

Universal Privacy Notice

Privacy Notice

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Introduction

HNI Corporation (“HNI,” “we,” or “us”), through its affiliates and subsidiaries, manufactures and sells office furniture and home and hearth products. This Privacy Notice (“Notice”) covers the personal information that HNI and its subsidiaries and affiliates within the HNI family of companies (“Affiliates”) collect through hnicorp.com and other websites (e.g., allsteeloffice.com, hon.com, allsteelsynergy.com, hbftextiles.com, hbf.com, gunlocke.com, gunlockeadvantage.com, homenhearth.com, heatilator.com, harmanstoves.com, heatnglo.com, quadrafire.com, vermoncastings.com, majesticproducts.com, fireplaces.com, woodprostoves.com, fireside.com, monessenhearth.com, outdoorrooms.com, danishdesignstore.com, designpublic.com, designpublicgroup.com, hniglobal.com, hni-india.com, hnicareers.com, honready.com), applications, products, and services owned or controlled by HNI, or websites that post a link to this Notice (individually, “Website” and collectively the “Websites”). In this Notice, personal information means information that (either in isolation or in combination with other information) enables you to be directly or indirectly identified (“Personal Information”).

This Notice is intended to inform you about how we collect, use, disclose, and store Personal Information in our role as controller of Personal Information when you:

- Interact with or use our Websites, including to purchase products and services, contact customer support, make warranty claims, order product samples, locate us or one of our trade partners, and request service.
- Download our mobile and desktop applications from the Websites.
- Download our mobile and desktop applications from application stores such as Google Play, the Apple App Store, or the Apple Store.
- Register or attend our events, conferences, or webinars.
- Participate in our promotions (such as discounts or coupons for products), sweepstakes, or give-away programs.
- Provide your Personal Information for the purposes of purchasing products, administering product-related services (e.g., warranty, customer support, or installation services) to you, requesting marketing information, and processing payment (collectively, “Product Services”).
- Provide your Personal Information for the purposes of setting up an account with us or otherwise interact with us through a gated service wherein you are required to create an account (collectively the “Account Services”).

Please note that this Notice does not cover the handling of Personal Information when HNI or our Affiliates are processing Personal Information on behalf of our customers or trade partners, e.g., Personal Information submitted by individuals for processing through a website or service offered by a trade partner, dealer, online retailer, distributor, or other entity (that may sell or otherwise have access to our products) is not covered by this Notice. Additionally, it does not apply to Personal Information collected by any third party (other than our Affiliates who also link to this Notice), including any application, plug-in, or content (including advertising) that is accessible from the Websites.

Personal Information We Collect

Personal Information You provide to us:

From Websites: We may collect Personal Information that you choose to send to us or provide to us, for example, on our “Request A Quote,” “Dealer Locator,” “Where to Buy,” or similar online form, when you register for an event or webinar, when you contact our Customer Support through our Websites, when you interact with our warranty or return teams through the website, when you apply for a position, and when you enter a sweepstakes or contest. If you contact us through the Websites, we will keep a record of our correspondence.

From the Account Services: We receive and store the Personal Information that you provide directly to us for Account Services. We may collect Personal Information such as name, email address, postal address, phone number, job title, etc. Pursuant to these accounts, we may collect and store media, documents, or other information that you provide to us.

From Product Services: If you are purchasing products or services from us, to fulfill those transactions, we may collect Personal Information such as name, email address, and postal address and financial information required to process payments. We also may collect commercial information, such as records of purchased products or information related to requests for quotes or to locate a trade partner. We also may collect inquiries from you regarding Product Services, including requests for refunds or claims for warranty services.

Personal Information We automatically collect:

When you use the Websites:

When you visit our Websites, we, partners working on our behalf, and third parties collect Internet or other electronic activity information through the use of cookies and other trackers.

Depending on your tracking preferences, this information may include, but is not limited to, your device’s Internet Protocol (“IP”) address, referring website, what pages your device visited, and time that your device visited our Websites. In a similar manner, we may also collect Personal Information related to Product Services, such as whether you placed a product in your cart and address information. We may also rely on analytics and tools used to prevent spam and other security risks related to the use of abusive automated software. You can choose your preferences with regards to the cookies and other trackers by accessing the cookie preference center on our Websites. Visit our Cookie Notice for more information on the types of cookies and other trackers we use on our Websites.

When you use the Account Services:

Internet or other electronic network activity may also be collected when we provide the Services to you.

- **Usage Information** – We keep track of user activity within certain applications and accounts and performance metrics related to use of the applications and accounts.
- **Log Information** – We log information about individuals’ access to applications and accounts and their activity within the applications and accounts when they use our Services, which may include IP addresses.
- **Information collected by cookies and similar technologies** – When you use the Services or in connection with Product Services on the Websites, we use various technologies to collect information, including saving cookies to users or visitors of the Websites.

When you Opt-In to Receive Promotional or Marketing Information:

When you interact with the Websites, the Account Services, or the Product Services, you may be given the opportunity to opt-in to receiving promotional and marketing information from us. If you decide to opt-in, the information you provide (such as name and email address) will automatically be integrated into our marketing management system.

Information We Collect from Trusted Third Parties:

If your Personal Information has been collected as (i) you interacted with or used our Website, (ii) you engaged in Product Services with us or our trade partners, (iii) you registered or attended an event that we hosted, (iv) you participated in a contest or sweepstakes, or (v) part of the Account Services, your Personal Information, as stored in our CRM service provider, may be enriched or updated with information that we collect from third parties to ensure it is accurate, up to date, and achieves the purpose for which it was originally collected. Please note that we may also obtain non-personal information related to your organization's name, structure, industry, and similar attributes through the use of third parties' data sets, for the purpose of enriching or updating your Personal Information that we already hold.

How and On What Grounds We Use Your Personal Information

- **Product Services.** We may use the Personal Information we collect as necessary to complete Product Services. We may use Personal Information to ship you your product, to provide you with requested installation or special delivery services, to provide you with warranty related services, and to provide you with customer support related to the products or services you have purchased. We may use the Personal Information to verify, maintain, improve, upgrade, or enhance the Product Services that we provide. We use your Personal Information in this context based on the agreement we have in place with you or our legitimate interests, such as for security purposes or business practice improvement.
- **The Account Services.** We may use the Personal Information we collect to set up user accounts; provide, operate, and maintain the Account Services; to process and complete transactions; provide product quotations; to provide customer support; to respond to inquiries; to send communications; to respond to your inquiries; to determine engagement within the Account Services and areas for improvement; and as otherwise described within the Account Services from time to time. We use your Personal Information in this context based on the agreement we have in place with you or our legitimate interests, such as for security purposes or business practice improvement.
- **Websites.** We may use the Personal Information we collect through our Websites to administer the Websites, events, promotions, sweepstakes, contests, and to provide Product Services; to allow you to apply to our open positions; for troubleshooting, data analysis, testing, statistical and survey purposes; to improve our Websites and ensure content is presented effectively for you and your device; for trend monitoring, marketing, and advertising; for purposes made clear to you at the time you submit your Personal Information, such as when you request to be contacted by one of our trade partners; and as part of our efforts to keep our Websites secure. Our use of your Personal Information in this context may be based on our legitimate interests to ensure network and information security, and business performance improvement. We also may rely on our legitimate interest to improve business and marketing practices or contact you as requested to discuss with one of our trade partners.
- **Promotional Communications.** We may use your Personal Information to contact you with newsletters, marketing, or promotional materials and other information that may be of interest to you. You may opt-out of receiving any, or all, of these communications by following the instructions provided in any email we send or by following the unsubscribe link in those emails. We use your Personal Information for direct marketing purposes based on your consent (for example when you opt in when making product purchases, contact us

directly, agree to receive communications after an event, and similar circumstances).

- **Respond to Inquiries.** If you choose to contact us directly (by email, form, or postal mail) using the contact information we provide on the Websites, we will use your contact information to respond to your inquiry, and we will keep a record of the correspondence for compliance purposes.
- **Data Analytics.** We may use your Personal Information for the purposes of enterprise data analytics.

Cookies & Similar Technologies

The Websites, Product Services, and Account Services may place cookies and similar technologies on your browser for a variety of reasons. Our Cookie Policy can be found here.

How We Share and Disclose Personal Information to Third Parties

We share and disclose information, including Personal Information, in the following limited circumstances.

Vendors, Consultants, Advertising Partners & Networks, & Service Providers

We may share your Personal Information with third-party vendors, consultants, advertising partners & networks, contractors, and service providers we employ to perform tasks on our behalf. These companies include our payment processing providers, freight providers (such as UPS and FedEx), trade partners, and installers, website analytics companies (e.g., Google Analytics), tools used to prevent spam and other security risks (e.g., Google reCAPTCHA), cloud services providers (e.g., AWS), companies that assist with website development, online activities, and help desk functionality, CRM service providers (e.g., Salesforce), email service providers (e.g., Klaviyo and Microsoft), advertising partners (e.g., Klaviyo), and others.

Event Hosts

If you attend an Event, we may share your contact details with the host of the Event (e.g., the hotel associated with the Event) when necessary to allow you to participate in the event.

Business Transfers

We may choose to buy or sell assets and may share and/or transfer customer information, including Personal Information, in connection with the evaluation of and entry into such transactions and based on our legitimate interests. Also, if we or our assets are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Information may be one of the assets transferred to or acquired by a third party.

HNI Affiliates

We may share your Personal Information within the HNI family of companies for purposes consistent with this Notice and based on our legitimate interests.

Protection of HNI and Others

We may disclose any Personal Information, based on our legitimate interests and when necessary to i) comply with a law or a court order or other regulatory or law enforcement requests, ii) enforce or apply our agreements with you and other parties, or iii) protect the rights, property, or safety of HNI and its Affiliates, our employees, our customers, trade partners, or others.

How Long We Retain Your Personal Information

We store your Personal Information for different time periods depending on the category of Personal Information and the

purposes for which we collected the information. Some information, such as marketing information, may be deleted automatically based on specific schedules. Other information, e.g., account information, may be retained for a longer period of time based on the agreement you have with us. Finally, we may further retain information for business practices based on our legitimate interests or legal purposes, such as network improvement, fraud prevention, record-keeping, or enforcing our legal rights.

Security

We use appropriate technical, organizational, and administrative security measures to protect any Personal Information we store from loss, misuse, and unauthorized access, disclosure, alteration, and destruction.

No company or service can guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of user's Personal Information at any time. Among other practices, if you have an account with us, your account is protected by a password for your privacy and security. You must prevent unauthorized access to your account and Personal Information by selecting and protecting your password appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

Your Privacy Rights

Cookies

You can change your preferences with regards to the cookies and other trackers at any time on all our Websites.

Ad Choices: You have options to limit the information that we and our partners collect for online advertising purposes.

- You may disable cookies in your browser or mobile device using their settings menus. Your mobile device may give you the option to disable advertising functionality. Because we use cookies to support Service functionality, disabling cookies may also disable some elements of our online properties.
- The following industry organizations offer opt-out choices for companies that participate in them: the [Network Advertising Initiative](#), the [Digital Advertising Alliance](#), and the [European Interactive Digital Advertising Initiative](#).
- You may use our cookie settings menu.
- You may contact us directly.

If you exercise these options, please be aware that you may still see advertising, but it will not be personalized. Nor will exercising these options prevent other companies from displaying personalized ads to you.

If you delete your cookies, you may also delete your opt-out preferences.

How to Exercise Your Privacy Rights

If you would like to request to access, review, update, rectify, and delete any Personal Information we hold about you, or exercise any other right available to you under applicable data privacy laws, you can either fill out this [request form](#) or email us at PrivacyPolicy@hnicorp.com. Our privacy team will examine your request and respond to you as quickly as possible. Please note that we may still use any aggregated and de-identified Personal Information that does not identify any individual and may also retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

California Residents: California residents have specific rights under the California Consumer Privacy Act ("CCPA"). For more

information and to exercise your rights, please see the section titled The California Consumer Privacy Act, below.

Residents of the European Economic Area or the United Kingdom: If you are a resident of the European Economic Area or the United Kingdom, please note that, while we appreciate your interest in our companies, our Websites are not intended for you, and we have limited distribution available to you.

Additional Information for California Consumers – The California Consumer Privacy Act

Notice at Collection Regarding the Categories of Personal Information Collected

Under the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, the “CCPA”), California residents have the right to receive notice of certain information about our data collection, use, and disclosure. The following table summarizes the categories of Personal Information we collect; the categories of sources of that information; whether we disclose, sell, or share that information to service providers or third parties, respectively; and the criteria we use to determine the retention period for such information.

Entities to whom we disclose Personal Information for business purposes are *service providers*, which are companies that we engage to conduct activities on our behalf. We restrict service providers from using Personal Information for any purpose that is not related to our engagement. Entities to whom we “sell” or with whom we “share” information are *third parties*. Under the CCPA, a business “sells” Personal Information when it discloses Personal Information to a company for monetary or other benefit. A company may be considered a third party either because we disclose Personal Information to the company for something other than an enumerated business purpose under California law, or because its contract does not restrict it from using Personal Information for purposes unrelated to the service it provides to us. A business “shares” Personal Information when it discloses Personal Information to a company for purposes of cross-context behavioral advertising, as that term is defined in the CCPA.

The categories we use to describe Personal Information are those enumerated in the CCPA. We collect this Personal Information for the purposes described above in “How and On What Grounds We Use Your Personal Information.”

Category	Information Type	Source	We disclose to:	We sell to/share with:
Identifiers	<ul style="list-style-type: none"> Contact information or personal characteristics (name; email address; postal address; telephone number; signature) 	You; our social media pages; third party subscription service providers	Service Providers	Business partners
Health Information	N/A	N/A	N/A	N/A
Financial Information	<ul style="list-style-type: none"> Payment card data Bank account information Credit information 	You	Service Providers	Not sold/shared

Protected Classifications and Other Sensitive Data	<ul style="list-style-type: none"> • Date of Birth • Gender 	You	Service Providers	Not sold/shared
Commercial Information	<ul style="list-style-type: none"> • Transaction information • Billing and payment records • Order history 	You	Service Providers	Not sold/shared
Biometric Information	N/A	N/A	N/A	N/A
Geolocation Information	<ul style="list-style-type: none"> • Coarse (information that describes location at ZIP code-level or less precision) 	You; our analytics and advertising partners	Service Providers	Advertising partners (coarse location only)
Internet or Electronic Network Activity Information	<ul style="list-style-type: none"> • IP address • Device identifier (e.g., MAC) • Advertising identifier (e.g., IDFA, AAID) • Information provided in URL string (e.g., search keywords) • Cookie or tracking pixel information • Information about your interaction with our website, app, email correspondence, or products • Browsing history • Search history • Diagnostic information (e.g., crash logs, performance data) 	You; Service Providers; our analytics and advertising partners	Service Providers	Advertising partners; Third Party analytics providers
Audio, Electronic, Visual, Thermal, Olfactory, or Similar Information	N/A	N/A	N/A	N/A
Professional or Employment-Related Information	<ul style="list-style-type: none"> • Current employer • Job title 	You	Service Providers	Not sold/shared
Education Information	<ul style="list-style-type: none"> • Education history • Level of education 	You	Service Providers	Not sold/shared

Inferences Drawn About You	<ul style="list-style-type: none"> User profile reflecting preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes 	You; our analytics and advertising partners	Service Providers	Analytics and Advertising Partners
Content of Communications	<ul style="list-style-type: none"> Contents of phone calls, emails, or text messages Photos 	You	Service Providers; Business Partners	Not sold/shared
Contacts	<ul style="list-style-type: none"> List of contacts that you supply to us 	You	Service Providers	Not sold/shared

We determine the retention period for each of the categories of personal information listed above based on (1) the length of time we need to retain the information to achieve the business or commercial purpose for which it was obtained, (2) any legal or regulatory requirements applicable to such information, (3) internal operational needs, and (4) any need for the information based on any actual or anticipated litigation.

The CCPA Rights

Right to Opt-Out of Sale or Share:

While we do not sell personal information in exchange for any monetary consideration, we do disclose Personal Information for other benefits that could be deemed a "sale," as defined by the CCPA.

You have the right to direct us not to sell your Personal Information or share it for the purpose of cross context behavioral advertising. To exercise your right to opt-out, please revise your cookie settings with respect to our Websites so that only strictly necessary cookies are enabled. With respect to cookies, you can always customize your settings at any time. Please note that we may still use aggregated and de-identified Personal Information that does not identify you or any individual. We may also retain Personal Information as needed to comply with legal obligations, enforce agreements, and resolve disputes.

Right to Request Access:

You have the right to request access to Personal Information that we have about you. You can request that we provide you with the categories of Personal Information we have collected in the 12 months preceding your request and for each category: the categories of sources from which the Personal Information was collected; the business or commercial purpose for which we collected the Personal Information; the categories of third parties to whom we sold or shared the Personal Information or disclosed the category of Personal Information for a business purpose; and the business or commercial purpose for which we sold, shared, or disclosed the category of Personal Information. You can also request that we provide the specific pieces of Personal Information that we have about you (also called a data portability request).

Right to Request Correction:

You have the right to request that we correct inaccurate Personal Information that we have collected about you. Please note that there are exceptions where we do not have to fulfill a request to correct Personal Information.

Right to Request Deletion:

You have the right to request that we delete any Personal

Information about you that we have collected from you. Please note that there are exceptions where we do not have to fulfill a request to delete Personal Information, such as when the deletion of information would create problems with completing a transaction or compliance with a legal obligation.

Right to Non-Discrimination:

We will not discriminate against you for exercising any of the rights afforded to you.

Making a Request to Exercise Your Rights

If you would like to exercise your right to request to access, correct, or delete your Personal Information, please fill out this [request form](#). Our privacy team will examine your request and respond to you as quickly as possible.

Depending on your request, we may need to verify your identity which may require you to provide specific pieces of information to us, such as email address and purchase order number. We may use third-party verification companies to help us verify your identity. If you are submitting a request on behalf of a household, we will need to verify each member of the household in the manner set forth in this section. We may not be able to respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. We will only use personal information provided in the request to verify the requestor's identity or authority to make it.

If you are making any of the requests above through an authorized agent, we will request written authorization from you and will seek to verify your identity in the manners stated above (depending on the request type), or we will accept a legal Power of Attorney under the California Probate Code to the authorized agent. To make a request using an authorized agent contact privacypolicy@hnicorp.com.

We endeavor to respond to a verifiable consumer request within the required timeframes. If we need more time, we will inform you of the reason and extension period in writing. If you submit your privacy request electronically through our request form, we will deliver our written response to the verified email associated with the request. If you did not submit the request with us via the online webform, we will deliver our written response by mail or electronically, at your option. 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 why we cannot comply with a request, if applicable. We do not charge a fee to process or respond to your verifiable consumer request 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” and Global Privacy Control

Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. DNT is a way for users to inform websites and services that they do not want certain information about their webpage visits collected over time and across websites or online services. Please note that we do not respond to or honor DNT signals.

Global Privacy Control is a browser setting that allows you to notify websites you visit about your privacy preferences. We honor website visitors' Global Privacy Control signals.

Children

We do not knowingly collect or solicit Personal Information from anyone under the age of 16. If you are under 16, please do not attempt to purchase product, register for the Services, or send any Personal Information about yourself to us. If we learn that we have collected Personal Information from a child under age 16, we will delete that information as quickly as possible. If you

believe that a child under 16 may have provided us their Personal Information, please contact us at PrivacyPolicy@hnicorp.com.

Linked Websites

For your convenience, hyperlinks may be posted on the Websites that link to other websites (the "Linked Sites"). We are not responsible for, and this Notice does not apply to, the privacy practices of any Linked Sites or of any companies that we do not own or control. Linked Sites may collect information in addition to that which we collect on the Websites. We do not endorse any of these Linked Sites, the services or products described or offered on such Linked Sites, or any of the content contained on the Linked Sites. We encourage you to seek out and read each Linked Site's privacy notice to understand how the Personal Information about you is used and protected.

Changes to this Notice

We are constantly trying to improve our Websites, so we may need to change this Notice from time to time. We will alert you about material changes by, for example, placing a notice on our Websites and/or by sending you an email (if you have registered your e-mail with us) when we are required to do so by applicable law. You can see when this Notice was last updated by checking the date at the top of this page. You are responsible for periodically reviewing this Notice.

Contact Us

If you have any questions about this Privacy Notice, please contact us at:

Mailing Address:

HNI Corporation

Attn: Legal Department

600 E. Second Street

Muscatine, IA 52761

Email:

privacypolicy@hnicorp.com