

First Fence US Inc Privacy Policy

Last Modified: March 19, 2026

First Fence US Inc. and its subsidiaries, affiliates, successors, and assigns (collectively, “First Fence”, “company,” “our”, “us”, we” as stated herein) are committed to protecting the privacy of visitors to its websites. This privacy policy states how we collect, process, retain, and disclose data, including your personal data, to provide services to you through this website.

This policy will notify you of the following:

- What information is collected from you and how it is used
- What choices are available to you regarding the use of your data
- The security procedures in place to protect the misuse of your information
- How you can correct any inaccuracies in the information
- Your rights under applicable various international, federal, and state privacy laws

By interacting with this website or providing us with your information, you agree to the collection, use, and sharing of your information as described in this privacy policy. This policy applies only to information we collect through the services, our website, and any customer or ordering systems, and in communications, including email, between you and the services provided. It does not apply to information collected by any other means.

This policy may change from time to time. Your continued use of this website is deemed to be acceptance of this policy, so please check the policy periodically for updates.

Terms of Use

These terms of use are entered into by and between you as a user of this website First Fence US Inc and its subsidiaries, affiliates, successors, and assigns (“First Fence”, “our”, “us”, we” as stated herein). The following terms and conditions, govern your access to and use of this website, including any content, functionality, and services offered on or through this website. Your continued use of the website following the posting of revised Terms of Use means that you accept and agree to the changes.

We reserve the right to withdraw or amend the website, and any service or material we provide on the website, in our sole discretion without notice. To access the website or some of the resources it offers, you may be asked to provide certain registration details or other information. It is a condition of your use of the website that all the information you provide on the website is correct, current, and complete.

The website and their entire contents, features, and functionality (including but not limited to all information, software, text, displays, images, video, and audio, and the design, selection, and arrangement thereof) are owned by First Fence, its licensors, or other providers of such material and are protected by United States and international copyright, trademark, patent, trade secret, and other intellectual property or proprietary rights laws.

The company name, the company logo, and all related names, logos, product and service names, designs, and slogans are trademarks of the company or its affiliates or licensors. You must not use such marks without the prior written permission of the First Fence. All other names, logos, product and service names, designs, and slogans on the website are the trademarks of their respective owners.

You agree not to use the website in any way that violates any applicable federal, state, local, or international law or regulation (including, without limitation, any laws regarding the export of data or software to and from the US or other countries). Additionally, you agree not to use the website in any manner that could

disable, overburden, damage, or impair the site or interfere with any other party's use of the website, including their ability to engage in real time activities through the website, or otherwise attempt to interfere with the proper working of the website.

You agree to defend, indemnify, and hold First Fence, its affiliates, licensors, and service providers, and its and their respective officers, directors, employees, contractors, agents, licensors, suppliers, successors, and assigns harmless from and against any claims, liabilities, damages, judgments, awards, losses, costs, expenses, or fees (including reasonable attorneys' fees) arising out of or relating to your violation of these terms of use, privacy policy, or your use of the website, including, but not limited to any use of the website content, services, and products other than as expressly authorized, or your use of any information obtained from the website.

Disclaimers

EXCEPT AS AND TO THE EXTENT EXPRESSLY SET FORTH IN THIS PRIVACY POLICY, WE MAKE NO REPRESENTATIONS OR WARRANTIES, EXPRESS, STATUTORY, OR IMPLIED, AND WE EXPRESSLY DISCLAIM ALL LIABILITY AND RESPONSIBILITY FOR ANY REPRESENTATION, WARRANTY, STATEMENT, OR INFORMATION MADE OR COMMUNICATED (ORALLY OR IN WRITING) TO YOU.

TO THE FULLEST EXTENT PROVIDED BY LAW, IN NO EVENT WILL THE COMPANY, ITS AFFILIATES, OR THEIR LICENSORS, SERVICE PROVIDERS, EMPLOYEES, AGENTS, OFFICERS, OR DIRECTORS BE LIABLE FOR DAMAGES OF ANY KIND, UNDER ANY LEGAL THEORY, ARISING OUT OF OR IN CONNECTION WITH YOUR USE, OR INABILITY TO USE, THE WEBSITES, ANY WEBSITES LINKED TO THEM, ANY CONTENT ON THE WEBSITES OR SUCH OTHER WEBSITES, INCLUDING ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO, PERSONAL INJURY, PAIN AND SUFFERING, EMOTIONAL DISTRESS, LOSS OF REVENUE, LOSS OF PROFITS, LOSS OF BUSINESS OR ANTICIPATED SAVINGS, LOSS OF USE, LOSS OF GOODWILL, LOSS OF DATA, AND WHETHER CAUSED BY TORT (INCLUDING NEGLIGENCE), BREACH OF CONTRACT, OR OTHERWISE, EVEN IF FORESEEABLE.

This website has certain security measures in place in an attempt to protect the loss, misuse, and improper alteration of the information under our control. However, your confidential use of this website cannot be guaranteed by us. We shall not be responsible for any harm that you or any person may suffer as a result of a breach of confidentiality in respect to your use of this website or any information you transmit over the Internet to this website.

Information Which May Be Collected and How It May Be Used

This policy is being provided to you to inform you of our practices and procedures regarding the safeguarding and sharing of data collected through use of this website. Data collected may include personally identifiable financial information about you, your family, or your household that we may obtain directly from you, that we may obtain as a result of our business dealings with you, or that we may obtain from any other source.

We collect information from and about users of these services both directly from you when you provide it to us and automatically when you use the services. We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the website and its contents, and any other information, products, or services that you request from us.
- Fulfill any other purpose for which you provide it.

- Recognize you when you use the website.
- Give you notices about your account.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

The usage information we collect helps us to improve our website and to deliver a better and more personalized experience by enabling us to estimate our audience size and usage patterns, store information about your preferences, allowing us to customize our website according to your individual interests, speed up your searches, and recognize you when you use the website.

We carefully restrict access to non-public personal information to authorized recipients. The right of authorized recipients to further disclose and use the information is limited by our employee handbook, applicable law, and non-disclosure agreements where appropriate. We maintain physical, electronic, and procedural safeguards to guard your non-public personal information.

- **Automatic Data Collection.** As you navigate through and interact with our website and use our services, we may use automatic data collection technologies to collect certain information about your device and your browsing and usage activity and patterns.
- **Account and Profile Information.** We may collect, for example, but not limited to, information regarding your name, email address, telephone number, username, password, telephone number, mailing address, profile photo.
- **Usage Details.** When you access and use the website, we may automatically collect certain details of your access to and use of the website and services, including services, data, logs, communication data, and the resources that you access and use on or through the website.
- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Stored Information and Files.** The website may also access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Location Information.** This website may collect real-time information about the location of your device.
- **Financial Information.** We request your explicit consent to obtain financial information for a legitimate business need in connection with a business transaction initiated by you, to make credit decisions, protect against fraud prevention and money laundering according to regulatory practices. Please note that creditors and other entities may share transaction-related or experience information about their direct dealings with you, such as payment history or account balance, without the information being classified as a consumer report. For more information, including information about additional rights, go to www.consumerfinance.gov/learnmore or write to: Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

As with many websites, we collect certain information even when you are not logged in. When you browse, read, or download information from the website, data is collected by us, including but not limited to your IP address, URL request, browser type, approximate location, and date and time of your request.

The technologies we use for automatic information collection may include:

- **Cookies.** A cookie is a small file placed on your device. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your devices. However, if you select this setting, you may be unable to access certain parts of our website. First Fence may use cookies for the customized presentation of web pages. We do not use cookies to retrieve information from your

computer that was not originally sent in the cookie, nor does First Fence use information transferred through cookies for any promotional or marketing purposes, except as expressly set forth in this Policy or as you may otherwise agree.

- **Web Beacons.** Our website and communications may contain small electronic files known as web beacons, clear gifs, pixel tags, or single-pixel gifs, to track statistics or verifying system and server integrity.

We may also monitor and record communications with you (such as telephone conversations and emails) for the purpose of quality assurance, training, fraud prevention and compliance.

All content may be retained for restorative, archival, or research purposes. Editing or deleting content may alter the displayed state of the content but will not permanently delete the content from the website

Third Party Information Collection

We do not engage in the practice of disclosing your non-public personal information to non-affiliated third parties other than as necessary to provide services. For instance, we do not sell your name, address, or telephone number to telemarketers or to direct-mail solicitors. We do not engage in “list selling,” and we do not offer your personal information to publishing houses, retailers, or coupon companies.

We may partner with third parties to provide specific services. Our third-party service providers are subject to change at any time. We may share names or other contact information that is necessary for the third party to provide these services. These providers are contractually obligated to protect your information and may not use it for their own purposes. These parties have agreed not to use personally identifiable information except for the purpose of providing these services and may not use it for their own purposes. Our third-party service providers may use collected information for:

- Email marketing platforms
- website analytics
- Customer relationship management (CRM) systems
- Social media advertising platforms
- SMS/MMS messaging services
- website hosting and maintenance, etc.

Material on this website may link to independently run websites. We are not responsible for the privacy practices or content of such websites. Please note that linked websites, including the websites of our affiliates, may have their own privacy policies. We strongly encourage you to carefully review the policies and terms of those sites.

When you use this website or its content, certain third parties may collect information about you or your device. We do not control these third parties’ tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. These third parties may include your mobile device manufacturer, your mobile service provider, advertisers, ad networks, and ad servers, and analytics companies.

Disclosure of Your Information

We may disclose aggregated information or information that does not identify any individual or device. In addition, we may disclose personal information that we collect, or that you provide:

- With your consent.
- To fulfill the purpose for which you provide it.
- To our affiliates.
- To contractors, service providers, and other third parties we use to support our business.

- To a buyer or other successor in the event of 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.
- For any other purpose disclosed by us when you provide the information.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or our safety, our customers, or others. This disclosure includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Opt Out Policy

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

You may request not to be contacted by First Fence in connection with any new services, updates, promotions, news, or system outages. Such “opt out” requests should be sent to the address indicated on any such material or by replying to such material.

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the website may then be inaccessible or not function properly.

You can choose whether or not to allow the website to collect and use real-time information about your device’s location through your device's privacy settings. If you block the use of location information, some parts of the website may become inaccessible or not function properly.

We do not control third parties’ collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way.

Data Breach Notification

We maintain reasonable technical and organizational measures to protect against unauthorized or unlawful processing of data, including protection against accidental loss or destruction of, or damage to, personal data. In the event of a data breach, we will comply with federal, state, or international law, as applicable, to report the data breach and notify you if a breach has occurred which implicates data collected from you.

Correcting, Amending, or Deleting User Information.

First Fence honors requests from you to correct, amend, or delete your account information such as your name and address. You may verify that appropriate corrections have been made. To protect your privacy and security, First Fence will also take reasonable steps to verify your identity before granting access or making corrections.

Your Privacy Rights

Important: The exact scope of these rights vary by state. There are also several exceptions where we may not have an obligation to fulfill your request. To exercise any of these rights, please email

todd.neuens@firstfenceusa.com with your request. To appeal a decision regarding a consumer rights request todd.neuens@firstfenceusa.com.

The information we collect is stored for the duration of 5-year period to resolve legal claims, if any. If you have any questions about these transfers and the storage of your data, please reach out to us at todd.neuens@firstfenceusa.com.

Texas Residents - TDPSA Rights

You are entitled to exercise the consumer rights authorized by Tex. Bus. & Com. Code Ann. § 541.001 et seq at any time by submitting a request to todd.neuens@firstfenceusa.com, specifying the consumer rights you wish to exercise. We do not require you to create a new account in order to submit requests to exercise these rights. We will respond to your request without undue delay within 45 days of receipt.

We only collect what is adequate, relevant, and reasonably necessary to provide our services to you, which includes information collected through our website, social media, and marketing activities (e.g. name, email address, phone number; registration information, booking requests and inquiry forms; and subscription preferences for emails or text messages).

We may collect, use and share the information about you that we collect for one or more of the following business purposes:

- Short-term, transient use, including non-personalized advertising
- Processing and managing Interactions and Transactions
- Quality & Safety Assurance, Verification, Maintenance, Improvement, or Enhancement of our Services
- Security & Integrity, including (without limitation) protecting against security incidents and fraudulent, malicious, illegal, or wrongful conduct
- Enabling our service providers and business partners (and their service providers and/or subcontractors) to provide services to us

As a Texas resident, you may have certain rights related to your personal data, including:

- **Opt-Out of Using Personal Data for Targeted Advertising, Profiling, and Sales.** You may request that we do not use your personal data for these purposes.
- **Access and Data Portability.** You may confirm whether we process your personal data and access a copy of the personal data we process. To the extent feasible and required by state law, data will be provided in a portable format. Depending on your state, you may have the right to receive additional information and it will be included in the response to your access request.
- **Correction.** You may request that we correct inaccuracies in your personal data that we maintain, taking into account the information's nature and processing purpose.
- **Deletion.** You may request that we delete personal data about you that we maintain, subject to certain exceptions under applicable law.

California Residents - CCPA Rights

1. For California residents, we provide you notice that, in the last 12 months, we may have collected information about you: General website and Marketing Information, which includes information collected through our website, social media, and marketing activities (e.g. name, email address, phone number; registration information, requests and inquiry forms; and subscription preferences for emails or text messages)
2. Technical Information, which includes a truncated and anonymized version of your Internet protocol (“IP”) address, browser type and version, operating system and platform, device information; and

3. Third-Party Data, which includes information collected through third-party services integrated into our website (e.g., analytics, CRM, SMS platforms), subject to contractual privacy obligations.

We may collect, use and share the information about you that we collect for one or more of the following business purposes:

- Short-term, transient use, including non-personalized advertising
- Processing and managing Interactions and Transactions
- Quality & Safety Assurance, Verification, Maintenance, Improvement, or Enhancement of our services
- Security & Integrity, including (without limitation) protecting against security incidents and fraudulent, malicious, illegal, or wrongful conduct
- Enabling our service providers and business partners (and their service providers and/or subcontractors) to provide services to us

We may disclose these categories of information in a way that could be deemed a “sale” or “sharing” of data for cross-context behavioral advertising under California law to third parties including advertising companies and social networks: certain identifiers, commercial information, internet & other electronic network activity information, and inferences.

As a California resident, you may have certain rights related to your personal data, including:

- **Opt-Out of Using Personal Data for Targeted Advertising, Profiling, and Sales.** You may request that we do not use your personal data for these purposes.
- **Access and Data Portability.** You may confirm whether we process your personal data and access a copy of the personal data we process. To the extent feasible and required by state law, depending on your state, data will be provided in a portable format. Depending on your state, you may have the right to receive additional information and it will be included in the response to your access request.
- **Correction.** You may request that we correct inaccuracies in your personal data that we maintain, taking into account the information's nature and processing purpose.
- **Deletion.** You may request that we delete personal data about you that we maintain, subject to certain exceptions under applicable law.

State Consumer Privacy Laws

If you are accessing this website from another state, or are a resident of a different state, your state's consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. The exact scope of these rights may vary by state. Depending on your state of residency, you may have certain rights related to your personal data, including:

- **Opt Out of Using Personal Data for Targeted Advertising, Profiling, and Sales.** You may request that we do not use your personal data for these purposes.
- **Access and Data Portability.** You may confirm whether we process your personal data and access a copy of the personal data we process. To the extent feasible and required by state law, depending on your state, data will be provided in a portable format. Depending on your state, you may have the right to receive additional information and it will be included in the response to your access request.
- **Correction.** You may request that we correct inaccuracies in your personal data that we maintain, taking into account the information's nature and processing purpose.
- **Deletion.** You may request that we delete personal data about you that we maintain, subject to certain exception under applicable law.

International - General Data Protection Regulation Data Rights

Your personal data may be collected, transferred to and stored by us in the United States and by our affiliates in other countries where we operate. First Fence collects the following information:

- **Account information:** Login credentials, profile details, and preferences
- **Cookies and tracking data:** Information collected through analytics or advertising.
- **Payment details:** Billing addresses, payment method information, or transaction records
- **Personal identifiers:** Names, email addresses, phone numbers, postal addresses
- **Technical data:** IP addresses, browser type, operating system, and device identifiers
- **Usage data:** How users interact with your website, app, or emails

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at todd.neuens@firstfenceusa.com.

You have the right, subject to the payment of a small fee for the administrative costs of providing a copy, to request a copy of your personal data undergoing processing. If you wish to exercise this right you should:

- put your request in writing to us at First Fence US Inc, 429 W Kennedale PKWY, Kennedale, TX 76060.
- include proof of your identity and address (e.g. a copy of your driving license or passport, and a recent utility or credit card bill)
- attach a check in the amount of £10 made payable to First Fence US Inc.
- specify the personal data you want a copy of, including any account or reference numbers.

You also have the right to ask us to stop processing your personal data for direct marketing purposes. If you wish to exercise this right you should provide us with enough information to identify you (e.g. account number, username, registration details) and put your request in writing to todd.neuens@firstfenceusa.com.

Our Privacy Lead can be contacted at: todd.neuens@firstfenceusa.com

Governing Law & Venue

The validity, interpretation, and performance of this policy and all matters relating thereto shall be governed by and construed pursuant to the laws of the State of Texas without regard to the conflict of laws principles. Any dispute concerning this policy, the services, use of this website, or First Fence's collection of information shall be resolved exclusively in the courts of Dallas County, Texas.

Contact Information

To exercise your rights or ask questions or comment about this privacy policy or our practices, contact us at:

Email: todd.neuens@firstfenceusa.com

Telephone: (682)485-5295

First Fence US Inc. 429 W Kennedale PKWY, Kennedale, TX 76060

We may change this privacy policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version which will apply each time you access this website. By using our website or services, you acknowledge that you have read and understood this Privacy Policy and agree to be bound by its terms.