven collects is voluntarily provided by the employee or customer.

The types of Personal Information Raven collects include, but are not limited to:

- **Employment contact and identification details:** name, home address, documents that verify address, phone number, mobile phone number, personal email address, driver’s license, other governmental identification information such as social security number, date of birth, age, number of children or dependents, race, country of domicile.
- **Position description:** title, division or subsidiary of employment, position held, start date, end date if past employee, performance reviews and assessments if applicable.
- **Employee and customer access or use information:** user name and passwords to log into a customer portal, location data, other website or product access information, use of corporate credit card (aka “P Card”), the division or subsidiary with which business is conducted, purchase order information including delivery addresses and phone numbers.
- **Financial information:** voided check or banking information for opt-in direct deposit payment option, salary and bonus plan payouts, 401K contributions and employer match, benefit contributions, payment history, bank or investment account.
- **Medical information:** Raven provides a physical trainer, counselor, and physician’s assistant (“PA”) services, free of charge, to its Team Members. The trainer, counselor, or physician’s assistant may collect various health related information from a Team Member for the purposes of providing their service(s).

In order to optimize our services to you and continually improve our products, we may ask you for information about your personal or professional interest, demographic background, your experiences with our products and services, as well

as more detailed information pertaining to our contact with you. We may also use your IP address for some of our website services. Information on the “cookies” that we use and their features can be found in our Cookies section below.

Personal Information does not include information that is not identified or identifiable to a natural person, or information that has been stripped of all identifiers such that an individual cannot be identified or re-identified.

## RAVEN'S PURPOSE OF COLLECTING PERSONAL INFORMATION AND MACHINE DATA

Raven recognizes and respects the interested person's legal rights, such as, among others, the right to access his/her own Personal Information, the right to obtain the updating rectification or integration of data, the right to cancel the data in cases provided for by applicable laws. Raven will use your personal information only to the extent it is compatible with the following purposes:

- For legitimate business purposes and objectives (including, but not limited to, providing services, financing, customer support, product safety, marketing, promotions, and recruitment of employees) in compliance with the principles of relevance, pertinence, and utilizing processing methods adequate to such objectives (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance);
- For compliance with processes and procedures provided for by Raven's system for protection of company data, according to which all data is classified in order to determine and perform necessary security measures;
- For service administration purposes, which means that Raven may contact you for reasons related to the service you have signed up for.

More particularly:

- Employee Information:
  - To identify current or potential employees and some past employees;
  - Example of purpose for past employees would be for purposes of litigation or consulting;
  - To pay that employee;
  - To provide employment benefits to that employee: such as a retirement 401K, health, dental, vision, etc.;
  - To track that individual's relation to Raven such as applicant, employee, former employee and all potential statuses of such, e.g., retired, quit, terminated.
- Customer Information & Service:
  - To provide, personalize, improve, update and expand our services, which may include:
    - Authenticating your access to the services and improving Raven technological security;
    - To fulfill orders for products or services, and for other services related to your order such as product delivery, maintenance, warranty service, financing, leasing, and credit services;
    - Processing your payments for products and/or service subscriptions or features;
    - Provide support to products, product improvement, diagnostics and repairs, product safety or recalls;
    - Building new and improving existing products and services;
    - Conducting scientific or statistical research; or
    - Enforcing our Terms and Conditions.
- Communications:
  - We use your Personal Information to communicate with you about the services such as when we:
    - Respond to your inquiries to member services;
    - Inform you of product changes or updates, or new products and services;

- Provide you with information or request action in response to technical, security, and other operational issues; or
- To provide you with marketing, communications, and offers for products and services from Raven or our distributors or suppliers.
- Marketing:
  - We use your Personal Information to better manage our everyday business needs such as payment processing and financial account management, product development, product safety, contract management, website administration, web-forum management, order or contract fulfillment, analytics, fraud prevention, corporate governance, reporting and legal compliance

## SHARING PERSONAL INFORMATION

Raven may share your Personal Information if we believe it is reasonably necessary to:

- Comply with valid legal process (e.g., subpoenas, warrants);
- Enforce or apply Raven's Terms and Conditions;
- Protect the security or integrity of services; or
- Protect the rights, property, or safety, of Raven, our employees or users.

Raven also uses various service providers to help us provide services to you. As a result, these partner companies will have some of your information in their systems. Our partner companies are subject to contractual obligations governing data security and confidentiality consistent with this Privacy Statement and applicable laws.

These processing partners include our:

- Payment processors;
- Retirement Fund managers and providers;
- Health care, dental, and vision providers; and
- Remote access service providers.

Raven does not sell or share any Personal Information with non-agent third parties.

## TRANSFERS OF YOUR PERSONAL INFORMATION TO OTHER COUNTRIES

Raven is a global organization headquartered in Sioux Falls, South Dakota, United States of America and has legal entities, business functions, and systems in countries around the world, including the European Economic Area. Although the Personal Information Raven processes, and all associated services and systems, are housed on a server located in the country where each Raven location operates, Raven and our service providers may transfer your Personal Information to, or store, or access it in, jurisdictions that may not provide equivalent levels of data protection as your home jurisdiction. We will take steps to ensure that your Personal Information receives an adequate level of protection in the jurisdictions in which we process it.

Further information regarding the international transfer of Personal Information may be obtained by contacting us.

## RECIPIENTS OF THE PERSONAL INFORMATION

The Personal Information will be stored in a variety of locations or departments. The recipient(s) of the Personal Information will vary based on employee, non-employee, customer, and non-customer data.

For employees, recipient is the Raven Human Resources Department and outside vendors such as payroll and benefits providers.

For customers, the recipient is the correlating division or subsidiary providing the service or product. For example, Raven Applied Technology and Raven Engineered Films divisions share information with Raven corporate services for processing. Raven subsidiary AeroStar International, Inc. also shares information with Raven Industries, Inc.'s corporate services division to fully process orders. For example, an invoice for an order of any division or subsidiary will be processed through the Raven Industries, Inc. finance division.

## COOKIES & SIMILAR TECHNOLOGIES

Cookies are small text files placed on your device to store data that can be recalled by a web server in the domain that placed the cookie. Our website uses cookies to distinguish you from other users of our website and to collect information about your online preferences. This helps us to provide you with an optimal experience when you browse our website and also allows us to improve our site. We use cookies and similar technologies for storing and honoring your preferences and settings, enabling you to sign-in, combating fraud, analyzing how our products perform, and fulfilling other legitimate purposes. By continuing to browse the site, you are agreeing to our use of cookies.

We also use "web beacons" to help deliver cookies and gather usage and performance data. Our websites may include web beacons, cookies, or similar technologies from third-party service providers.

You have a variety of tools to control the data collected by cookies, web beacons, and similar technologies. For example, you can use controls in your Internet browser to limit how the websites you visit are able to use cookies and to withdraw your consent by clearing or blocking cookies.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control.

Most internet browsers are automatically set up to accept cookies. However, you can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. Please note: if you use your browser settings to block some or all cookies you may not be able to access all or parts of our site.

## INFORMATION RETENTION POLICY

We will retain your Personal Information for as long as you are employed by Raven or, if you are a Raven customer, for as long as you maintain an account or as otherwise necessary to provide you with Raven services. Raven will also retain your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Raven will hold your Personal Information on our systems for as long as is necessary for the relevant product, or service, or as long as is set out in any relevant contract you have with Raven or Raven's data retention schedule.

Raven will maintain personal data for as long as necessary to fulfill the purposes outlined in this document and per record retention requirements at the federal, state, and member state level based on the category of personal information processed.

Raven takes reasonable steps to ensure that Personal Information is accurate, complete, current, and reliable for its intended use.

Where permissible, we will also delete your Personal Information upon request; please see the Contact Us information below to make such a request.

Please note, however, that each request for deletion is subject to review by the Raven Legal Department; there may be certain circumstances in which we will have to keep and maintain the Personal Information even in light of your request. Those circumstances will be in accordance with the lawful basis for Personal Information retention under Article 6 of the GDPR – Lawfulness of processing.

## LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION (EUROPEAN ECONOMIC AREA, "EEA")

If you are from the EEA, our legal basis for collecting and using the Personal Information described in this Privacy Policy will depend on the Personal Information concerned and the specific context in which we collect it. We collect and use your information for a variety of business purposes that are in our legitimate interest, in order to enter into or perform a contract with you, with your consent, or to comply with our legal obligations.

If you wish to learn more about specific legal grounds we rely on to process your information for any particular purpose (including any legitimate interest we have to process this information), please contact us as provided under the Contact Us section.

## YOUR INFORMATION PROTECTION RIGHTS (EEA)

In some regions, such as the EEA, you may have certain rights in relation to your Personal Information, including the right to access, correct, update, or request deletion of your Personal Information. Raven takes reasonable steps to ensure that the data we collect is reliable for its intended use, accurate, complete, and up to date. Contact us via the information below about accessing, correcting, updating, or deleting your Personal Information, or altering your data. We will consider your request in accordance with applicable laws.

You can object to processing of your Personal Information, ask us to restrict processing of your Personal Information, or request portability of your Personal Information. Again, you can exercise these rights by contacting us as provided in the Contact Us section.

Similarly, if we have collected and processed your Personal Information with your consent, 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 Information conducted in reliance on lawful processing grounds other than consent.

We respond to all requests we receive from individuals wishing 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.

## CONTACT US

If you have any questions, comments, or concerns about how we handle your Personal Information, or if you believe Raven is processing your Personal Information unlawfully, please contact us through our Support Team or write to us at:

Raven Industries, Inc.  
Attn: Privacy Office, Legal Department  
205 E. 6<sup>th</sup> St.  
Sioux Falls, SD 57104

Email: [legal@ravenind.com](mailto:legal@ravenind.com)

You have the right to lodge a complaint with your supervisory authority.

## UPDATES TO THIS PRIVACY POLICY

We may revise this Privacy Policy from time to time. The most current version of our Privacy Policy will govern our use of information about you. If we make material changes to our Privacy Policy, we will notify you by email or by posting a notice on our website, ravenind.com. By continuing to access or use our Platform after those changes become effective, you are subject to the revised Privacy Policy and are deemed to have consented to its use and terms.

## CALIFORNIA'S SHINE THE LIGHT LAW

California Civil Code Section 1798.83, known as the "Shine the Light" law, permits Users who are California residents to request and obtain from us a list of what Personal Information, if any, we disclosed to third parties for their direct marketing purposes in the preceding calendar year and the names and addresses of those third parties. Request may be made only once a year and are free of charge. Under Section 1798.83, Raven currently does not share any Personal Information with third parties for our own direct marketing purposes.