

The Sources of the Information We Collect

We obtain the above-described categories of personal information from a variety of categories of sources. Below are categories of sources from which we gather personal information:

- Directly and indirectly from: (i) users of this website(www.itsbrakettime.com) through tracking tools and when users provide information directly through the website; (ii) social media platforms, like Twitter® or Facebook®; (iii) directly from consumers through surveys, reviews, rebate forms, contests/sweepstakes; affiliates, subsidiaries, and related entities; marketing agencies; and (iv) job applicants.

How We Use the Personal Information We Collect

There are several business or commercial reasons why we collect the personal information we collect. We may use the personal information we collect for one or more of the following business purposes:

- To fulfill or meet the reason for which the information is provided. For example, to contact you if you submitted a contact request.
- To provide you with information, products or services that you request from us.
- To provide you with email alerts, event registrations and other notices concerning our products or services, or events or news, that may be of interest to you.
- To carry out our obligations regarding warranties provided.
- To improve our services and website, and present our website contents to you.
- For testing, research, analysis and product development.
- To present you with service reminders and other promotional offers and marketing materials that might be of interest to you.
- To evaluate job applications.
- As necessary or appropriate to protect the rights, property or safety of us, our customers or others.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.

- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

Sharing Personal Information

In the preceding twelve (12) months, we may sell and/or disclose each of the above-identified categories for our business purposes. This includes but is not limited to, for example:

- Employees of BrakeTime, LTD, its affiliates, subsidiaries and related entities and their employees.
- Third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you.
- Vendors that provide services on our behalf, including hosting and maintaining our website, sending emails and customer communications for us, providing marketing assistance, and sending customer reminders and other advertising.

We do not knowingly collect, disclose or sell the information of any minor.