

JK AMERICA, INC.

PRIVACY POLICY

Effective Date: March 30, 2026

1. Overview and Scope

We at JK America, Inc. (the “Company,” “we,” “our,” or “us”) recognize the importance of protecting the privacy of personally identifiable information (“Personal Information” or “PII”). This Privacy Policy (“Policy”) discloses our practices regarding the collection, use, and disclosure of PII we receive when you interact with our websites or applications or use our services (collectively, the “Services”), or when you otherwise interact with us. Unless otherwise expressly agreed to in writing, your Personal Information will be processed according to the terms of this Policy. By using the Services or by submitting information to us, you accept the terms of this Policy.

2. Information We Collect

We are the sole owner of information collected by us or on our behalf. We collect several types of information, including:

Personal Information: We may collect PII from you when you complete forms, navigate web pages, and in connection with other activities, services, features, or resources we make available to you. “PII” includes any information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household. PII does not include publicly available information from government records, deidentified or aggregate information, or information excluded from the scope of “Personal Information” or “PII” as defined by the applicable law.

The types of PII we have collected, used, stored, and disclosed in the last twelve (12) months include the following categories of information:

Category	Type(s) of Information
Identifiers	First Name, Last Name, Address, Email, Phone Number, IP Address
Financial Information	Credit/Debit Card Number, Expiration Date, Security Code
Categories of PII listed in the CA Consumer Customer Records law	First Name, Last Name, Address, Phone Number Information within this category may overlap with other categories.
Characteristics of protected classifications under CA or US law	In connection with employment activities, solely as permitted by law: age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical

	conditions), sexual orientation, veteran or military status, genetic information
Professional or Employment-Related Information	Current or past job history or performance evaluations
Internet or Other Similar Network Activities	Interactions with our websites
Geolocation Data	Geolocation, beacon based location, GPS location You may disable our use of certain identifiers and activities through your device or browser settings.
Commercial Information	Records of personal property, products, or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies
Sensory Data	Audio, electronic, or similar information, including customer service call monitoring

We also may process other types of Personal Information that are collected by our customers and then made available to us in connection with providing, maintaining, and improving our services.

Sensitive PII: In connection with employment activities and fulfilling orders we may collect PII revealing sensitive information such as social security, driver’s license, state identification card, or passport numbers, account log-in, financial account, debit card, or credit card numbers, precise geolocation, racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, the contents of mail, email, and text messages, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation, and any children’s personal information (under age 16) (“**Sensitive PII**”).

Deidentified Information: We may collect deidentified information from you that may not by itself reasonably identify you as the source when you use our Services or otherwise interact with us (“Deidentified Information”). Deidentified Information may include: (i) device type, (ii) device operating system, (iii) internet browser type, (iv) internet service provider, (v) referring/exit pages, (vi) date/time stamp, and (vii) clickstream information. We will take reasonable measures to ensure that Deidentified Information we collect is not personally identifiable and may not later be easily used to identify you as required by applicable law.

Children’s Information: We do not offer or promote our Services, nor do we intentionally collect or retain PII from, children who are younger than 18 years of age except in the context of employment and applications for employment. If we discover that we have inadvertently collected information from a child under 18 years of age, we will promptly take all reasonable

measures to delete such information from our systems. To the best of our knowledge, our sharing of PII does not include information about individuals we know are under 18 years of age.

3. How We Collect Information

The information we collect depends on how individuals use our Services or otherwise interact with us. We collect PII and Deidentified Information in various ways, including:

Directly from You: We collect PII when you voluntarily submit PII to us, whether in connection with the Services or through other interactions with us. The PII we collect depends on what information you provide to us.

Through Your Use of the Services: We may collect PII and Deidentified Information through your use of the Services, including information that your browser transmits when you use the Services or otherwise interact with our applications or websites. We may also collect Deidentified Information about how you access and interact with us through the use of automated tracking technologies, such as session cookies, persistent cookies, and web beacons.

A cookie is a small data file that is transferred to an internet browser, which enables our applications and websites to remember and customize your subsequent visits. We may use session cookies to make it easier for you to navigate our applications and websites, including to record session information such as which web pages you visited and to track your activity on the Services. Session cookies expire when you close your browser. We may also use persistent cookies to track and target your interests to enhance your experience on our applications and websites. Persistent cookies remain on your device for an extended period of time.

Most internet browsers automatically accept cookies. However, you can instruct your internet browser to block cookies or to provide you with a warning prompt before you accept cookies. Please refer to your internet browser's instructions to learn more about these functions. If you reject cookies, the functionality of the Services may be limited and you may not be able to utilize certain features.

Additionally, we may use web beacons, which are embedded single-pixel, electronic images that allow us to gather information about your browsing and usage activities.

From Third Party Services: We may collect PII about you from third parties whose privacy practices may differ from the practices described in this Policy. We do not make any representations or warranties concerning, and will not in any way be liable for, any informational content, products, services, software, or other materials available through third parties. Your use of third parties' services and/or third party websites is governed by and subject to the terms and conditions of those third parties and/or third party websites. We encourage you to carefully review the privacy policies and statements of such third parties and/or third party websites.

4. How We Use Information

We may use PII for lawful business purposes to help enhance their experience. These purposes include:

Direct Marketing: We may use your PII to send you promotional materials. You have the right to opt-out of receiving direct marketing.

Customer Service and Communications: We may use your PII to help us respond to your inquiries, questions, requests, and support needs more efficiently.

Service Optimization: We may use your PII and/or Deidentified Information to analyze usage activities and patterns in order to understand our users' interests and preferences, optimize user experiences, improve and further develop our Services, and in managing our everyday business needs.

Safety and Security: We may use your PII and/or Deidentified Information to promote the safety and security of the Services, our users, us, and other parties. For example, we may use the information to authenticate users, facilitate secure payments, protect against fraud and abuse, respond to a legal request or claim, conduct audits, and enforce our terms and policies.

We will not collect additional categories of PII or use PII we collected for materially different, unrelated, or incompatible purposes without providing you notice. If required by law, we will also seek your consent before using your personal information for a new or unrelated purpose.

5. How We Disclose Information

We may disclose PII to third parties for a business purpose as described below:

To Our Affiliates: We may disclose your PII to affiliates, including companies within the JK-Benelux B.V. group.

To Contractors and Service Providers: We may disclose your PII to third party service providers that assist us in promoting and/or providing the Services, including user support and direct communications with users, as well as third party service providers that provide other services to us relating to the Services and the operation of our business.

To Third Party Marketers: We may disclose your PII to third parties to market their products to you if you have not opted out of these disclosures.

Law Enforcement, Safety, and Legal Processes: We may disclose your PII to law enforcement or other government officials if it relates to a criminal investigation or alleged criminal activity. We may also disclose your PII: (i) if required or permitted to do so by law; (ii) for fraud protection and credit risk reduction purposes; (iii) in the good-faith belief that such action is necessary to protect our rights, interests, or property; (iv) in the good-faith belief that such action is

necessary to protect your safety or the safety of others; or (v) to comply with a judicial proceeding, court order, subpoena, or other similar legal or administrative process.

Sale or Acquisition of Assets: If we become involved in a transaction involving the sale of our assets, such as a merger or acquisition, or if we are transferred to another company, we may disclose and/or transfer your PII as part of the transaction. If the surviving entity in that transaction is not us, the surviving company may use your PII pursuant to its own privacy policies, and those policies may be different from this Policy.

Type of Information Disclosed

In the last twelve (12) months, we have disclosed the categories of PII listed above to third parties for a business purpose.

How We “Share” Information

We may also “share” PII with third parties by disclosing it for cross-context behavioral advertising, subject to any right you may have to opt-out of such sharing, as described below:

- Google, Meta, and marketing partners (see below for additional detail)

In the last twelve (12) months, we have shared the following categories of PII to third parties for a business purpose:

- Identifiers;
- Internet or Other Similar Network Activities;
- Geolocation Information

Disclosure of Sensitive PII

We may use or disclose sensitive personal information for the following statutorily approved reasons (“Permitted Sensitive PII Purposes”):

- Performing actions that are necessary for our consumer relationship and that an average consumer in a relationship with us would reasonably expect.
- Preventing, detecting, and investigating security incidents that compromise the availability, authenticity, integrity, or confidentiality of stored or transmitted personal information.
- Defending against and prosecuting those responsible for malicious, deceptive, fraudulent, or illegal actions directed at us.
- Ensuring physical safety.
- Short-term, transient use, such as non-personalized advertising shown as part of your current interactions with us, where we do not:

- disclose the sensitive personal information to another third party; or
- use it to build a profile about you or otherwise alter your experience outside your current interaction with us.
- Services performed for us, including maintaining or servicing accounts, processing or fulfilling transactions, verifying consumer information, processing payments, or providing financing, analytic services, storage, or similar services for us.
- Activities required to:
 - verify or maintain the quality or safety of a product, service, or device that we own, manufacture, had manufactured, or control; or
 - improve, upgrade, or enhance the service or device that we own, manufacture, had manufactured, or controlled.
- Collecting or processing sensitive personal information that we do not use for the purpose of inferring characteristics about a consumer.

We do not use or disclose sensitive personal information for purposes other than the Permitted Sensitive PII Purposes. Subject to your limitation rights, the additional sensitive personal information use purposes include all of the purposes described in this Privacy Policy. For more on your right to limit these additional sensitive personal information use purposes, see the section regarding your Legal Rights.

Google Analytics

For the purpose of website analytics, Google Analytics automatically collects and stores data (IP address, time of visit, device and browser information as well as information on your use of our website), from which usage profiles are created using pseudonyms. Cookies can be used for this purpose. Your IP address will not be merged with other data from Google. The data processing is based on a data processing agreement with Google.

We also use the extension function of Google Analytics, Google Optimize, to create and run tests.

For web analytics purposes, the extension function of Google Analytics, Google Signals, enables so-called "cross-device tracking". If your internet-enabled devices are linked to your Google account and you have activated the "personalized advertising" setting in your Google account, Google can generate reports on your usage behavior (in particular cross-device user numbers), even if you change your device. We do not process personal data in this respect; we only receive statistics based on Google Signals.

For website analysis and event tracking, we use Google Ads Conversion Tracking to measure your subsequent usage behavior when you arrive on our website via a Google Ads ad. For this

purpose, cookies may be used and data (IP address, time of visit, device and browser information as well as information on your use of our website based on events specified by us, such as a visit to a website or newsletter registration) may be collected, from which usage profiles are created using pseudonyms.

Meta and Facebook

This website uses social plugins from the social network Facebook, which is operated by Facebook, Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (“Facebook”). The plugins are marked with a Facebook logo or the supplement “social plugin from Facebook” or “Facebook social plugin”. You can find an overview of the Facebook plugins and what they look like here developers.facebook.com/docs/plugins.

If you access a page of our website that has such a plugin, your browser establishes a direct connection with Facebook’s servers. The contents of the plugin are transmitted directly to your browser from Google and integrated into the website by them.

By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page on our website even if you don’t have a Facebook account or aren’t currently logged into Facebook. This information (including your IP address) is transmitted by your browser directly to a Facebook server in the USA and saved there.

If you are logged in to Facebook, Facebook can directly associate the visit to our website with your Facebook account. If you interact with the plugins by, for instance, pushing a “Like” button or entering a comment, the corresponding information will be transmitted directly by your browser to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends.

Facebook can use this information for advertising purposes, market research and the needs-based design of the Facebook pages. To this end, Facebook creates usage, interest and relationship profiles, e.g. to analyze your use of our website with respect to the advertisements you are shown on Facebook, inform other Facebook users of your activities on our website and provide additional services related to the use of Facebook.

If you don’t want Facebook to directly associate data collected via our website with your Facebook account, you have to log out of Facebook before visiting our website.

The purpose and scope of the data collection and the further processing and use of the data by Facebook and your rights and settings options in this regard for protecting your privacy can be found in Facebook’s data protection information from Facebook:

www.facebook.com/policy.php.

Social Plugins by Meta, including Facebook and Instagram

Social buttons by social networks are used on our website. These are only integrated into the page as HTML links, so that no connection to the servers of the respective provider is

established when our website is accessed. If you click on one of the buttons, the website of the respective social network will open in a new window of your browser. There you can click e.g. the Like or Share button.

Our Online Presence on Facebook and Instagram

If you have given your consent to the respective social media provider, when you visit our online presence on the social media mentioned above, your data will be automatically collected and stored for market research and advertising purposes, from which user profiles are created using pseudonyms. These can be used, for example, to place advertisements within and outside the platforms that presumably correspond to your interests. Cookies are usually used for this purpose. For detailed information on the processing and use of data by the respective social media provider, as well as a contact option and your rights and settings options for the protection of your privacy, please refer to the provider's privacy policies linked below. Should you still require assistance in this regard, please contact us.

Facebook (by Meta) is provided by Meta Platforms (hereafter "Meta Platforms") The information automatically collected by Meta Platforms about your use of our online presence on Facebook (by Meta) is usually transferred to a server of Meta Platforms, Inc., 1 Hacker Way, Menlo Park, California 94025, USA and stored there.

Instagram (by Meta) is provided by Meta Platforms. The information automatically collected by Meta Platforms about your use of our online presence on Instagram is typically transferred to and stored on a server at Meta Platforms Inc, 1 Hacker Way, Menlo Park, California 94025, USA.

6. Security

The security and confidentiality of your PII is very important to us. We use commercially reasonable security measures to protect your PII. However, no data transmitted over or accessible through the internet can be guaranteed to be 100% secure. As a result, while we attempt to protect your PII, we cannot guarantee or warrant that your PII will be completely secure (i) from misappropriation by hackers or from other nefarious or criminal activities, or (ii) in the event of a failure of computer hardware, software, or a telecommunications networks.

7. Data Retention

We retain PII (including Sensitive PII, where applicable) only for the duration we require it to provide the Services, to serve our business purposes or other uses disclosed above, as required by law or regulation, and to enforce or protect our rights, in each case in a manner consistent with any retention periods established by law. We delete or de-identify PII within a reasonable period after we no longer need the information for the purposes set out in this Policy.

8. Legal Rights

State Privacy Rights

Some states such as California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia grant (now and in the future) their residents certain data privacy rights, which may include the following:

- **Right to Access**: You may have the right to request a copy of the specific pieces of PII that we have collected about you in the previous twelve (12) months. The information will be delivered by mail or electronically. Upon receipt of a Verifiable Consumer Request, we will disclose:
 - The categories of PII we have collected about you;
 - The categories of sources from which PII is collected;
 - Our business purpose for collecting PII;
 - The categories of third parties with whom we share PII, if any; and
 - The specific pieces of PII we have collected about you.
- **Right to Data Portability**: You may have the right to receive your PII in a portable, readily usable format that allows you to transmit your information to another entity without hindrance.
- **Right to Correct Inaccurate Information**: You may have the right to request that we correct inaccurate information about you that we maintain.
- **Right to Deletion**: You may have the right request that we delete your PII.
- **Right to Be Free from Discrimination**: You may have the right to not be discriminated against by us for exercising any of your rights under applicable law or regulation. Unless permitted by applicable law or regulation, we will not:
 - Deny goods or services to you;
 - Charge different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
 - Provide a different level or quality of goods or services to you; or
 - Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

To exercise your rights, please use the Verifiable Consumer Request method described below. Please be aware that your rights (including those enumerated elsewhere in this Policy) are limited to the extent permitted by applicable law. The exact scope of these rights may vary by state.

Right to Limit the Use of Sensitive PII

You have the right to direct us to limit our use of your Sensitive PII to that use which is necessary for the intended purposes. To exercise your right to limit our use of your Sensitive PII, you may submit a request to us by clicking the “Limit the Use of My Sensitive Personal Information” link on our homepage. You do not need to create an account with us to exercise

this right. We will only use PII provided in a rights request to review and comply with your request.

Opt-Out of Sharing of Personal Information

You have the right to opt-out of the sharing of your PII. If you exercise your right to opt-out of the sharing of your PII, we will refrain from sharing your PII unless you subsequently provide express authorization for the sharing of your PII. To exercise your right to opt-out, you may submit a request to us by clicking the “Do Not Sell or Share My Personal Information” link on our homepage or by visiting the following link. You do not need to create an account with us to exercise your opt-out right. We will only use PII provided in an opt-out request to review and comply with your request.

ADMT Rights

When a business uses automated decision-making technology (ADMT) to make significant decisions about you, you may have rights to:

- Obtain certain information about how the business uses ADMT, that is specific to you (the “ADMT access right”).
- Opt-out of the ADMT use (the “ADMT opt-out right”) unless the business provides you with a method to appeal the decision to a human reviewer with the authority to overturn the decision (the “ADMT appeal right”) or another exception applies.

ADMTs are technologies that process personal information and use computation to execute a decision and either replace or substantially replace human decision-making, resulting in decisions made without human involvement. Decisions are significant when they result in the provision or denial of financial or lending services, housing, education enrollment or opportunities, employment or independent contracting opportunities or compensation, or healthcare services. Advertising is not a significant decision.

We do not currently use ADMT to make significant decisions about consumers, so we do not provide ADMT access, opt-out, or appeal rights.

Additional California Privacy Rights

California’s “Shine the Light” law permits California residents to request certain information regarding our disclosure of PII to third parties for their direct marketing purposes. To make such a request, please contact us at the Contact Information provided below.

Verifiable Consumer Requests

You can exercise your legal rights by submitting a Verifiable Consumer Request to us by:

- Calling us at 888-771-0996; or
- Emailing us at privacy@jkamerica.com

Only you, or someone legally authorized to act on your behalf, may make a Verifiable Consumer Request related to your PII. Making a Verifiable Consumer Request does not require you to create an account with us. You may only make a Verifiable Consumer Request for access to PII as often as is required by law (e.g. in California: twice in a 12-month period).

The Verifiable Consumer Request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with PII if we cannot verify your identity or authority to make the request and confirm the PII relates to you. We will only use PII provided in a Verifiable Consumer Request to verify the requestor's identity or authority to make the request.

Response Timing and Format

We will acknowledge receipt of a Verifiable Consumer Request within ten (10) days. We endeavor to respond to Verifiable Consumer Requests within forty-five (45) days of its receipt. If we require more time (up to ninety (90) days), we will inform you of the reason and extension period in writing. Any disclosures we provide will only cover the 12-month period preceding the Verifiable Consumer Request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

We do not charge a fee to process or respond to Verifiable Consumer Requests, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Do Not Track Disclosure

Some internet browsers may transmit "do-not-track" signals to websites with which the browser communicates. Our applications and websites do not currently respond to these "do-not-track" signals.

Global Privacy Control Disclosure

Some browsers and browser extensions support the Global Privacy Control ("GPC") that can send a signal to process your request to opt out from certain types of data processing. When we detect such a signal, we will respect your choices indicated by a GPC setting as required by applicable law. You can activate the GPC signal by visiting the Global Privacy Control website and installing a supported browser or extension. When we detect a valid GPC signal, we will treat it as a request to opt out of data sharing under applicable law.

Nevada Personal Information Sales Opt-Out Disclosure

Nevada provides its residents with a limited right to opt out of certain personal data sales. Please know we do not currently sell data triggering that statute's opt-out requirement. Residents who wish to exercise their sale opt-out rights may submit a request to this designated contact information below. Please include your name and the email address associated with your request. We will respond to your verified request within 60 days, as required by Nevada law.

9. Third Party Links

Our applications and websites may contain links to other websites or applications ("Linked Resources") that are not owned by the Company. We do not control the collection or use of any information, including PII, which occurs while you visit Linked Resources. Therefore, we make no representations or warranties for —and will not in any way be liable for—any content, products, services, software, or other materials available on Linked Resources, even if one or more pages of the Linked Resource are framed within our application and/or website.

Furthermore, we make no representations or warranties about the privacy policies or practices of the Linked Resources, and the Company is not responsible for the privacy practices of those Linked Resources. We encourage you to be aware of when you leave the Services and read the privacy policies of Linked Resources.

10. Modifications

We reserve the right to update this Policy from time-to-time in our sole discretion. If our privacy practices change materially in the future, we will post an updated version of this Policy. It is your responsibility to review this Policy for any changes each time you use the Services or interact with us.

11. Accessing, Updating, and Controlling Information

If you ever wish to access, update, change, or delete your PII, you may do so by contacting us at the Contact Information provided below. To help us process your request, please provide sufficient information to allow us to identify you in our records. We reserve the right to ask for additional information verifying your identity prior to disclosing any PII to you. Should we ask for verification, the information you provide will be used only for verification purposes, and all copies of the information will be destroyed when the process is complete.

If you do not wish to receive update messages and/or direct marketing communications from us, you may opt-out by following any instructions included in the communication or by contacting us at the Contact Information provided below. Please be aware that although you may opt-out of update messages and/or direct marketing communications, we reserve the right to email you administrative notices as permitted under the CAN-SPAM Act.

We will make commercially reasonable efforts to respond to opt-out requests and handle requests to access, update, change, or delete PII as quickly as possible.

13. Contact Information

If you have questions about this Policy or wish to contact us with questions or comments, please contact us at:

JK America, Inc.

1823 Grant Ave Ste A

Jonesboro, AR 72401, USA

Phone: 888-771-0996

Email: privacy@jkamerica.com

14. Effective Date

This Policy was last modified as of the effective date printed above. This version of the privacy policy replaces and supersedes any prior privacy policies.