

ONLINE PRIVACY STATEMENT

Your privacy is important to MAPEI Corporation, a wholly owned subsidiary of MAPEI S.p.A. ("MAPEI", "our", "we", or "us"). This online privacy practices statement ("Privacy Statement") applies to the different MAPEI 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.

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 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.mapei.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 MAPEI via our Site.

The Site may provide links to or the ability to connect with non-MAPEI Websites, services, social networks and applications. Clicking on those links or enabling those connections may allow the 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-MAPEI Websites, services, social networks and applications before providing your personal information to them. The MAPEI Parties (as such term is defined in our Terms of Use) are 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: (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 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 MAPEI 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 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 e-mail addresses, telephone, mobile and facsimile numbers, type of business, and certain other information about you and your business.

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, age, gender, shopping preferences and e-mail preferences; (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; (iv) submit employment information, such as a resume or curriculum vitae; (v) submit comments and your name to blogs we host on the Site; and (vi) create a wish list of products you want and share your list by e-mail with friends and family. If you choose to share your list, we ask for your name and e-mail address and the recipient's e-mail address; this information is used only to e-mail your list to your desired recipients.

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-MAPEI 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 MAPEI Webpage was visited and how much time was spent on the page), or general geo-location data.

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

Cookies: MAPEI'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, and so you might not be able to control them using standard browser

tools and settings. One method which may apply in preventing Flash cookies from being placed is to adjust your preferences in the Macromedia Website Privacy Settings Panel at macromedia.com.

Embedded URLs: MAPEI 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, MAPEI 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), 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 and all other members of the MAPEI Parties 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

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, e-mail 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

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

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

- To 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);
- To verify your identity;
- To contact or notify you if necessary;
- To protect the security or integrity of our Site and our business;
- To protect against, identify and prevent fraud and other unlawful activity, claims and other liabilities; and
- To comply with and enforce applicable legal requirements, our Terms of Use, relevant industry standards, contractual obligations and our policies.

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 this 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, unless you object by e-mailing us at privacypractices@mapei.com, 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.

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 then-current 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.

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 of time 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 as there is no common, industry-accepted standard for doing so. 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. As noted, since there is no uniform standard for DNT signal recognition, we may update our policy and practice as new technologies and solutions emerge. 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.

Mobile Marketing

You may be able to sign up to receive communications about our products and services through your mobile device by submitting your mobile telephone number and/or mobile e-mail address on this Website. If you use this feature, you provide your affirmative consent and agree to allow us to send you communications about our products, services and promotions to such e-mail address and/or by text message and voice message. You may, at any time, opt out of receiving these communications by contacting us as specified in the "How to Contact Us" section below. Depending on the terms of your mobile phone contract, you may incur charges for receiving and sending e-mail and text messages on your mobile device. MAPEI and all other members of the MAPEI Parties are not responsible for these charges.

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 and all other members of the MAPEI Parties 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 using 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 and all other members of the MAPEI Parties 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 U.S. Postal Service to notify you in this situation, please e-mail us at privacypractices@mapei.com.

Children

The Site is not directed to children under the age of 13 and we do not knowingly collect personal information from children under the age of 13 on the Site. If we become aware that we have inadvertently received personal information from a child under the age of 13 on our Site, we will delete the information from our records, provided that such access is not unreasonably burdensome or expensive under the circumstances. We recommend that prospective users between the ages of 13 and 17 ask their parents or other legal guardians for permission before sending any information about themselves to anyone over the Internet. If a parent or guardian becomes aware that his or her child under the age of 13 has provided us with information without their consent, he or she should contact us at privacypractices@mapei.com. 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 promptly update and correct their personal information whenever necessary.

Public Forums

We may allow for the Services to permit you to: participate in interactive discussions; create a profile; post comments, opportunities or other content; communicate directly with another user; or otherwise engage in networking activities. Some of these services may be moderated and all may be accessed for technical or other reasons determined by MAPEI in its sole discretion. Please be advised that MAPEI does not control and assumes no liability for the content that users post to these forums or social networks. Therefore, you should carefully consider whether you wish to submit personal information to these forums or social networks and whether you wish to make your profile available to other users, and you should tailor any content you submit appropriately. You should also review any additional terms and conditions that may govern your

use of these services, including but not limited to, those from non-MAPEI controlled services. To manage or remove your personal information from our online communities, please contact us as indicated in the "How To Contact Us" section below. We cannot prevent such information from being used in a manner that may violate this Privacy Statement or applicable law.

For California Residents

Subject to certain limitations under California Civil Code § 1798.83, California residents may ask us to provide them with (i) a list of certain categories of personal information that we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year, and (ii) the identity of those third parties. To make this request, California residents may contact us as specified in the "How to Contact Us" section below.

You must provide the statement "Your California Privacy Rights" in the subject field of your e-mail or on the envelope or postcard 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.

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
c/o MAPEI Corporation
1144 East Newport Center Drive
Deerfield Beach, Florida 33442

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 Parties personal information practices or relevant laws. If the changes are significant, we may provide a more prominent notice which may include e-mail 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 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 2018.

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