

PRIVACY STATEMENT

Your privacy is important to MAPEI Corporation a wholly owned subsidiary of MAPEI S.P.A. ("MAPEI", "our", "we", or "us"). This privacy practices statement ("Privacy Statement") applies to the web and social network sites operated and managed by MAPEI, including but not limited to: www.mapei.com and others that may be added in the future ("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.

This Privacy Statement does not apply to the practices of companies that MAPEI does not own or control, or to people that MAPEI 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, 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 and Conditions located at www.mapei.com, which governs your access to and use of the Site, including any information, materials, content, product and service offered by MAPEI via our Site.

This Privacy Statement shall be interpreted under the laws of the United States, regardless of the location, residence or nationality of individual users or the physical or virtual location of any information collected by or provided to us.

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: (i) the international transmission, transfer, processing and/or storage of all such information, including personally identifiable information, to a country which may be deemed to have inadequate data protection and (ii) the collection, using and sharing of such information, including personally identifiable information, as provided in this Privacy Statement.

MAPEI's PRIVACY STATEMENT

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Scope

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

Personal Information Collection

You may use this Site to learn about our products and services without disclosing any personal information. We may allow you to register with us by using Facebook Connect or other social networking sites authentication options to create an account. 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, home, business and email addresses, telephone, mobile and facsimile numbers, type of business, and certain other information about you and your business to better serve you and our needs. We may also collect information from third-party sources, including from social media and other websites that display authorized MAPEI branding. For example, if you post a comment on our Facebook page or send us a message on Twitter, we may collect that information as described in this Privacy Statement.

Uses

Your personally identifiable information may be used by us for all legal purposes, which may include, but are not limited to: create an account, enter a sweepstake, sign up for newsletters, participate in a survey, respond to your requests for information, provide you with helpful offers and information on our products and services, customize and improve communication content, marketing research, and provide our customers and Site visitors with existing and new products and services. If you request something from this Site (for example, a product or service, a callback, or specific marketing materials), we will use the information you provide to fulfill your request. In connection with a transaction, we may also contact you as part of our customer satisfaction surveys or for market research purposes. 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 MAPEI for the purpose of employment consideration or to reply to your inquiry. From time to time we may supplement information you give us via this Site with information from other sources, such as information validating your email address or other available information about you or your business. This is to help us maintain the accuracy of the information we collect and to help us provide better service and products to our customers. In addition, we may use your personal information for internal purposes, such as fraud and theft prevention, accident reporting, development and administration of our Site, data analytics, and compliance with our legal obligations, policies and procedures. We may share personal information about you within the MAPEI Entities (as such term is defined in the Terms and Conditions) and with our licensees and business partners to conduct joint marketing programs with any applicable MAPEI Entity(ies). We also may share personal information about you 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. **MAPEI will not share your personal information with other third parties for their independent use without your permission, except as required by law, or by search warrant, subpoena or court order in conjunction with a governmental inquiry, litigation or dispute resolution. We also may disclose your personal information when we have reason to believe that someone is causing injury to or interference with any MAPEI Entities' rights or property, other users of the Site, or anyone else that could be harmed by such activities or omissions.** Since the MAPEI Entities are an international business operation, you affirmatively agree that we may share your personal information within the MAPEI Entities' global organization and transmit, transfer, process and store your personal data worldwide, including to a country which may be deemed to have inadequate data protection, for the purposes described in this Privacy Statement.

Cookies and Other Tracking Devices

We sometimes collect non-identifiable information from visits to our Site to help us provide better customer service. For example, we keep track of the domains from which people visit, and we also measure visitor activity on our Site, but we do so in ways that keep the information non-identifiable. This information is sometimes known as “clickstream data.” The MAPEI Entities or others on their behalf may use this data to analyze trends and statistics and to help us provide better customer service. This information is not reviewed at an individual level. We collect such information through the use of various technologies including one called “cookies.” A cookie is a piece of data that a web site can send to your browser, which may then be stored on your computer as an anonymous tag that identifies your computer but not you. Cookies and other tracking devices may be used to tell us the time and length of your visit, the pages you look at on our Site, the web sites you visited just before coming to ours, and the name of your internet service provider. Some pages use cookies, sent by any MAPEI Entity(ies) or its third-party vendors, or other technologies to better serve you when you return to our Site. If you do not want your transaction details used in this manner you can disable certain cookies. Our Site may also use web beacons or other technologies to better tailor those sites to provide better customer service. These technologies may be in use on a number of pages across our Site. When a visitor accesses these pages, a non-identifiable notice of that visit is generated which may be processed by us or by our suppliers. These web beacons usually work in conjunction with cookies. You can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies. If you do so, however, some web sites may not work properly. If you turn off cookies, web beacon and other technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.

Outside Links

This Site may contain links to third-party sites not controlled by MAPEI or covered by this Privacy Statement. The MAPEI Entities are not responsible or liable to you or any third party in any way for the privacy practices or the content of those other web sites. We recommend that you carefully review the privacy policies of other web sites you visit before providing any personal information.

Notification

In the unlikely event that we believe that the security of your personal information in our possession or control may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we would endeavor to do so as promptly as commercially reasonably possible under the circumstances, and, to the extent 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 another method to notify you in this situation, please e-mail us at www.mapei.com with the alternative contact information you wish to be used.

Wireless Addresses

If the email address you provide to us is a wireless email address, you agree to receive communications at such address from or on behalf of the MAPEI Entities in accordance with the terms of this Privacy Statement. You understand that your wireless carrier's standard or premium rates apply to these messages. You represent that you are the owner or authorized user of the wireless device on which messages will be received, and that you are authorized to approve the applicable charges.

Location Data

The MAPEI Entities or its/their service providers may offer location-enabled services. If you use those services, you affirmatively consent that the MAPEI Entities may receive, use, share and transfer information about your actual location (such as GPS signals sent by a mobile device) or information that can be used to approximate a location (such as a cell ID), all in accordance with this Privacy Statement.

Information Security

MAPEI recognizes the importance of safeguarding your personal information in our possession worldwide from theft, inappropriate use, or improper distribution. We are committed to protecting your personal information. We utilize commercially reasonable technology and processes to help us keep your information secure. Please recognize, however, that no company can perfectly protect personal information. In addition, the Internet and communications cannot be guaranteed to be secure and it is possible that others may unlawfully intercept or access information, transmissions or communications to,

from or within our Site. By using our Site you are agreeing to assume these risks and any and all responsibility and liability that may arise.

Your Security Obligations

YOU MUST DO WHAT YOU REASONABLY CAN TO ENSURE THE SECURITY OF YOUR PERSONAL INFORMATION.

Information Transfer

If any MAPEI Entity(ies) becomes involved in a merger, acquisition, change of control, joint venture, liquidation, or any form of sale or transfer of some or all of its assets or other business combination, you affirmatively consent to our transfer or sale of all personal information provided by you. We may provide notice before personal information is transferred and becomes subject to a different privacy statement.

Minor's Privacy

Our Site is not directed to minors (as defined by applicable law) and we do not knowingly collect personal information from minors on our Site. If we become aware that we have inadvertently received personal information from a minor on our Site, we will delete the information from our records. In addition, we reserve the right to limit participation in particular programs or promotions to visitors eighteen (18) years of age, twenty one (21) years of age, or older.

Data Integrity

MAPEI 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 whenever necessary.

Third Party Applications

Our Site may include "Widgets", which are interactive mini-programs that run on our Site to provide specific services from another company (e.g. 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). Personal information, such as your email address and name may be collected through the Widget. Cookies may also be set by the Widget to enable it to function properly. Information collected by this Widget is governed by the privacy policy of the company that created it. The MAPEI Entities have no responsibility or liability for the practices, policies and security measures implemented by such parties.

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.

Access and Correction

Subject to applicable law, we provide you with access to personal information we have retained about you and the ability to review, correct, update or delete this information. Subject to applicable law, we may limit or deny access to personal information where providing such access is unreasonably burdensome or expensive under the circumstances. If our Site does not allow you to update or delete personal information online, or if you need to change information that needs verification, please contact us at privacypractices@mapei.com. Please include your name, email address and postal address in your request.

What are my California privacy rights?

Residents of the State of California may request a list of all third parties to which MAPEI has disclosed personal information during the preceding calendar year for the third parties' direct marketing purposes. If you are a California resident and want such a list, you must send a request to us at www.mapei.com. You

must provide the statement "Your California Privacy Rights" in the subject field of your e-mail or on the envelope or post card and in the actual request. For all requests, please include your name, street address, city, state, and zip code. We will not accept requests via the telephone or by facsimile. We are not responsible for notices that are not labeled or sent properly, or that do not have complete information.

Privacy Inquiries

If you have questions, comments or suggestions regarding MAPEI's consumer privacy practices, you may contact us at privacypractices@mapei.com, but please recognize that your questions, comments or suggestions shall not be treated as confidential information.

Changes in Privacy Statement/Acknowledgment

We retain the right to change this Privacy Statement at any time and without prior notice to you to reflect changes in the MAPEI Entities' personal information practices or relevant laws. We will post changes to our Privacy Statement in a timely manner. If the changes are significant, we will provide a more prominent notice which may include email notification of Privacy Statement changes. 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 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

This Privacy Statement is effective January 1, 2013.

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