



BASF Corporation

Privacy Policy

Last Updated: June 26, 2023

We are delighted that you have visited our Website. Thank you for your interest in BASF.

This Privacy Policy describes how, BASF Corporation and all its US Sites and US subsidiaries ("BASF," "we," "us," or "our") may collect information about you during your visit to this website (www.basf.com) or other websites or platforms controlled by BASF that direct visitors to this Privacy Policy ("Website"), as well as when you purchase our products and services, or otherwise communicate or interact with BASF in person or electronically. BASF values your privacy and is providing this Privacy Policy to describe the information we collect and how that information may be used, disclosed, transferred, retained or otherwise processed. By visiting our Website, purchasing our products or services, or by otherwise interacting with us online or offline, you are agreeing to the terms of this Privacy Policy. Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in the Disclaimer, Terms of Use, Terms and Conditions, or similar terms related to the specific Website (the "Disclaimer").

Important Notice to all Non-US Residents

Please be aware that our Website and our products and services are directed to individuals in the United States of America. If you are located outside of the United States and choose to visit our Website or other BASF websites and platforms, or purchase our products or services, or otherwise communicate or interact with BASF in person or electronically, please be aware that your information may be transferred to, processed, maintained, and used on computers, servers, and systems located outside of your state, province, country, or other governmental jurisdiction where the privacy laws may not be as protective as those in your country of origin, and you do so at your own risk.

Important Notice to Residents of the State of California

Natural persons who reside in the State of California should review the Notice for California Residents below. You may have additional rights under California law. Employees and contractors working for BASF in California should additionally review the California Privacy Requirement for details regarding employment and job-related information collection, use, and rights.

Contact

If you have any questions or for more information about our Privacy Policy and the practices set forth here, please contact us at:

BASF Corp.
Attention: Data Privacy Officer
100 Park Avenue

Florham Park, NJ 07932
Telephone: 800-831-2191
Email: Privacy.Team.BASF.Corp@BASF.com

INFORMATION WE COLLECT

We collect or receive the following types of information:

Personal Information

We may collect your personal information, such as name, company name, IP address and email or physical address, from you directly, or indirectly, through business relationships, or from publicly available online sources. We will collect, use, disclose, transfer, retain or otherwise process your personal information in accordance with this Privacy Policy.

Payment Information

If you purchase our products or services, a third-party payment processor may receive access to your payment information (such as credit card number and billing address) for the sole purpose of processing transactions. Any such payment processors will be bound to maintain all such personal information in a secure environment, keep it confidential and not use or disclose such information for any purpose other than to validate purchases.

Cookies

We collect information using “cookie” technology. Cookies are small packets of data that a website stores on your computer’s or mobile device’s hard drive (or other storage medium) so that your computer or device will “remember” information about your visit. We use both first and third-party session cookies and persistent cookies. Where available, the ability to accept cookie placement may be found in a cookie banner first displayed on the Website and, if available, in the cookie preferences.

Below is a general primer on session and persistent cookies; information collected by cookies depends on its particular purpose and the cookie preferences, if available, may have additional information. For more information, please see Information from Third-Party Analytics Providers below.

- **Session Cookies:** We use session cookies to make it easier for you to navigate our Website and other BASF websites and platforms. A session ID cookie expires when you close your browser.
- **Persistent Cookies:** A persistent cookie remains on your hard drive for an extended period of time or until you delete them. You can remove persistent cookies by following directions provided in your web browser’s “help” file. To the extent we provide a log-in portal or related feature on our Website or other BASF websites or platforms, persistent cookies can be used to store your passwords so that you do not have to enter it more than once. Persistent cookies also enable us to track and target the interests of our visitors to personalize the experience on our Website or other BASF websites or platforms.

In some cases, we may associate information that you have provided to us (e.g., email address) with the cookies that we use. In addition to facilitating the purposes described above, this is useful in understanding your engagement with other content related to our Website or other BASF websites or platforms (e.g., email open rates, URL click-throughs).

If you do not want us to place a cookie on your hard drive, you may be able to turn that feature off on your computer or mobile device and, where available, may decline the placement using a cookie banner. Please consult your browser's documentation for information on how to do this and how to delete persistent cookies via your browser. However, if you decide not to accept cookies from us, certain aspects of our Website or other BASF websites or platforms may not function properly or as intended.

Information from Third-Party Analytics Providers

We may use one or more third-party analytics services to evaluate your use of our Website or other BASF websites or platforms, as the case may be, by compiling reports on activity (based on their collection of IP addresses, Internet service provider, browser type, operating system and language, referring and exit pages and URLs, recordings of site and/or screen interactions, and other similar usage data) and analyzing performance metrics. These third parties use cookies and other technologies to help collect, analyze, and provide us reports or other data.

By accessing and using our Website or other BASF websites or platforms, you consent to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy. For more information on these third parties, including how to opt out from certain data collection, please visit the sites below. Please be advised that if you opt out of any service or decline certain cookies or technologies, you may not be able to use the full functionality of the Website or other BASF websites or platforms.

HOW WE USE YOUR PERSONAL INFORMATION

We use your personal information for the following purposes:

- to develop, implement, market, promote, and sell products, services, and special offers;
- to purchase, acquire, and solicit products, services, and special offers from our suppliers;
- to manage our business and provide day-to-day services including, but not limited to, ordering, shipping, delivering, invoicing, collecting, establishing credit arrangements, administering rebates, discounts, and special programs, processing payments, managing accounts, and supply chain activities;
- to investigate and respond to customer inquiries and complaints;
- to establish customer, supplier, distributor, and retailer relationships and to communicate with customers, suppliers, distributors, and retailers;
- to research, develop and improve existing and new products, technologies, and services;
- to provide information and training to customers, suppliers, distributors, and retailers about existing and new products and services of BASF, including the use of such products and services;
- to manage and promote the business activities of BASF, including the development and evaluation of business plans;
- to review and assess market trends and activities impacting the business of BASF;

- to secure and protect the safety and well-being of our customers, suppliers, distributors, retailers, the community, and the environment;
- to better understand our customers, online visitors, suppliers and service providers, we may analyze your information in aggregate form (which will not identify you personally);
- to administer or enforce our rights under an agreement or otherwise protect BASF and its rights;
- to carry out other purposes which are identified to you; for example, in any terms of use or agreements related to a specific product or service of BASF; and
- to meet requirements imposed by law; including court orders, subpoenas, or compliance with the legal process.

HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We may disclose your personal information to third parties in the following circumstances:

- to third parties who provide services to us or on our behalf for the purposes described in this Privacy Policy, but only to the extent needed to enable them to provide such services;
- as required or permitted by law including, but not limited to, complying with a court order, complying with a statute or regulation, and assisting with investigations by law;
- to administer or enforce our rights under an agreement;
- in emergency situations that threaten the life, health, or security of an individual, the community, or the environment;
- in connection with a change of ownership, sale, merger, liquidation, reorganization, or acquisition of BASF, a BASF business unit or department, or substantially all of BASF or a BASF business unit or department's assets outside the ordinary course of business, your personal information may be transferred as part of the transaction, as permitted by law;
- in response to lawful requests by public authorities, including for the purpose of meeting national security or law enforcement requirements and when compelled to do so by government authorities or required by law or regulation including, but not limited to, in response to court orders and subpoenas;
- in aggregate form with our agents, current and prospective business partners, and to other third parties; or
- to our affiliates and subsidiaries and other members in the BASF group of companies (in aggregate and non-aggregate forms) for the purposes described in this Privacy Policy.

DIRECT MARKETING

If we have requested and you have given us your consent to do so, we will process your personal data (first name, last name, company, email address, area of responsibility and area of interest) to provide you with

personalized information on BASF products, events, web seminars and services we consider relevant for you via the communication channels you have selected.

In order to determine your professional needs and interests, we combine and analyze the personal data that we have collected about you in the course of your relationship with BASF as a customer or user of BASF products and services (in particular your contract and master data, the products you have purchased, samples, demos, brochures or whitepapers that you have requested or downloaded, webinars for which you have registered, surveys that I have completed, etc.).

Your consent, if requested, also applies to the transmission of your personal data – depending on the location of your business – to the BASF companies being the regional Marketing Headquarters.

In addition, you also consent to BASF may sharing your personal data between those BASF companies which are responsible for the country in which your business is situated as well as BASF contractors when needed to achieve the goals herein. Both of the aforementioned transfers serve the purpose as described above

We will share your personal data with other affiliated companies of the BASF Group if they provide IT services for us or if this is necessary for operational reasons, such as follow ups from sales managers or developing personalized marketing materials and content. Furthermore, we will pass on your personal data to the technical IT service providers we use from whom we obtain services. Our IT service providers are carefully selected and regularly checked by us. They process personal data only on our behalf and strictly in accordance with our instructions on the basis of corresponding contracts for order processing.

We store your personal data collected within the scope of your consent for the above-mentioned purposes until your consent, if required, is revoked.

The legal basis for the processing of your personal data for the above-mentioned purposes is your consent.

You can revoke your consent at any time with effect for the future by notifying us of your revocation under our [consent preference center](#). Each marketing mail we will send to you based on this consent, will contain a separate link to revoke your consent. You may use this [link](#) and follow the instructions found on the page to which the link takes you in order to opt out at any time from the use of your personal information for direct marketing purposes and/or the transfer of your personal information to third parties for direct marketing purposes. You may also opt out at any time from such use by sending us an email to Privacy.Team.BASF.Corp@BASF.com, provided, however, that you may be required to provide sufficient information that allows us to reasonably verify you are the person, or are an authorized representative of such person, about whom we collected such personal information. Please allow us a reasonable time to process your request.

You are at liberty to grant or withhold consent. This has no effect on your visit of this website and platform.

If you revoke your consent, we will no longer use your personal data for the specific marketing purposes from which you have withdrawn, unless we have another legal basis for this. The revocation of your consent does not affect the legality of the data processing that has taken place up to that point. You cannot opt out of receiving transactional e-mails related to our products and services.

HOW WE PROTECT YOUR INFORMATION

BASF takes the security and privacy of your personal information very seriously. Accordingly, we implement reasonable security measures designed to protect your personal information from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the risks involved in processing and the nature of such data, and comply with applicable laws and regulations. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases or the databases of the third parties to whom we may disclose your information (as permitted herein), nor can we guarantee that the information you supply will not be intercepted while being transmitted over the Internet. In particular, e-mail sent to us may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

CHILDREN

We do not knowingly collect personal information from children under the age of 16 through our Websites. If you are under 16, please do not give us any personal information. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children to never provide personal information without their permission. If you have reason to believe that a child under the age of 16 has provided personal information to us, please contact us at Privacy.Team.BASF.Corp@BASF.com, and we will endeavor to delete that information from our databases.

BASF offers opportunities for children under the age of 16 to learn more about science and participate in in-person activities. BASF will collect personal information if a child visits one of our facilities and to coordinate in-person activities, such as educational programs and outreach events, for administrative, security, and safety purposes. We will only collect such information directly from a parent or guardian and only retain that information for as long as necessary for the specific activity and as required by law.

DO NOT TRACK AND GLOBAL PRIVACY CONTROLS

BASF honors "Do Not Track" settings and "Global Privacy Controls". You can go to this website to learn more about the Global Privacy Control signal and how to implement it: <https://globalprivacycontrol.org/>. If you are using an opt-out preference signal on your browser using these settings, the opt-out preference signal will apply only to that browser. The choices you make in response to any cookie banner will override the preferences you have made using the settings of your opt-out preference signal. Setting your opt-out preference signal within your browser will enable BASF to honor that signal in a frictionless manner.

EXTERNAL WEBSITES AND CHAT FEATURES

The Website may contain links to third-party websites. These third-party websites may collect information about you if you click on a link and may automatically record information about your browsing behavior every time you visit a site. We have no control over the privacy practices or the content of these websites. As such, we are not responsible for the content or the privacy policies of those third-party websites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites.

The Website may contain features that allow you to chat via text with an automated response system or a live person. We and the third-party provider of the chat feature may retain a transcript of any such chat conversation. The third-party provider may use the transcript related to its provision of services and products. The third-party provider may collect personal information about and during your use of the chat feature, and such information would be subject to their privacy policies.

CHANGES TO THIS PRIVACY POLICY

This Privacy Policy is effective as of the “Last Updated” date stated at the top of the policy. We may change this Privacy Policy (including the Notice for California Residents) from time to time with or without notice to you. By visiting the Website, purchasing our products and services, or by otherwise interacting with BASF in person or electronically after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please be aware that, to the extent permitted by applicable law, and without prejudice to the foregoing, our use of your personal information is governed by the Privacy Policy in current effect. Please refer back to this Privacy Policy on a regular basis.

Notice for California Residents
Last Updated: December 20, 2022

This **Notice for California Residents** (“CCPA Notice”) is a supplement to our Privacy Policy and applies to the “personal information,” as such term is defined in the California Consumer Privacy Act of 2018 (“CCPA”), as amended, of natural persons who reside in the State of California (“consumer” or “you”). **Information specific to those California residents who are also employees or contractors of BASF can be found in the [Company California Privacy Requirement](#), which supplements the [Company Privacy Requirement](#). This CCPA Notice applies to such employees or contractors only as far as they are interacting with BASF in a non-employment related context.** Any capitalized terms or other terms not defined in this CCPA Notice shall have the meaning ascribed to them elsewhere in the Privacy Policy or Disclaimer or, if not defined herein or elsewhere in the Privacy Policy or Disclaimer, the CCPA or the California Privacy Rights Act (“CPRA”). To the extent of any conflict between this CCPA Notice and any other provision of the Privacy Policy, this CCPA Notice shall control only with respect to California residents and their personal information. If you are located elsewhere, please see the rest of our Privacy Policy above.

Information We Collect About California Residents

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, device or household sharing a device, service, or account (“Personal Information”). This Personal Information will be contained in records, electronic or physical, that are subject to retention requirements under BASF policy or law. Records that contain Personal Information will be retained as long as reasonably necessary to fulfill the disclosed purpose of the collection after such retention requirement expires. In particular, we have collected the following Categories of Personal Information from consumers in the twelve (12) months preceding the Last Update:

Table I -- Categories of Personal Information (with examples)
<p>Identifiers A real name, alias, postal address, unique personal identifier, online identifier, IP address, email address, account name, Social Security number, driver’s license number, passport number, or other similar identifiers.</p>
<p>Categories of Personal Information Listed in Cal. Civ. Code § 1798.80(e) A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some Personal Information included in this category may overlap with other categories.</p>
<p>Protected classification characteristics under California or federal 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 (including familial genetic information).</p>
<p>Commercial information Records of personal property, products or services purchased, obtained or considered, or other purchasing or consuming histories or tendencies.</p>
<p>Biometric Information</p>

Table I -- Categories of Personal Information (with examples)
genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data
Internet or other similar network activity Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.
Geolocation data Physical location or movements.
Sensory Data audio, electronic, visual, thermal, olfactory, or similar information
Professional employment-related information current or past job history or performance evaluations
Inferences drawn from other Personal Information Profile reflecting a person’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

Some of the above categories contain sensitive personal information as defined by the CPRA. However, no such information is being used to make any inferences about the characteristics of the individual about whom the information was collected. Further, BASF shall only use or disclose this sensitive personal information as reasonably expected to provide services or products that are requested, as needed for safety and security purposes, and as allowed by law.

Categories of Sources of Personal Information

We obtain the Categories of Personal Information in **Table I** from the following **Categories of Sources**:

- Directly from Consumer, e.g., forms consumers complete or submissions, including job applications, you make to us on our Website or other websites or platforms controlled by or on behalf of BASF; information provided to us by a third party at the direction of the Consumer, provided to us in person when visiting a physical BASF location, at trade shows or other marketing and sales related events; or products and services consumers purchase from us; or any of the above activities through our service providers or vendors.
- Automatically from Consumer, e.g., from observing consumer actions on our Website and other websites directly or with the assistance of third parties.
 - Consumer Interactions with Website, e.g., data analytics
 - Cookies
 - Social Media Websites
- Business Relationships directly with consumers or with other business partners, such as distributors, retailers, data brokers/data resellers, employment related services, consultants, sponsorships, trade memberships, or organizations involved in merger or acquisition activities etc.
- Information Publicly Available Online, such as government databases, online profiles, social media, and Internet search engines.

Business Purposes for the Use of Personal Information of California Residents

We may use any of the Categories of Personal Information in **Table I** for one or more of the following Business Purposes:

- to meet requirements imposed by law, including court orders, subpoenas, or compliance with the legal process;
- to respond to law enforcement requests and as required by applicable law, court order, or governmental regulations;
- as described to a consumer, including during the employment application process, when collecting Personal Information or as otherwise set forth in the CCPA;
- to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us about our Website users or others that interact with BASF is among the assets transferred.
- To develop, implement, market, promote, and sell products, services, and special offers
- To establish customer, supplier, distributor, and retailer relationships and to communicate with customers, suppliers, distributors, and retailers
- To manage and promote the business activities of BASF, including the development and evaluation of business plans
- To personalize a consumer's Website experience and to deliver content and product and service offerings relevant to their interests (with their consent where required by law), including targeted offers and ads through our Website, third-party sites, and via email or text message
- To carry out other purposes which are identified to a consumer; for example, in any terms of use or agreements related to a specific product or service of BASF
- To purchase, acquire, and solicit products, services, and special offers from our suppliers;
- To provide information and training to customers, suppliers, distributors, and retailers about existing and new products and services of BASF, including the use of such products and services;
- To review and assess market trends and activities impacting the business of BASF;
- To provide, develop, implement, market, support, personalize, and develop our Website, products, and services;
- To create maintain, customize, and secure a consumer's account with us
- To secure and protect the safety and well-being of our customers, suppliers, distributors, retailers, the community, and the environment;
- To administer or enforce our rights under an agreement or otherwise protect BASF and its rights;
- To process consumer requests, purchases, transactions, and payments and prevent transactional fraud;
- To provide consumers with support and to respond to consumer inquiries, including to investigate and address consumer concerns and monitor and improve our responses;
- To research, develop and improve existing and new products, technologies, and services; and
- For testing, research, analysis, and product development, including to develop and improve our Website, products, and services.

BASF will only use or disclose the Personal Information for the purpose for which it was originally collected, those purposes listed above that are related to the original purpose, and purposes required or permitted by law.

Disclosing Personal Information of California Residents

Disclosures of Personal Information for a Business Purpose

In the twelve (12) months preceding the Last Update, we have disclosed the following Categories of Personal Information for one or more of the Business Purposes listed above:

- Identifiers
- Categories of Personal Information Listed in Cal. Civ. Code § 1798.80(e))
- Protected classification characteristics under California or federal law
- Commercial information
- Biometric information
- Internet or other similar network activity
- Geolocation data
- Sensory data
- Professional or employment-related information
- Inferences drawn from other personal information

Categories of Recipients to Whom We Disclose

In the twelve (12) months preceding the Last Update, we have disclosed Personal Information for a Business Purpose to the following Categories of Recipients:

- Service Providers
- Contractors
- Distributors
- Advertising Agencies
- Governmental Agencies (Federal or State)
- Trade Industry Groups
- Affiliates and subsidiaries of BASF and other members in the BASF group of companies (“Affiliates”)
- Recipients in connection with legal or equitable claims, actions or proceedings (“Proceeding Recipients”)

Table II sets forth each Category of Personal Information collected from or about consumers, and the Categories of Recipients to whom we disclosed such Personal Information:

Table II – Categories of Personal Information and Categories of Recipients

Categories of Personal Information	Categories of Recipients
Identifiers.	Service Providers; Contractors; Governmental Agencies; Trade Industry Groups; Proceeding Recipients; Affiliates; Distributors; Advertising Agencies
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	Service Providers; Governmental Agencies; Contractors; Proceeding Recipients
Protected classification characteristics under California or federal law.	Service Providers; Contractors; Governmental Agencies; Trade Industry Groups; Proceeding Recipients; Affiliates
Commercial information.	Service Providers; Contractors; Governmental Agencies; Proceeding Recipients; Affiliates
Biometric information.	Service Providers; Contractors; Affiliates
Internet or other similar network activity.	Service Providers; Contractors; Proceeding Recipients; Affiliates; Advertising Agencies

Geolocation data.	Service Providers; Contractors; Affiliates; Advertising Agencies
Sensory data.	Service Providers; Contractors; Affiliates
Professional or employment-related information.	Service Providers; Contractors; Proceeding Recipients; Affiliates
Inferences drawn from other personal information.	Service Providers; Contractors; Affiliates

Sale or Sharing of Personal Information

We may allow certain third parties (such as online advertising services) to collect your personal information via automated technologies on our Website. We share the categories of personal information as listed above for the business and commercial purposes of online advertising and to provide third-party social network features and functionality on our Website. Those third parties may use your personal information for optimization, to display cross-contextual advertising and to manage their own platforms. You have the right to opt out of this disclosure of your information, which may be considered a “sale” or “sharing” under California law, as set forth below. You may opt-out of such “sale” or “sharing” by implementing the Global Privacy Control (“GPC”) signal in your browser. You can go to this website to learn more about the GPC signal and how to implement it: <https://globalprivacycontrol.org/>.

We may disclose your contact information to Distributors who distribute BASF products if you request to learn more about BASF products or to be contacted by someone to discuss BASF products.

Knowing Your Rights Under the CCPA

The CCPA provides consumers with specific rights regarding their Personal Information. In this section, we describe your rights under the CCPA and explain how to exercise those rights.

Access to Specific Information Right

You have the right to request that BASF disclose certain information to you about our collection and use of your Personal Information over the past 12 months or a longer period of time, but we may not be able or the effort may be disproportionate to the request for that longer time period. If you wish to exercise your right to access, you must submit a verifiable consumer request (see **Exercising Access, Data Correction and Deletion Rights**).

Once we receive and confirm your verifiable consumer request (see **Verification Process and Response Timing and Format** sections below), we will disclose to you any of the following pieces of information that apply to the extent these are included in your request, unless an exception or other grounds to deny the request in whole or in part applies under applicable law. In the event an exception applies, we will notify you of such exception or grounds when we respond to your request.

- The Categories of Personal Information we collected about you.
- The Categories of Sources for the Personal Information we collected about you.
- Our Business Purpose for collecting or disclosing that Personal Information.
- The Categories of third parties with whom Personal Information may have been disclosed.
- The specific pieces of Personal Information we collected about you.
- If we sold, shared or disclosed your Personal Information, separate lists disclosing:
 - sales, identifying the Personal Information categories that each Category of third party purchased;

- Categories of Personal Information that were shared with each Category of third party with whom it was shared; and
- disclosures for a Business Purpose, identifying the Categories of Personal Information that each Category of third party obtained.

Correction Request Rights

You have the right to request that BASF correct your Personal Information if it is inaccurate, subject to certain exceptions. If you wish to exercise this right, you must submit a verifiable consumer request (see **Exercising Access, Data Correction and Deletion Rights**).

Once we receive and confirm your verifiable consumer request (see **Verification Process and Response Timing and Format** sections below), we will correct (and direct our service providers and contractors to correct) your Personal Information in our records, unless we determine that the new Personal Information is more likely not accurate, it would be either impossible or require disproportionate effort, or an exception or other grounds to deny the request applies under applicable law. In the event an exception or law applies to the denial of the request, we will notify you of such exception or grounds when we respond to your request. Additionally, if correcting the Personal Information would be impossible or require disproportionate effort, we will provide an explanation of that situation. In such an event you may have the option of requesting the Personal Information to be deleted.

Deletion Request Rights

You have the right to request that BASF delete your Personal Information, subject to certain exceptions. If you wish to exercise this right, you must submit a verifiable consumer request (see **Exercising Access, Data Correction, and Deletion Rights**).

Once we receive and confirm your verifiable consumer request (see **Verification Process and Response Timing and Format** sections below), we will delete (and direct our service providers and contractors to delete) your Personal Information from our records, unless an exception or other grounds to deny the request to delete applies under applicable law. In the event an exception applies, we will notify you of such exception or grounds when we respond to your request. We will keep a record of your request.

Exercising Access, Data Correction and Deletion Rights

To exercise the access, data correction, and deletion rights described above, please submit a verifiable consumer request to us by one of the following methods:

- Website. A consumer may submit a request by completing the [***Request Form***](#).
- Calling us at 800-831-2191. A consumer may submit a request by calling the number to receive a voicemail message. BASF will call back to provide more instructions and procure verification information.

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your Personal Information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access twice within a 12-month period.

Verification Process

A verifiable consumer request must:

- Provide sufficient information in response to the website/email/phone verification questions asked in the creation of your request that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative of such a person. In the event we need additional information, such as confirmation of the accuracy of Personal Information or of an individual's status as an authorized representative, we will reach out to you personally or your authorized representative to ask additional questions or gather additional information.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We will only use Personal Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request. BASF or a third party on behalf of BASF may follow up with you to determine whether a request is a verifiable consumer request under applicable law.

If we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you, BASF will deny the consumer request in whole or in part and will not to disclose the information requested or, as applicable, will not delete the information requested. BASF will respond to any such consumer request with a denial and will also explain why it has no reasonable method by which it can verify the identity of the requestor.

However, if a consumer request that seeks disclosure of specific pieces of Personal Information is denied because we cannot verify the identity of the person making the request under the applicable verification rules under the CCPA, then we shall treat the request as one that seeks the disclosure of the categories of Personal Information and apply the verification rules in the CCPA applicable to requests for disclosure of categories of Personal Information.

If a consumer request that seeks disclosure of categories of Personal Information is denied because we cannot verify the identity of the person making the request under the applicable verification rules in the CCPA regulation, then we shall provide or direct the requestor to our general business practices regarding the collection, maintenance and sale of Personal Information as set forth in this Privacy Policy.

Response Timing and Format

We will confirm receipt of a verifiable consumer request within ten (10) days of its receipt.

We will respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to an additional 45 days), we will inform you of the reason and extension period in writing.

We will deliver our written response by mail or electronically, at your option. If you do not indicate a preference for delivery, BASF will use its discretion in choosing the method for delivery of the information.

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 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 processing the request.

Personal Information Sales and Sharing Opt-Out and Opt-In Rights

You have the right to opt-out of any sale or sharing and to later opt back into that sale or sharing. Please visit the [Do Not Sell or Share My Personal Information](#) link in order to make your request to opt out of the sale of your Personal Information, and to receive instructions for how you can opt out of the sharing of your Personal Information. You may opt out of the sharing of your Personal Information with Distributors who may have received your information in order to follow-up with you about BASF products using this [link](#) as well.

For your convenience, in order to opt out of that sale or sharing that occurs via automated technologies on our Website, you may reject the setting of any cookies using the cookie banner. If you have already accepted cookies and now wish to reject them, you can visit your cookie preference center to change your cookie settings or visit your browser to delete cookies pursuant to their process. Additionally, you may opt-out by implementing the Global Privacy Control (“GPC”) signal in your browser. You can go to this website to learn more about the GPC signal and how to implement it: <https://globalprivacycontrol.org/>. This information may also be found at the [Do Not Sell or Share My Personal Information](#) link.

BASF does not knowingly sell or share the Personal Information of consumers who are less than 16 years of age.

Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by law, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.
- Retaliate against an employee, job applicant, or independent contractor

We may offer you certain financial incentives permitted by law from time to time that can result in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your Personal Information’s value and contain written terms that describe the program’s material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time. See **Financial Incentive** section below.

Right to Designate an Authorized Agent

If you submit a request for access or deletion through the use of an authorized agent, we may require that you (i) provide the authorized agent written permission to act on your behalf, and (ii) verify your identity directly with us. We may deny a request from an authorized agent that does not submit proof of authorization or where you have not verified your identity directly with us.

Financial Incentives

Details about specific financial incentives such as materials terms, the categories of Personal Information implicated, how you may opt-in to the incentive program, how you may exercise the right to withdraw, and a good faith estimate of the value of the data shall be disclosed by BASF to you at or before you provide BASF with your Personal Information in exchange for such financial incentives.

Other California Privacy Rights

Pursuant to California's "Shine the Light" law (Civil Code Section § 1798.83), California residents have the right to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes, including the names and addresses of those third parties, and examples of the types of services or products marketed by those third parties. To make such a request, please send an email to Privacy.Team.BASF.Corp@BASF.com or write to us at BASF Corp., Attention: Data Privacy Officer, 100 Park Avenue, Florham Park, NJ 07932.

DO NOT TRACK AND GLOBAL PRIVACY CONTROLS

BASF honors "Do Not Track" settings and "Global Privacy Controls". You can go to this website to learn more about the Global Privacy Control signal and how to implement it: <https://globalprivacycontrol.org/>. If you are using an opt-out preference signal on your browser using these settings, the opt-out preference signal will apply only to that browser. The choices you make in response to any cookie banner will override the preferences you have made using the settings of your opt-out preference signal. Setting your opt-out preference signal within your browser will enable BASF to honor that signal in a frictionless manner.