

Cashman Equipment Privacy Policy

Effective as of January 1, 2020

Last Updated January 1, 2023

Cashman Equipment Company, LLC and its subsidiaries and affiliates (“Company,” “we,” “our,” or “us”) respect the privacy of your information. This Privacy Policy is designed to assist you in understanding how we collect, use, share, and safeguard your information.

This Privacy Policy applies to individuals who access this website or related websites and our mobile applications or related mobile applications (collectively, “Sites”) and the services provided through our Sites (collectively, “Services”). This Privacy Policy also applies to individuals who provide us with information on purchase agreements, rental agreements, service agreements, credit applications and other business documents, including but not limited to information regarding machines, equipment, or products (“Assets”), and who visit one of our locations (“Contact Centers”).

From time to time, we may change this Privacy Policy. If we do, we will post an amended version on this webpage. Please review this Privacy Policy periodically.

This Privacy Policy covers the following topics:

1. Information We Collect
2. How We Collect Information
3. How We Use Your Information
4. How We Share Your Information
5. Cookies and Other Tracking Technologies
6. “Do Not Track” Signals
7. Choices about Your Information
8. Security
9. Third Party Links
10. Children’s Privacy
11. Notice to California Residents
12. Notice to Nevada Residents
13. Accessibility
14. How to Contact Us
15. Caterpillar Data Governance

1. Information We Collect

Information You Provide When Using Our Sites and Services

“Personal Information” is information that relates to an identified or identifiable individual. We may collect the following Personal Information that you voluntarily provide to us in using our Sites and Services:

- *Request a Quote.* To get a quote you will provide your name, email address, telephone number, zip code, county, and any additional information you choose to provide.
- *Request Service.* To request service, you will provide you name, email address, telephone number, zip code, and any additional information you choose to provide.
- *Rental.* To rent equipment from us, you will provide your name, email address, telephone number, physical address, and any additional information you choose to provide.
- *Create an Account.* To create an account you will provide your name, email address, and password.
- *Apply for Financing.* To apply for financing online, you will provide your name, email address, signature, physical address, telephone number, and financial information.
- *Caterpillar Account.* Certain website functions are provided through a Caterpillar Inc. (“Caterpillar”) account. To create a Caterpillar account, you will provide your email address, name, password, and postal address. You can find Caterpillar’s privacy policy [here](#).
- *Register a Careers Account.* Our careers accounts are provided by UKGPro who’s privacy policy you can find [here](#). To register an account you will provide your email address, password, name, and telephone number.
- *Apply for a Career.* To apply for a career, you will provide information through your Careers Account. Through this account you will provide your name, email address, address, telephone number, educational information, and any information you provide in your resume.
- *Online Bill Pay.* If you choose to pay a bill online, you will create an account with BillTrust which will require you to provide your name, email address, username, password and any personal information provided in your security question answers. You may login to online bill pay then by providing your BillTrust username name and password.
- *Make a Onetime Payment.* To make a onetime payment you will provide your account number, bank name, bank account number, routing number and account name, physical address, and email address.
- *CAT Card.* The CAT Card is provided by Caterpillar Financial Commercial Account Corporation whose privacy policy can be found [here](#). To apply for the card, you will provide your name, email address, telephone number, physical address, billing address, and financial information.

- *News Alerts.* To get the latest Company News you will provide your name, email address, telephone number, and zip code.
- *Buy Branded Apparel and Accessories.* To order our branded merchandise you will provide your name, address, email address, telephone number, and credit card information including the card number, cardholder name, expiration date and security code.
- *Credit Application.* To access the application, you will need to provide your email address, name and telephone number.
- To rent equipment you will then provide your name, address, email address, telephone number, credit card information if you do not have an account with the Company and any additional information you choose to provide. You may also use the Cat Rental Store Mobile App.
- *Invoice Dispute.* To make an invoice dispute you will provide your name, email address, and any additional information you choose to provide.
- *Invoice Copy Request.* To request a copy of an invoice you will provide your name, email address, and any additional information you choose to provide.
- *Sign-Up for Electronic Invoicing.* To sign up for electronic invoices you will provide your name, company, email address, telephone number, and any additional information you choose to provide.
- *Contact Us.* To contact us, you will provide your name, email address, and any additional information you choose to provide.
- *Entering a Contest or Promotion.* To enter a contest or promotion, we may collect your name, company, phone number, email address, physical address and any additional information you choose to provide.
- *Surveys.* When answering a survey, we may collect your name, company, phone number, email address, physical address and any additional information you choose to provide.
- *Chat.* By using our chat, you consent to having your information collected by us and our chat provider, Olark. Please review Olark's privacy policy [here](#)

Information as You Navigate Our Sites and Services

We automatically collect certain Personal Information through your use of the Sites and Services, such as the following:

- *Usage Information.* For example, the pages on the Sites you access, the frequency of access, and what you click on while on the Sites.
- *Device Information.* For example, hardware model, operating system, application version number, and browser.
- *Mobile Device Information.* Aggregated information about whether the Site is accessed via a mobile device or tablet, the device type, and the carrier.

- *Location Information.* Location information from visitors of the Sites on a city-regional basis.

Systems Data

We may collect the following information through your use of web applications (including, but not limited to, VisionLink, ProductLink, and similar applications) and telematics and similar devices (“Devices”) (collectively, “Digital Offerings”). Please note that not all of this information may be considered Personal Information.

- *Device, Asset and Component Information.* For example, we may collect model number, serial number, order number, software and hardware version numbers, performance, and configuration, including work tools and other peripheral Devices attached to Assets.
- *Electronic Data.* For example, we may collect sensor logs, trends, histograms, event data, other alerts, digital state data, fault codes, idle time, daily cumulative fuel consumption, emissions data, service meter hours, electronic data files, downloaded manually or automatically from an Asset, troubleshooting data, and other data, depending on the client and Asset and communication channel used by a Device.
- *Inspection Data.* For example, we may collect results of inspections using a Company or third-party inspection system.
- *Device Location Information.* For example, we may collect physical location of an Asset (e.g., determined using satellite, GPS, cell phone tower, Bluetooth, or Wi-Fi signals).
- *Fluid Data.* For example, we may collect analysis results of fluid samples (such as oil, hydraulic and coolant fluids) obtained using Company or third-party tools.
- *Event Recorder Data.* For example, we may collect location, speed, direction, and associated video recordings, use of controls and positive train control information.
- *Service and Maintenance History.* For example, we may collect work orders (records of all maintenance, repairs, parts purchases, replacements, and modifications to an Asset), component life (history of usage and wear life of component), maintenance schedules, planned maintenance, warranty coverage data, maintenance and repair contracts, service intervals (scheduled interval for planned maintenance of component replacement activities for an Asset), component lists (lists of parts that make up an Assets), and service letters (describing special service actions recommended by manufacturers to correct a known problem with an Asset).
- *Site and Environmental Conditions.* For example, we may collect the type of work being done, conditions of roads and tracks, altitude, climate, and material tracking.
- *Patterns of Use.* For example, we may collect any user-defined information related to a product you provide to us through a Digital Offering.

Operations Data

We may collect the following information through our operations. *Please note that not all of this information may be considered Personal Information.*

- *Transactional Documents Information.* For example, we may collect information contained in offers, invoices, purchase orders, sales contracts, service contracts, e-forms, and other transactional documentation generated as part of a business relationship between us.
- *Client Information.* For example, we may collect client name, address, industry, client category, and the names, positions, email addresses, and telephone numbers of one or more client employees, and any information relating to client parts, machine purchases, returns or replacements.
- *Work Order Data.* For example, we may collect information about the client, Assets involved, problems identified, repairs performed, emissions data, fuel usage, service meter hours, software and hardware version numbers, and installed attachments.
- *Payment Information.* For example, we may collect your banking account details, debit card details, credit card details, credit card type (i.e., Visa, Mastercard, American Express), your billing address associated with the credit card, your shipping address, and other information that is required to process the payments.

2. How We Collect Information

We collect information in a variety of ways. For example, we collect information that you provide to us through various Contact Centers, information we collect through your use of our products or services, and information we collect from publicly available sources or third parties.

Information You Provide to Us

We collect information you give us when you engage with us and/or use our products or services. For example, we may collect information when you interact with us, attend one of our stands at a trade show, make an inquiry, place an order, or contact our customer service. Please also see our [Cookie Policy](#) for more information on our use of cookies and other tracking technologies.

Information Collected Through Your Use of Our Sites, Products, and Services

In addition to the sources described in Section 1, we may collect the following information through your use of our Sites, products, and Services.

- *Pre-Installed/Installed Applications/Devices.* We may receive information directly via cellular, satellite link, radio, or ethernet connection from Assets equipped with a mobile application or through Devices that were either pre-installed or installed by us.
- *Wearable Technology.* We may collect information through fatigue monitoring Devices or RFID tags embedded in hardhats or safety vests.

Information from Third-Party Sources

We may collect the following types of information from publicly and commercially available sources as permitted by law, which we may combine with other information we receive from you.

- *Via Caterpillar or its business affiliates or contractors.* We may receive information from Caterpillar or its business affiliates or contractors which have collected information from you via: (i) cellular or satellite link, or radio or Ethernet connection from Assets, which may include System Data (such as information relating to the Device or Asset) or Personal Information (such as from information generated by fatigue monitoring Devices, on-board camera and proximity detection systems, and in-cab monitoring technology); or (ii) Digital Offerings.
- *From Component Manufacturers and Original Equipment Manufacturers:* We may obtain System Data from manufacturers of the components in your Assets. This information may be provided to us automatically.
- *From Asset Owners and Others:* We may receive additional information from Asset owners, operators, and other persons who have management responsibility for an Asset.
- *From Other Sources:* We may receive your information from other sources, such as credit reference agencies, public databases, joint marketing partners, internet, social media platforms (including from people with whom you are friends or otherwise connected), and from other third parties. We may collect or generate information from troubleshooting data, from your service providers (such as fluid analysts and site inspectors), or from maintenance, inspection or warranty records.

3. How We Use Your Information

We use the information we collect to provide the Services to you, to improve our Sites and Services, and to protect our legal rights. In addition, we may use the information we collect to:

- Process your account registration;
- Allow you to monitor the status of Assets;
- Process and fulfill your orders;
- Fulfill client value agreements;
- Perform maintenance and repairs;
- Deliver Assets or parts;
- Make recommendations regarding safety, Asset health, maintenance, worksite efficiency and productivity training for operators;
- Enhance the safety of machine operations, including by tracking proximity to Assets, other objects or humans;
- Enable remote technician services, such as remote troubleshooting and remote tuning;
- Provide you with location-based services and content;
- Send administrative or contractual information, for example, information regarding our terms and conditions of sale and rent and using out Sites and Services;

- Contact you regarding our products and services and to send you marketing communications that we feel may be of interest to you for which you may opt-out at any time;
- Communicate with you about our Sites or Services or to inform you of any changes to our Sites or Services;
- Communicate with you about your purchase or rental of Assets and your purchase of Asset parts;
- Provide support and customer service;
- Conduct market research;
- Perform data analytics, conduct audits, improve products, develop new products, enhance, improve or modify our Sites and services, conduct our business operations, identify usage trends, and conduct statistical analysis based on aggregated and de-identified data, such as bench marking reports;
- Provide services to our clients, manage workflow, monitor repairs, project future maintenance and service, and troubleshoot issues;
- Validate effectiveness of recommendations and resolve complaints;
- Manage Assets and parts inventory in order to provide you with machines, parts and services;
- Maximize the efficiency of operations and increase sales;
- Develop digital applications;
- Manage your account with us and generally keep our records up to date in order to administer our relationship with you;
- Review your job application;
- Allow you to participate in sweepstakes, competitions, or similar promotions and to administer these activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose your information, including Personal Information. We suggest that you read any such rules carefully;
- Protect the security and integrity of our Sites and Services;
- Investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or violations of our agreements, and to otherwise fulfill our legal obligations;
- Monitor compliance with and enforce this Privacy Policy and any other applicable agreements and policies;
- Defend our legal rights and the rights of others;

- Fulfill any other purposes for which you provide it, or any other purpose we deem necessary or appropriate;
- Efficiently maintain our business; and
- Comply with applicable law.

We may use anonymized information (or de-identified information), that was derived from Personal Information, but in its anonymized form cannot be identified with a specific individual. This de-identified information is not considered Personal Information for purposes of this Privacy Policy and is not covered by this Privacy Policy. However, if such information is used or formatted in such a way that it is possible for that information to be identified with a specific individual, then it will be considered Personal Information as appropriate.

4. How We Share Your Information

We may share the information that we collect about you in the following ways:

- With our parent, subsidiary and affiliated entities, with our manufacturers and their subsidiaries and affiliates, and with contractors, service providers and other third parties used to support our business and the business of our manufacturers;
- With vendors who perform data or Site-related services on our behalf (e.g., email, hosting, maintenance, backup, analysis, etc.);
- With vendors to prepare, deploy and analyze advertising content;
- To the extent that we are required to do so by law;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our or a third party's legal rights and property, including providing information to others for the purposes of fraud prevention;
- With any person who we reasonably believe may apply to a court or other competent authority for disclosure of that Personal Information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that Personal Information;
- With any other person or entity as part of any business or asset sale, equity transaction, merger, acquisition, bankruptcy, liquidation, or similar proceeding, or in preparation for any of these events;
- With any other person or entity where you consent to the disclosure; and
- For any other purpose disclosed by us when you provide the Personal Information or for any other purpose we deem necessary, including to protect the health or safety of others.

5. Cookies and Other Tracking Technologies

Like many companies, we use cookies and other tracking technologies (such as pixels and web beacons). To learn more about how we use cookies and to manage your cookie settings, please see our [Cookie Policy](#).

6. “Do Not Track” Signals

Some internet browsers incorporate a “Do Not Track” feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the “Do Not Track” signal, the Sites do not currently interpret, respond to, or alter their practices when they receive “Do Not Track” signals.

7. Choices About Your Information

To review or request changes to any of your Personal Information, please contact us as described below. To unsubscribe from our marketing emails, please click the unsubscribe link included in the footer of such emails. You also may submit an unsubscribe request to us using the contact information described below.

8. Security

We maintain commercially reasonable security measures to protect the Personal Information we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or method of data transmission over the Internet is 100% secure. Although we use commercially acceptable means to protect your Personal Information, we cannot guarantee absolute security.

9. Third Party Links

The Sites and Services may contain links that will let you leave the Sites and Services and access another website. Linked websites are not under our control. This Privacy Policy applies solely to Personal Information that is acquired by us on our Sites and through our Services as described herein. We accept no responsibility or liability for these other websites.

10. Children’s Privacy

The Sites and Services are not intended for children under 13 years of age. We do not knowingly collect, use, or disclose personal information from children under 13.

11. Notice to California Residents

California residents please see our [Notice to California Residents](#), which provides additional information regarding our privacy practices and your rights.

12. Notice to Nevada Residents

Nevada law allows Nevada residents to opt out of the sale of certain types of personal information. Subject to several exceptions, Nevada law defines “sale” to mean the exchange of certain types of personal information for monetary consideration to another person. We do not currently sell personal information as defined in the Nevada law. However, if you are a Nevada resident, you still

may submit a verified request to opt out of sales and we will record your instructions and incorporate them in the future if our policy changes. You may send opt-out requests through our online portal [here](#).

13. Accessibility

We are committed to ensuring this Privacy Policy is accessible to individuals with disabilities. If you wish to access this Privacy Policy in an alternative format, please contact us as described below.

14. How to Contact Us

To contact us for questions or concerns about our privacy policies or practices please email dataprivacy@cashmanequipment.com or call 1-800-937-2326.

15. Caterpillar's Data Governance Statement and Global Data Privacy Statement

Caterpillar's Data Governance Statement, together with Caterpillar's Global Data Privacy Statement and any applicable Caterpillar Privacy Notices for its digital offering subscriptions, describes Caterpillar's practices for collecting, sharing, and using data and information relating to machines, products or other assets and their associated worksites—for example to enable Cat® Connect and other Digital Offerings. The Data Governance Statement also describes how Caterpillar may perform remote diagnostics and make available remote software and firmware updates and upgrades, such as configuration, patches, bug fixes, new or enhanced features, etc., for your Assets and Devices. By providing data and information to us as described herein or to Caterpillar as described in [Caterpillar's Global Data Privacy Statement](#), you agree to its terms as it may be revised from time to time.