CONGER PRIVACY POLICY

Effective Date: 11/9/2026
Last Updated: 11/9/2026

This Website Privacy Policy explains how Conger Industries, Inc., a Wisconsin-based corporation ("Company," "we," "us," or "our"), collects, uses, discloses, and otherwise processes personal information through Conger.com including its associated webpages, forms, features, and online services (collectively, the "Website").

This Privacy Policy applies only to information processed through the Website and our related online advertising activities. It does not apply to information collected in an employment context, through a separate customer portal governed by another notice, or through offline activities that do not refer to this Privacy Policy

Article 1. Information We Collect

1. **Information You Provide**. We may collect personal information that you voluntarily provide through the Website, including when you submit a contact form, request information, request a quote, subscribe to communications, or otherwise communicate with us. Depending on how you use the Website, this information may include:

    a. **Contact Information.** Name, email address, mailing address, telephone number, and other contact details;

    b. **Product and Service Information.** Information regarding products or services in which you have expressed interest, including requests for quotes, equipment inquiries, and other business related needs;

    c. **Communications.** The content of messages, inquiries, requests, reviews, survey responses, and other communications you submit;

    d. **Business Information.** Employer, business name, job title, professional contact information, and other information provided in a business-to-business context;

2. **Information Collected Automatically.** When you visit or interact with the Website, we and certain third parties may automatically collect information about your device and online activity, including:

    a. IP Address;

    b. Browser type, operating system, device type, device settings, and language preferences;

    c. Cookie identifiers, mobile advertising identifiers, and other online identifiers;

d. Pages viewed, links selected, search terms, referring and exit pages, dates and times of access, session duration, and navigation patterns;

e. Approximate location inferred from an IP Address;

f. Interactions with advertisements, emails, and Website features; and

g. Diagnostic, performance, security, and error information.

3. **Information From Other Sources.** We may receive personal information from sources such as:

   a. Advertising, analytics, and social media platforms;

   b. Service providers and business partners; and

   c. Publicly available sources.

   These sources may include Toyota Material Handling, authorized Toyota dealers, and providers of advertising and analytics services, to the extent they provide information to us in connection with customer inquiries or our business activities.

4. **Sensitive Personal Information.** We do not intend to collect sensitive personal information through the Website. Please do not submit sensitive information through general Website forms unless we specifically request it. If we collect sensitive personal information, we will process it in accordance with applicable law and any additional notice presented when it is collected.

Article 2. Cookies and Similar Technologies

1. **Technologies Used.** We and our vendors may use cookies, pixels, tags, and similar technologies to collect or store information when you use the Website. These technologies may recognize a device, remember preferences, measure Website use, support security, and facilitate advertising. Our Website uses Google Analytics and Meta Pixel to collect information regarding Website activity and advertising performance.

2. **Categories of Technologies.** The Website may use the following categories of cookies and similar technologies:

   a. **Strictly Necessary Technologies.** These technologies support functions necessary to operate the Website, provide requested services, maintain security, prevent fraud, and remember privacy choices.

   b. **Functional Technologies.** These technologies remember selections and preferences and provide enhanced Website functionality.

c. **Analytics Technologies.** These technologies help us understand Website traffic, visitor interactions, performance, and usage trends.

d. **Advertising Technologies.** These technologies help us and advertising partners deliver, personalize, measure, and evaluate advertisements, including advertisements presented on other websites or services.

e. **Analytics Services.** We may use Google Analytics to measure Website activity and performance. These providers may collect online identifiers, device information, approximate location, referral information, and details concerning your interactions with the Website.

f. **Cookie Duration.** Session cookies generally expire when you close your browser. Persistent cookies remain on your device until they expire or are deleted. The duration of a particular cookie depends on its purpose and the settings established by us or the third party that provides it.

Article 3. Online Advertising and Tracking

1. **Advertising Activities.** We may work with Google Ads, Facebook, Instagram, LinkedIn, and other advertising partners to advertise our products or services, measure advertising performance, identify likely audiences, and understand whether users act after viewing or selecting an advertisement. Our advertising activities may also include YouTube or other platforms in the future.

2. **Pixels and Conversion Technologies.** The Website may use advertising pixels, conversion tags, application programming interfaces, or similar technologies provided by Meta and other advertising or analytics providers. These technologies may disclose or make available online identifiers, IP addresses, device and browser information, Website activity, advertisement interactions, and other information associated with Website interactions to the applicable provider.

3. **Targeted Advertising and Remarketing.** Advertising partners may use information collected through the Website, together with information collected from other websites, applications, devices, or sources, to infer interests and present advertisements selected based on activity over time and across nonaffiliated services. This practice may be described as targeted advertising, cross-context behavioral advertising, interest-based advertising, personalized advertising, or remarketing.

4. **Advertising Audiences.** Where permitted, we may provide information to an advertising platform to create or measure a customized advertising audience or to identify users with similar characteristics. The platform's processing of that information is governed by its own terms and privacy practices.

5. **Advertising Disclosures.** Depending on the technology and applicable law, making personal information available to an advertising partner may be treated as a "sale," "sharing," use for targeted advertising, or another regulated disclosure, even when no money is exchanged. We do not knowingly disclose personal information to advertising partners except as described in this Privacy Policy and through any additional notice or consent mechanism presented on the Website.

Article 4. How We Use Personal Information

1. **Operational Uses.** We may use personal information to:

    a. Operate, maintain, secure, and improve the Website;

    b. Provide requested products, services, information, and customer support;

    c. Respond to product inquiries, provide quotes, and facilitate sales and service requests;

    d. Maintain customer and prospective customer records in our customer relationship management system;

    e. Communicate with you and respond to inquiries;

    f. Remember settings and personalize Website functionality;

    g. Troubleshoot technical issues and analyze Website performance;

    h. Protect the rights, safety, property, and security of users, the Company, and others;

    i. Detect, investigate, and prevent fraud, misuse, security incidents, and unlawful activity; and

    j. Comply with legal obligations and enforce applicable terms and policies.

2. **Marketing and Advertising Uses.** Subject to applicable law and your choices, we may use personal information to:

    a. Send promotional communications;

    b. Recommend products, services, or content;

    c. Develop and evaluate advertising campaigns;

    d. Measure conversions and advertising effectiveness;

    e. Conduct targeted advertising and remarketing; and

f. Maintain and manage contact information in our email marketing platform for marketing and customer communications.

3. **Aggregated or Deidentified Information.** We may aggregate or deidentify information so that it cannot reasonably be associated with an individual. We may use and disclose such information for lawful purposes and will not attempt to reidentify it except as permitted by applicable law.

Article 5. Disclosure of Personal Information

1. **Service Providers.** We may disclose personal information to vendors that perform services on our behalf, including providers of website hosting, cloud storage, information technology, cybersecurity, customer support, communications, analytics, marketing, and professional services. These providers may include third-party customer relationship management and email marketing platforms, as well as technical service providers that assist with the operation and maintenance of our Website. These providers may process personal information only for the purposes for which it is provided and as otherwise permitted by their agreements with us and applicable law.

2. **Advertising and Analytics Partners.** We may disclose or make personal information available to Google, Meta, LinkedIn, and other advertising and analytics partners whose services we use for analytics, advertising measurement, audience development, targeted advertising, remarketing, and related purposes. The information involved may include online identifiers, device information, approximate location, Website activity, advertising interactions, and other information collected through applicable advertising or analytics technologies.

3. **Business Partners.** We may disclose personal information to Toyota Material Handling and other authorized Toyota dealers in connection with customer inquiries, product and service requests, and related business activities. Customer information collected through the Website may be entered into a customer relationship management system accessible to Toyota Material Handling. In certain circumstances, including when an inquiry originates outside our designated service territory, we may share relevant customer contact information and inquiry details with another authorized Toyota dealer. In other circumstances, we may instead provide the customer with the contact information of the appropriate dealer.

4. **Legal and Protective Purposes**. We may disclose personal information when we reasonably believe disclosure is necessary to comply with legal process or lawful governmental requests; protect rights, safety, property, or security; investigate suspected fraud, misuse, or unlawful conduct; or establish, exercise, or defend legal claims.

5. **Business Transactions.** Personal information may be disclosed or transferred in connection with an actual or proposed merger, acquisition, financing, reorganization,

bankruptcy, sale of assets, or similar business transaction, including during related due diligence.

6. **At Your Direction or with Your Consent.** We may disclose personal information when you direct us to do so or otherwise consent to the disclosure.

7. **Categories Disclosed.** Depending on the nature of your interaction with the Website, the categories of information disclosed may include contact information, business information, customer inquiries, communications, online identifiers, device information, and Website activity information. The categories of recipients and purposes of disclosure are described above.

Article 6. Your Privacy Choices

1. **Cookie Preferences.** Where available, you may accept, reject, or configure nonessential cookies and similar technologies. Your selections may be specific to the browser and device you use. If you clear cookies, use a different browser, or use another device, you may need to renew your selections.

2. **Browser and Device Controls.** Most browsers permit users to delete or block cookies. Blocking cookies may affect Website availability or functionality. Device settings may also allow you to limit access to advertising identifiers or reset those identifiers.

3. **Opt-Out Preference Signals.** Where required by applicable law and supported by our systems, we will process a recognized browser-based opt-out preference signal as a request to opt out of regulated sales, sharing, or targeted advertising for the browser or device transmitting the signal. If we can reasonably associate the signal with your account, we may apply the request to the account. Otherwise, the request may apply only to the applicable browser or device.

4. **Marketing Communications.** You may unsubscribe from promotional emails by using the unsubscribe mechanism included in the message or by contacting us. Even if you opt out of promotional communications, we may continue to send nonpromotional communications, such as transaction, account, security, or service notices.

5. **Do Not Track.** Some browsers offer a "Do Not Track" setting. Because there is not a universally accepted standard for responding to that setting, the Website may not respond to it. We separately process qualifying opt-out preference signals where required by applicable law.

Article 7. Privacy Rights and Requests

1. **Availability of Rights.** Depending on your state of residence, the nature of our relationship with you, and applicable legal exemptions, you may have the right to:

    a. confirm whether we process your personal information and obtain access to it;

b. request correction of inaccurate personal information;

c. request deletion of personal information;

d. obtain a portable copy of certain personal information;

e. opt out of the sale or sharing of personal information;

f. opt out of targeted advertising;

g. opt out of certain profiling that produces legal or similarly significant effects;

h. limit certain uses or disclosures of sensitive personal information;

i. obtain information concerning categories of personal information, sources, purposes, and recipients; and

j. appeal our denial of a privacy request.

2. **Jurisdiction-Specific Terms.** The following additional terms apply where required:

   a. **Wisconsin Residents.** Wisconsin residents may exercise any rights available under applicable Wisconsin law by using the procedures in this Article.

   b. **California Residents.** To the extent the California Consumer Privacy Act, as amended by the California Privacy Rights Act, applies to the Company, California residents may have additional rights regarding the collection, use, disclosure, sale, and sharing of their personal information, including the right to request information regarding the Company's data practices and to opt out of certain disclosures.

   c. **Residents of Other States.** Residents of states with applicable consumer privacy laws, including Colorado, Connecticut, Virginia, Texas, and other jurisdictions, may have additional rights regarding their personal information, including rights of access, correction, deletion, portability, and opting out of targeted advertising or certain disclosures, subject to the requirements, limitations, and exemptions of applicable law.

3. **Submitting a Request.** To exercise an applicable privacy right, submit a request through rweyers@conger.com or +1 (800) 2CONGER.

4. **Verification**. We may request information reasonably necessary to verify your identity and authority to make the request. The required information will depend on the nature and sensitivity of the request. If we cannot verify a request, we may be unable to fulfill it.

5. **Authorized Agents.** Where permitted, you may designate an authorized agent to submit a request on your behalf. We may require evidence of the agent's authority and may ask you to verify your identity directly with us.

6. **Appeals.** If applicable law gives you a right to appeal our decision, you may submit an appeal through rweyers@conger.com or +1 (800) 2CONGER within the period required by applicable law after receiving our decision. Please identify the decision being appealed and explain the basis for the appeal.

7. **Nondiscrimination.** We will not unlawfully discriminate against you for exercising an applicable privacy right.

Article 8. Data Retention

1. **Retention Criteria.** We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to provide requested products or services, maintain business and transaction records, fulfill legal and contractual obligations, resolve disputes, protect security, prevent fraud, and enforce agreements.

2. **Retention Factors.** In determining an appropriate retention period, we consider the amount, nature, and sensitivity of the information; the purposes for which it is processed; whether those purposes can be achieved through other means; applicable operational requirements; and relevant legal obligations.

3. **Retention Schedule.** When information is no longer required, we may delete, destroy, deidentify, or aggregate it, subject to backup, archival, legal-hold, and technical limitations.

Article 9. Data Security

We maintain administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, acquisition, loss, misuse, alteration, or disclosure. No transmission or storage system is completely secure. You are responsible for using appropriate security practices and notifying us promptly if you believe your interaction with us is no longer secure.

Article 10. Children's Privacy

The Website is not directed to children under 13, and we do not knowingly collect personal information online from children under 13. If you believe a child under 13 has provided personal information through the Website, contact us using the information in Article 12 so that we may investigate and take appropriate action. We do not knowingly sell or share the personal information of minors or use it for targeted advertising in circumstances requiring prior consent under applicable law.

Article 11. Third-Party Websites and Services

The Website may contain links to external websites or incorporate content, buttons, plug-ins, or other features operated by third parties, including social-media platforms and other third-party services. These third parties may collect information about your device and Website activity when you interact with their features or, in some cases, when a page containing the feature loads.
We do not control the privacy, security, or data-processing practices of independent third parties. You should review the privacy notices and settings provided by those third parties before supplying personal information or using their features.

Article 12. Contact Information

For questions about this Privacy Policy, our privacy practices, or a privacy request, contact:

Conger Industries, Inc.
Attn: Ryan Weyers
P.O. Box 13507
Green Bay, WI 54307

Email: rweyers@conger.com
Telephone: +1 (800) 2CONGER

Article 13. Changes to This Privacy Policy

We may revise this Privacy Policy periodically to reflect changes in the Website, our information practices, advertising technologies, or applicable requirements. The "Last Updated" date at the beginning of this Privacy Policy indicates when it was most recently revised. If we make material changes, we may provide notice through the Website, by email, through a consent-management tool, or by another method appropriate to the nature of the change. When required, we will request consent before applying a material change to personal information in a manner requiring such consent under applicable law.