

# **Data Privacy Notice – Website Kennametal/Widia (page numbers to be added)**

## **I. General**

### **1. Scope**

In the following, we wish to provide you with information on how we, Kennametal, (hereinafter “us” or “we” or “Controller”) handle your personal data when you use our Website, contact form, newsletter, web shop (KONNECT/WIDIA Center), or request for information contact.

### **2. Controller of the Processing of Personal Data**

Kennametal Inc.  
600 Grant Street  
Suite 5100  
Pittsburgh, PA 15219 USA

## **3. Definitions**

### **3.1 General Data Protection Regulation - GDPR**

The GDPR is the REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

### **3.2 Controller**

According to article 4 paragraph 7 GDPR, Controller means that it determines the purposes and means of the processing of Personal Data alone or jointly with others.

### **3.3 Data Processing**

Any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction (article 4 paragraph 2 GDPR).

### **3.4 Personal Data**

Personal Data means any information relating to a Data Subject (article 4 paragraph 1 GDPR).

### **3.5 Recipient**

Recipient means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities, which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law, shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

## **II. Purposes and Legal Basis of the Data Processing**

### **1. Processing of personal data when visiting our website and as part of marketing measures on third-party websites and in social networks**

When you call up our Website, your browser will transfer certain data to our web server. This is done for technical reasons and required to make the requested information available to you. To facilitate your access to the Website, the following data are collected, briefly stored and used:

- IP address
- Date and time of access
- Time zone difference to Greenwich Mean Time (GMT)
- Content of request (specific site)
- Status of access/HTTP status code
- Transferred volume of data
- Website requesting access
- Browser, language settings, version of browser software operating system and surface

Moreover, to protect our legitimate interests, we will store such data for a limited period of time in order to be able to initiate a tracking of personal data in the event of actual or attempted unauthorized access to our servers. We are allowed to process your personal data pursuant to Art. 6(1) (f) GDPR.

#### **1.1 Cookies**

This Website uses so-called “cookies”. Cookies are small text files that are stored in the memory of your terminal via your browser. Cookies cannot run programs or transmit viruses to your computer. They serve to make the Internet offer more user-friendly and effective overall.

In view of the importance of data privacy, and our obligations of transparency, we provide information below about cookies, how we use them on our website and what options you have if, despite the benefits they bring, you prefer to disable them. We will assume you agree to accept the cookies that we use on our website if you do not disable or opt out of them as described below.

##### **1.1.1 Terminology**

When trying to understand cookies, and how to control them, it can help to know some terminology:

- Cookies installed on your device by the organization running the website you are visiting are known as “first party” cookies.
- Cookies installed on your device via the website you are visiting by another organization are termed “third party” cookies. An example is a cookie set by a specialist website analytics company that provides the website owner with data on the numbers of people visiting its website.
- So-called “persistent cookies” remain on your device even after you close your internet browser. They are activated each time you visit the website that created that particular cookie. For example, where a “persistent cookie” is used on a website to remember your login details, you will not need to enter those details each time you visit that website.

- Session cookies, by contrast, are temporary and are typically used to enable the website to operate, e.g. by permitting a user to move from page to page without having to log in again. Once you close your browser, all session cookies are deleted.
- "Flash cookies" are installed from websites that contain media (e.g. video clips). This requires specific software. This allows content to be downloaded and information to be stored faster, e.g. that the content has been accessed from your device.

### **1.1.2 Cookies we use**

To enhance user experience, this website uses 'persistent' and 'session' cookies for the purposes described below. These cookies are generally 'first party' cookies, but may also be 'third party' cookies.

#### **(1) Website functionality**

Cookies that are essential for our website to function technically or which provide a service or option that you have requested. For example, a cookie that "remembers" your authentication details so you can remain logged into secure internet banking facilities, or a cookie that remembers the country or language you have selected.

#### **(2) Website performance analysis**

Cookies that help us improve our website by providing us with aggregate statistics on how many users visit it, which parts of the site are viewed the most, and the city or regional location of those users. These may be installed by a third party analytics provider under a contract with us.

#### **(3) Social Media**

In order to share content from our website via social media channels such as Facebook or Twitter, a cookie must be installed on your device. For further information, refer to the guidelines of the company concerned.

#### **(4) Tracking and Targeting Cookies**

In order to be able to provide you with the most relevant information about our products and services, we use cookies to be aware of which content you have viewed on our website. We may also use this information for the purposes of our advertising campaigns on third party websites. In that case, we may also receive information about the websites of our marketing partners on which you saw our advertisements. Similarly, third parties may display their advertisements on our website and they may become aware that you have visited our website.

### **1.1.3 How to control cookies – Opt Out**

We will not pass on the information stored in the cookies to third parties without your explicit consent. You can also view our website without cookies. Internet browsers are regularly set to accept cookies. To prevent the use of cookies by your Internet browser, you can (1) refuse the use of cookies when accessing our website via the cookie layer (if available) or (2) deactivate the use of cookies via the settings of your Internet browser. You can use the help functions of your Internet browser to learn how to deactivate and/or delete cookies in your browser. Please note that the deactivation/deletion of cookies may result in certain functions of our website no longer functioning as expected. Cookies that may be required for certain functions of our website are shown below. In addition, the deactivation/deletion of cookies only affects the Internet browser used for this purpose. For other Internet browsers, the deactivation/deletion of cookies must therefore be repeated accordingly.

The legal basis is Art. 6 (1) (f) GDPR. We store this data until the end of the term of a respective cookie or until you delete the cookies.

Further processing of personal data by means of cookies can be found in the relevant sections of this information.

## 1.2 Web Analytics

### 1.2.1 Google Analytics

- (1) This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymization is activated on this website, Google will reduce your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with further services associated with website and Internet use.
- (2) The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data.
- (3) You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de> .
- (4) This website uses Google Analytics with the extension "\_anonymizeIp()". As a result, IP addresses are further processed in abbreviated form, so that a personal relationship can be ruled out. As far as the data collected about you includes a personal reference, this will be excluded immediately and the personal data will be deleted immediately.
- (5) We use Google Analytics to analyze and regularly improve the use of our website. We can improve our offer and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework> .

The legal basis for the use of Google Analytics is Art. 6 (1) (f) GDPR.

- (6) Third party information: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

Terms & conditions: <http://www.google.com/analytics/terms/de.html>

Data Protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>,

Privacy Policy: <http://www.google.de/intl/de/policies/privacy>.

### 1.2.2 Google Adwords

- (1) Our website uses the Google Adwords service. Google AdWords is an online advertising program from Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). We use the remarketing function within the Google AdWords service. The remarketing function enables us to present advertisements based on their interests to users of our website on other websites within the Google display network (on Google itself, so-called "Google ads" or on other websites). For this purpose, the interaction of users on our website is analyzed, e.g. which offers the user was interested in, in order to be able to display targeted advertising to users even after visiting our website on other pages. To do this, Google stores a number in the browsers of users who visit certain Google services or websites on the Google Display Network. This number, known as a "cookie", is used to record the visits of these users. This number is used to uniquely identify a web browser on a particular computer and not to identify a person.
- (2) You can disable the use of cookies by Google by following the link below and downloading and installing the plug-in provided there: <https://www.google.com/settings/ads/plugin> . For more information about Google Re-marketing and Google's privacy policy, please visit: <http://www.google.com/privacy/ads/> .
- (3) Furthermore, we use the so-called Conversion Tracking when using the Google AdWords service. When you click on an advertisement served by Google, a conversion tracking cookie is placed on your computer or device. These cookies lose their validity after 30 days, and will only be used for personal identification. The information collected using the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking.
- (4) You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. In addition, you can disable interest-based ads on Google and interest-based Google ads on the web (within the Google display network) in your browser by clicking the "Off" button at <http://www.google.de/settings/ads> or by disabling them at <http://www.aboutads.info/choices/>. For more information about your choices and privacy on Google, please visit <https://www.google.de/intl/de/policies/privacy/?fg=1> .
- (5) We process your personal data based on our legitimate interest in playing off product recommendations and carrying out marketing measures pursuant to Art. 6 (1) (f.) GDPR. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework> .

### **1.2.3 Adobe analytics**

The information generated by the cookie about your use of this website is transferred to an Adobe server in the USA and stored there. There are no personally identifiable pieces of information captured.

### **1.2.4 Adobe Target**

### **1.2.5 Facebook Pixel**

This information is used to track campaign performance from Facebook ads.

## **1.3 Social Media Plug-ins**

We have implemented social plug-ins from Facebook and Twitter on our website. You can recognize the provider of the plug-in by the mark on the box above its initial letter or the logo. We use the so-called two-click solution. As a result, no personal data is passed on to the providers of the plug-ins during a purely informational visit to our website. We offer you the possibility to communicate directly with the provider of the plug-in via the button. Only if you click on the marked field and thereby activate it, the plug-in provider receives the information that you have accessed the corresponding website of our online offer. The data transfer is independent of whether you have an account with the plug-in provider and are logged in there. If you are logged in with the plug-in provider, your data collected with us will be directly assigned to your existing account with the plug-in provider. If you click the activated button and, for example, link the page, the plug-in provider also stores this information in your user account and shares it publicly with your contacts.

The legal basis for the use of the plug-ins is Art. 6 (1) (f.) GDPR.

Through the plug-ins we offer you the possibility to interact with social networks and other users, so that we can improve our offer and make it more interesting for you as a user. The plug-in provider stores the data collected about you as usage profiles and uses these for purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation takes place in particular (also for not logged in users) for the representation of demand-fair advertisement and in order to inform other users of the social network about your activities on our website.

We have no information on the deletion of the data collected by the plug-in providers.

You have a right of objection to the creation of these user profiles, whereby you must contact the respective plug-in provider to exercise this right.

For more information on the purpose and scope of data collection and its processing by the plug-in provider, please refer to the data protection declarations of these providers as notified below. They will also provide you with further information about your rights in this regard and setting options to protect your privacy. Below we have listed the addresses of the respective plug-in providers and URL with their data protection information:

#### **1.3.1 Facebook:**

Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA;

<http://www.facebook.com/policy.php>;

For further information: <http://www.facebook.com/help/186325668085084>, <http://www.facebook.com/about/privacy/your-info-on-other#applications> & <http://www.facebook.com/about/privacy/your-info#everyoneinfo> .

Facebook has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

**1.3.2 Twitter:** Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA; <https://twitter.com/privacy>. For further information, please click: <https://www.privacyshield.gov/EU-US-Framework>.

#### **1.3.3 LinkedIn:**

LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland;  
<https://www.linkedin.com/legal/privacy-policy>.

<https://www.privacyshield.gov/EU-US-Framework>.

### **1.4 Integration of Youtube, Google Maps, AddThis Bookmarking**

#### **1.4.1 YouTube**

#### **1.4.2 Google Maps**

#### **1.4.3 AddThis-Bookmarking**

### **2. Contact Form**

You can contact us directly via the contact forms available on our Website. In particular, you may provide us with the following information:

- Name, last name and title
- Position
- Company name
- Address information (city, state, Postal code/ZIP code, street/shipping address, county)
- Country
- Contact data (e.g. e-mail address, phone number, fax)
- Message/comments

We collect, process and use the information provided by you via the contact forms exclusively for the processing of your specific request. Data processing is therefore justified in accordance with Art. 6 (1) (f.) DSGVO.

### **3. Email Requests**

You can contact us via email. If you send us an email, we collect, store and process the following data.

- Name,
- Email address and the
- Content of your message
- ...

The data processing will only take place to the extent necessary for the response of your request and for the correspondence with you.

The legal basis for email inquiries is set out in Art. 6 (1) (f) GDPR. If contact by email is aimed to concluding a contract, the legal basis for the processing is Art. 6 (1) (b) GDPR.

The collected data is solely used for the purpose of responding to your request. The data collected during the transfer process is necessary to prevent misuse of the functionality and to ensure the security of our systems.

The data will only be stored until we have fully answered your request to your satisfaction and the process has been completed and there are no legal storage obligations to the contrary.

### **4. Information Email & Newsletter**

With your consent you can subscribe to our newsletter, with which we inform you about our current interesting offers and product innovations. The advertised goods and services are named in the consent letter.

For subscription to our newsletter we use the so-called double opt-in procedure. After you have subscribed to the newsletter on our website, we will send you a message to the indicated email address asking for your confirmation. If you do not confirm your subscription within [24 hours], your information will be locked and will automatically be deleted within a month. In addition, we store your

IP addresses and the time of registration and confirmation. The purpose of the procedure is to be able to prove your registration and, if necessary, to clarify a possible misuse of your personal data.

The only mandatory information for sending the newsletter is your e-mail address and company name. The indication of further, separately marked data is voluntary and is used to be able to address you personally. After your confirmation we will save your e-mail address for the purpose of sending you the newsletter. The legal basis is Art. 6 (1) (f.) GDPR.

You can withdraw your consent to receive the newsletter at any time and unsubscribe from the newsletter. You can declare your withdraw by clicking **UNSUBSCRIBE BUTTON** provided in each newsletter e-mail, or by sending a message to the contact details given in the imprint.

## **5. Webshop**

To be able to use our webshop and be able to Check prices and global availability, Create, view, and download orders, quotes, and invoices, Track your shipments and Customize your profile you need to register by requesting new user. You should complete the request form on our website which includes information:

- User Name
- Password
- Security Question
- Salutation
- First Name
- Last Name
- Email
- Phone
- FAX
- Product Interest
- Company Name
- Company Name 2
- Address1
- Address2
- City
- ZIP/Postal Code
- Country
- State
- Customer Number (If Known)
- Language
- Time zone
- Date Format
- Decimal Notations

## **6. Business Account Registration & Guest Account Registration**

You should complete the form on our website which includes information:

- User Name
- Password
- Security Question
- Salutation
- First Name
- Last Name
- Email
- Phone
- FAX
- Product Interest
- Company Name



- Company Name 2
- Address1
- Address2
- City
- ZIP/Postal Code
- Country
- State
- Customer Number (If Known)
- Language
- Time zone
- Date Format
- Decimal Notations

## **7. Customer Chat**

## **8. Recruitment Tool**

### **III. Categories of Recipients**

#### **1. Data Transfer for data processing on our behalf**

We use specialized service providers to process some of your data. Our 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 based on appropriate contracts for order processing.

We use external IT service providers, in particular, to provide you with our platforms, databases and tools for our products and services (e.g. our website, the sending of newsletters and information e-mails), to create analyses of user behavior on our websites and to play marketing campaigns. The transmission of your personal data takes place for the purpose of contract initiation or execution with you based on Art. 6 (1) (b) GDPR, due to our legitimate interest in improving and promoting our products, based on Art. 6 (1) (f) GDPR and if you have given us your consent for the processing of your personal data based on your consent within the meaning of Art. 6 (1) (a) GDPR.

#### **2. Data transfer for the provision of our products and services**

In order to provide and perform our products and services, we may transfer your personal data to companies within the Kennametal Group as part of an internal process based on the division of resources. The data transfer is based on our legitimate interest in carrying out internal administrative activities efficiently and on the division of resources and in improving our products and services pursuant to Art. 6 (1) (f) GDPR or for the fulfilment of a contract with pursuant to Art. 6 (b) (f) GDPR.

#### **3. Data Transfer due to legal obligation**

Beyond that we transfer your personal data only and in so far a legal obligation exists on our part to the passing on. The transmission takes place pursuant to Art. 6 (1) (c) GDPR (e.g. to the police authorities in the context of criminal investigations or to the data protection supervisory authorities).

#### **4. Processing of data outside the EU/EEA**

Some of your data will also be processed in countries outside the European Union ("EU") or the European Economic Area ("EEA"), where a generally lower level of data protection may prevail. In these cases, we ensure, for example through standard contractual clauses with our contractual partners that an adequate level of data protection is guaranteed for your data. We have informed you of the existing suitable protection guarantees in the context of this data protection information.

## **IV. Deletion of your data**

The data processed by us will be deleted or its processing restricted in accordance with Articles 17 and 18 GDPR unless expressly stated in this data protection declaration, the data stored by us will be deleted as soon as it is no longer required for its intended purpose and the deletion does not conflict with any statutory storage obligations. If the data is not deleted because it is necessary for other and legally permissible purposes, its processing is restricted. This means that the data is blocked and not processed for other purposes.

This applies, for example, to data that must be retained for commercial or tax reasons. In accordance with statutory requirements for example in Germany, the records are kept in particular for 6 years in accordance with § 257 (1) HGB (trading books, inventories, opening balance sheets, annual financial statements, manual letters, accounting documents, etc.) and for 10 years in accordance with § 147 (1) AO (books, records, management reports, accounting documents, commercial and business letters, documents relevant for taxation, etc.).

## **V. Your Rights**

### **1. Rights of the Data Subjects**

The following rights are in general available to you according to applicable data privacy laws:

- Right of information about your personal data stored by us;
- Right to request the correction, deletion or restricted processing of your personal data;
- Right to object to a processing for reasons of our own legitimate interest, public interest, or profiling, unless we are able to prove that compelling, warranted reasons superseding your interests, rights and freedom exist, or that such processing is done for purposes of the assertion, exercise or defense of legal claims;
- Right to data portability;
- Right to file a complaint with a data protection authority;
- You may at any time with future effect withdraw your consent to the collection, processing and use of your personal data. For further information please refer to the chapters above describing the processing of data based on your consent.

If you wish to exercise your rights, please address your request to the contact form or to our company data protection office indicated below.

### **2. Contact**

For any question, you may have with respect to data privacy, please contact our company via the Data Protection email address as follows:

[k-copr.dataprotection@kennametal.com](mailto:k-copr.dataprotection@kennametal.com)

## **VI. Amendment of Privacy Statement**

We may update our Privacy Statement from time to time. Updates of our Privacy Statement will be published on our Website. Any amendments become effective upon publication on our Website. We therefore recommend that you regularly visit the site to keep yourself informed on possible updates.