



General Privacy Policy for Website Visitors and Business Contacts

Effective Date: November 23, 2022

1. Introduction

Advanced Drainage Systems, Inc.* ("ADS," "we," "us," or "our") is a manufacturer of world-class water management and drainage products that we sell to enterprise customers. As such, we process only limited types of personal information, personal data, or personally identifiable information (collectively, "PI") about our customers' personnel and visitors to our Online Services (defined below), including job applicants. The purpose of this Privacy Policy ("Policy") is to inform you about the types of PI that we may collect and process when you visit our website or transact business with us. Please note that not all of the PI referenced in this Policy may be collected about you or used for the purposes set out below.

Please note that this Policy applies only to PI collected through our website and emails ("Online Services") and not to information collected offline except to the extent we combine it with PI collected via our Online Services. We may create de-identified or aggregate data from PI ("Non-PI") and this Policy does not govern Non-PI, which data we may collect, use and disclose without limitation except as otherwise restricted by applicable law. Our Online Services are operated in the United States and by visiting them you accept the associated collection of your PI in the U.S. and its processing in the U.S. and elsewhere.

2. What information do we collect?

For visitors to our publicly available website, we collect PI from you when you browse or register on our website, place an order through PipeOrder.com, download and register on our mobile applications ("ADS Installation Guides," "ADS Agricultural Drainage Resource," and "ADS SiteAssist by StormTech"), enter your PI through the "Contact Us" portal, or request a lunch and learn session. We also collect certain information about your session when you visit our website, including internet protocol (IP) addresses, browser type, internet service provider, referring/exit pages, operating system, date/time stamp, and clickstream data. We also use cookies as described in Section 5 below. [Give Feedback](#)

When registering or requesting to be contacted via our Online Services, you may be asked to enter your name, e-mail address, mailing address and/or phone number.

We may also collect PI (e.g., name, title, contact details, etc.) when we interact with you in relation to the negotiation or fulfillment of our contracts with you if you are an ADS customer or one of our suppliers.

If you are a job applicant, we may collect PI about your educational and work experience and other information necessary to process your job application. If you are a California resident, please see our California Job Applicant Privacy Notice.

3. What do we use Online Services visitors' information, business contact data, and job applicant information for?

We collect and process the PI collected via our Online Services for the following purposes:

Online Services Visitor PI:

- To personalize your experience (your information helps us to better respond to your individual requests);
- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you);
- To improve customer service (your information helps us to more effectively respond to your customer requests and support needs);
- To process transactions;
- To administer a contest, promotion, survey or other website feature;
- To market our products and services;
- To send periodic emails (the email address you provide may be used to send you information, respond to inquiries, and/or other requests or questions); and
- For other purposes in the operation of our business not inconsistent with this Policy or applicable law.

Business Contact PI:

To communicate with you during contract negotiations or post-contract support;

- To market to you, including to advise you of additional or new products and services that may be of interest to your company; and
- For other purposes in the operation of our business not inconsistent with this Policy or applicable law.

**Cultec is a registered trade name under which ADS Ventures, Inc., a wholly-owned subsidiary of Advanced Drainage Systems, Inc., conducts business.*