

## Privacy Policy

**Effective Date:** April 2025

King Filtration Technologies (“Company”, “we”, “us”, or “our”) operates the website kingfiltration.com (the “Site”). This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our website. Please read this policy carefully to understand our views and practices regarding your personal data.

### 1. Information We Collect

We may collect the following types of information from or about users of our Site:

- **Personal Information:** Name, email address, phone number, mailing address, or other identifiers you provide voluntarily (e.g., via forms).
- **Non-Personal Information:** Browser type, IP address, referring pages, pages visited, and other technical data.
- **Cookies and Tracking Technologies:** We may use cookies and similar tracking technologies to enhance your browsing experience and analyze site usage.

### 2. How We Use Your Information

We may use your information for the following purposes:

- To operate and maintain the Site
- To respond to inquiries or provide customer support
- To send updates, promotional content, or newsletters (with consent)
- To analyze usage trends and improve site performance
- To comply with legal obligations

### 3. Sharing Your Information

We do not sell your personal information.

### 4. Third-Party Services

This Site may use third-party services that collect, monitor, and analyze data to improve functionality and performance. These services may include, but are not limited to:

- Google Analytics
- CRM or form management tools

Each third-party service is governed by its own privacy policy.

### 5. Your Data Rights

Depending on your location, you may have rights under applicable privacy laws (e.g., GDPR, CCPA) including:

- The right to access, correct, or delete your personal data
- The right to opt out of certain data uses (e.g., marketing)

- The right to request data portability

### **Google Analytics & Advertising Opt-Out**

We may use Google Analytics and Google Ads to track usage and serve relevant ads. Google may collect non-personally identifiable information through cookies and other technologies. You can opt out of Google's data collection and personalized ads by visiting the following pages:

- Google Analytics Opt-Out Add-on
- Google Ads Settings

### **6. Cookies**

We use cookies to improve user experience. You can control the use of cookies through your browser settings. Note that disabling cookies may affect how the Site functions.

### **7. Data Security**

We implement reasonable security measures to protect your information. However, no method of transmission over the Internet or method of electronic storage is 100% secure.

### **8. Links to Other Websites**

This Site may contain links to third-party websites. We are not responsible for the privacy practices or the content of such websites.

### **9. Changes to This Policy**

We may update this Privacy Policy from time to time. We will notify users of any changes by updating the "Effective Date" at the top of this page.