

PRIVACY POLICY

1. Introduction

1.1 Purpose. We collect certain personal information through our website(s) (www.masterssupply.net). The purpose of this Privacy Policy is to describe how Masters Supply Inc collects, shares and protects your personal information. Please read this notice carefully to understand what we do.

1.2 Scope. This Privacy Policy applies only to information we collect at and through our website located at www.masterssupply.net . (the "Site"), and certain Masters Supply, Inc affiliated sites accessible through our Site, such as www.ckandb.com . Our Site also contains links to third party sites that are not owned or controlled by Masters Supply Inc. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our Site and to read the privacy statements of each and every web site that collects personally identifiable information.

1.3 No Information From Children Under Age 18. If you are under the age of 18, please do not attempt to register at Masters Supply Inc or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under the age of 18, we will promptly delete that information. If you believe we might have any information from a child under the age of 18, please Contact Us or call us at Masters Supply Inc Credit Department at 502-459-2900.

1.4 Terms of Use. Please note that your use of our Site is also subject to our Terms of Use. (Link to Masters Supply Inc Terms of Use) You can provide information to us on our Site through various means, including creation of an online account, newsletter sign-up, feedback forms, contact us forms, email forms, registration of catalog and request for information forms. The information we collect includes personally identifiable information, such as your name, billing address, shipping address, telephone number, and e-mail address. You also may provide us with your Masters Supply Inc account number. You also are able to provide information to use through feedback forms and our social media connections (e.g., Facebook, Twitter, LinkedIn and You Tube).

2. What Data Are We Collecting?

2.1 Information Collected Automatically. We collect certain information automatically as you use our Site, including your IP address, geo-location, browser type, the site from where you navigated to our Site, time and date of using the Site, your computer operating system, the name of your Internet service provider (ISP), and the pages on our Site that you view. This information is anonymous, and we do not link it to your personally identifiable information.

2.2 Cookies. When you visit our Site we send one or more "cookies" to your computer or other device. A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. Cookies may store unique identifiers, user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies. We use cookies to improve the quality

of our service, including for storing user preferences, tracking user trends and providing relevant advertising to you.

2.3 Pixel Tags / Web Beacons. We may use "pixel tags," also known as "web beacons," which are small graphic files that allow us to monitor the use of our websites. A pixel tag can collect information such as the IP (Internet Protocol) address of the computer that downloaded the page on which the tag appears; the URL of the page on which the pixel tag appears; the time the page containing the pixel tag was viewed; the type of browser that fetched the pixel tag; and the identification number of any cookie on the computer previously placed by that server. When corresponding with you via HTML capable email, we may use "format sensing" technology, which allows pixel tags to let us know whether you received and opened our email.

3. How We Use and Share Your Information.

3.1 To Provide Products, Services, and Information. As described above, we collect information from you so that we can provide products and services that you purchase using the Site, and information that you request from us. We use your personal information to contact you about your orders and ship products to you. We may provide information to third party service providers that help us bring you the services we offer. For example, we may use third parties to help host our website, send out email updates about the Site, remove repetitive information from our user lists, and process payments. These service providers may have access to your personal information for use for a limited time, but when this occurs we implement reasonable contractual and technical protections to limit their use of that information to helping us provide the service. We use demographic information to better understand our customers, and improve our products and services.

3.2 Online Account. When you create an online account, you can store your personal information and use it later when purchasing products on our Site. You can also view your current orders, order status and order history.

3.3 Newsletters. In the event you sign-up to receive newsletters or other communications from us, we will use your e-mail address and other relevant personal information to provide the newsletters and other communications to you. You will be provided the option to opt-out from receiving e-mail newsletters or advertisements.

3.4 Advertising. We may use cookies and other information to provide relevant interest-based advertising to you. Interest based ads are ads presented to you based on your browsing behavior in order to provide you with ads more tailored to your interests. These interest-based ads may be presented to you while you are browsing our site or third-party sites not owned by Masters Supply Inc.

3.5 Legal Requests or Requirements and to Prevent Harm. We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Site. We may also share information when we have a good faith belief it is necessary to prevent fraud or other illegal activity, to prevent imminent bodily harm, or to prevent harm to Masters Supply

Inc. , the Site, or our customers. This may include sharing information with other companies, lawyers, courts, or other government entities.

3.6 Transfer in the Event of Sale or Change of Control. If the ownership of all or substantially all of our business changes or we otherwise transfer assets relating to our business or the Site to a third party, we may transfer your personal information to the new owner to be used consistent with this Privacy Policy. In such a case, your information would remain subject to the promises made in the applicable privacy policy.

4. Access to Your Information and Choices

4.1. Security of Your Information. In order to help secure your personal information, access to your data on our Site is password-protected. To protect any data you store on our servers, we use firewall technology and regularly audit our system for possible vulnerabilities and attacks. However, since the Internet is not a 100% secure environment, we cannot guarantee, ensure, or warrant the security of any information you transmit to us. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information. Please note that e-mails you send to us through our Site are not encrypted, and we strongly advise you not to communicate any confidential information through these means.

5. Changes to Our Privacy Policy: If we decide to change our Privacy Policy, we will post a notification that the policy has been revised. The revised policy will be available for your review so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this Privacy Policy at any time, so please review it frequently.