

Disclaimer:

## Privacy Statement

This Privacy Statement describes the privacy practices of Robey Construction and its affiliates with respect to the collection, use, and disclosure of personal information, including information collected at auctions, through our websites such as [www.Robeyconst.com](http://www.Robeyconst.com), and through our mobile apps.

Please read this Privacy Statement carefully as it affects your rights. You are consenting to the processing, international transfer and disclosure of your personal information in accordance with this Privacy Statement.

References in this Privacy Statement to "Robey Construction" refers to Robey Construction and their respective service providers.

The information in this Privacy Statement may be supplemented or modified through other agreements with Robey Construction or other notices. Robey Construction may update, replace or amend this Privacy Statement at any time. Any changes to this Privacy Statement will be effective once posted at [www.Robeyconst.com](http://www.Robeyconst.com) unless Robey Construction states otherwise. Please check back frequently.

Where Robey Construction has provided a translation of the English language version of this Privacy Statement, such translation is provided for your convenience only. To the extent there is any inconsistency between the English language version of this Privacy Statement and any such translation, the English language version shall govern.

In this Privacy Statement, "personal information" means any information about an identifiable individual, excluding any information that has been de-identified or that is excluded from the definition of "personal information" under applicable laws.

This statement will notify you of:

What personal information Robey Construction collects

How the information is used

With whom the information may be shared or disclosed

What choices are available to you regarding collection, use and distribution of personal information

The kind of security procedures that are in place to protect the loss, misuse or alteration of personal information under our control

How you can correct any inaccuracies in your personal information

### Information Collection

Robey Construction collects personal information from individuals through various means, including through Robey Construction's websites, consignment agreements and the bidder registration process. For security reasons, Robey Construction may also utilize audio/video or other surveillance means to monitor its premises. Surveillance footage may also be used to settle disputes.

You provide your consent to the collection, use, retention and disclosure of your personal information in accordance with this Privacy Statement when you browse the Robey Construction website that links to this Privacy Statement, complete a bidder registration process, activate an online account, enter into a consignment agreement, request marketing communications or otherwise take an action after we provide you with an opportunity to review this Privacy Statement. Robey Construction also obtains your express or implied consent to the collection, use, retention and disclosure of your personal information when you communicate it to Robey Construction for purposes that are disclosed to you at the time of collection. Robey Construction may seek your consent to additional purposes through supplementary notices or requests.

If you wish to withdraw consent to the collection, use, or disclosure of your personal information, you may contact Customer Service at [www.Robeyconst.com](http://www.Robeyconst.com) for further information.

### Information Use

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Robey Construction uses information collected from individuals to provide products or services, to respond to requests for information regarding Robey Construction's products and services, to protect our rights and the rights of others and for additional purposes that may be identified at or before the time that the information is collected. The information gathered will be used for general corporate marketing purposes and understanding the secondary equipment market, thereby enabling Robey Construction to refine and improve our service and better meet our customers' needs. We may send registered users site and service announcement updates, and information regarding new or improved services and upcoming events that we think may be of interest to them. We may communicate with a registered user to provide services or with respect to their account via email or phone.

We use information collected from bidders to detect, suppress or take other actions regarding suspected illegal activities, suspected fraud, or a violation of our account terms and conditions, our policies or agreements.

We also use information collected to deliver relevant content and advertising by: (i) generating and analyzing reports and data about your transactions history, patterns of usage of our websites or after combining your information with information relating to your use of services provided by Robey Construction; (ii) personalizing our online services based on your customized preferences and usage; and (iii) working with unaffiliated third party service providers who help deliver ads relating to products and services you've purchased or products and services offered by Robey Construction which we believe are consistent with your interests when using our websites or other unaffiliated websites.

Occasional surveys may be conducted on our websites or feedback solicited from you when you join our separate online community platform. Survey information will be used to help us monitor and improve the use of this site and our services. If you join our online community platform, any content you post in the discussion forums will be accessible to all other community participants. If you do not want personal information to be appear, please do not submit or post this information in any discussion/ Contact form. You agree to allow Robey Construction to use your remarks, suggestions, writings or comments from surveys or other feedback mechanisms as Robey Construction so determines without your further consent and without compensation or any other interests or rights. However, Robey Construction will not identify the specific source of the comments by name or email address without your permission.

## International Transfer and Storage

Robey Construction stores your data in Canada but Robey Construction (including its third party service providers) may also transfer and store your personal information in other countries. These countries may offer a different level of data protection than your country of residence. In certain circumstances courts, law enforcement agencies, regulatory agencies or security authorities in those other foreign jurisdictions may be entitled to access your information. Your use of our products and services or your submission of any information to us will constitute your consent to the transfer of your information outside of your country of residence, which may provide for different data protection rules than in your country. Please contact us at [www.RobeyConst.com](http://www.RobeyConst.com), attention: Privacy Officer, if you have any questions about our policies regarding service providers outside of Canada.

## Information Sharing and Disclosure

**Original Equipment Manufacturers.** Robey Construction may share your personal information with the original equipment manufacturer (OEM) of the offered lot you bid on and any of the OEM's dealers or representatives in your geographic area and their respective service providers. OEMs and their dealers or representatives use this information to understand the secondary market for their equipment, to communicate with you about their products and services, and for other purposes disclosed in their privacy policies. Once disclosed, this information will be governed by the OEM's or the OEM dealer's privacy policy and will be subject to the laws of the jurisdiction in which the OEM or OEM dealer processes the information. Robey Construction has no liability for information used by the OEM, its dealers, representatives and service providers. You may request information on which OEM your personal information was disclosed to by contacting us at [www.Robeyconst.com](http://www.Robeyconst.com), attention: Privacy Officer or by mail at 3030 N Rocky Point dr, Tampa FL , 33607.

**Third Parties.** We may use third parties to perform functions in connection with our services (for example, Google Analytics for website usage data analysis and Marketo for email marketing automation services). We may transfer limited non-sensitive information about you into their platforms so that we can utilize their services. If we partner with

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another party to provide specific services (for example, extended service plans, transportation services or equipment refurbishment services), and you register or contract for these services, we will share the contact information or other information necessary for the third party to provide the requested services. We may also disclose personal information to legal, financial, and other professional advisors and to our lenders or insurers in connection with the operation of our business where such parties have agreed to confidentiality restrictions.

**De-Identified Information.** We may share aggregated demographic information or other de-identified information with our trusted third party partners.

**Business Changes.** If we become involved in a merger, acquisition, sale of assets, joint venture, securities offering, bankruptcy, reorganization, liquidation, dissolution, or other transaction or if the ownership of all or substantially all of our business otherwise changes, we may share or transfer your information to a third party or parties in connection with such business change.

**Affiliates.** We share personal information among members of the Ritchie Bros. corporate family for purposes consistent with this Privacy Statement. Where permitted by law, you may receive promotional and other communications from these affiliates.

**Investigations and Law.** To the extent required or permitted by applicable law, we disclose information about you to third parties to:

Comply with law, in response to subpoenas, warrants, or court orders, or in connection with any legal process or cooperate with government or law enforcement officials or private parties, including laws outside of your country of residence;

Protect our rights, reputation, safety and property, or that of our customers or others;

Protect against legal liability;

Establish or exercise our rights to defend against legal claims; or

To investigate, prevent or take action regarding suspected illegal activities, suspected fraud, the rights, reputation, safety or property of us, customers or others, violation of our account terms and conditions, our policies or agreements or as otherwise required or permitted by applicable law.

Read more about our terms by clicking here: [www.RobeyConst.com](http://www.RobeyConst.com)

## Online Account Creation and Bidding Registration

To access certain areas of [www.Robeyconst.com](http://www.Robeyconst.com), participate in online bidding or subscribe to receive electronic communications, you must first complete the account registration process and provide certain information to us, including name, email address, industry and job title. If you register to bid online at [rbauction.com](http://rbauction.com), you will be required to provide additional information to complete your registration, which may include personal identification numbers (i.e. driver's license or Company Number) and or Company information/ Qualifications and skills.

Registered users of [www.Robeyconst.com](http://www.Robeyconst.com) may add additional accounts to their primary account created when first registering. If you choose to create multiple accounts under your profile, you hereby acknowledge that all the information associated with those accounts will be governed by this Privacy Statement.

## Onsite Bidding Registration

To participate in bidding a job you will be required to provide your name, company address and company contact information and license number. Depending on the county in which the Job is being held, you may be required to provide additional information to complete your registration, which may include personal identification numbers (i.e. driver's license or passport number) , Company Information/ Qualifications.

## Cookies and Other Technologies

When you interact with our websites, we or our authorized third party service providers may place cookies, web beacons (also known as action tags or single-pixel gifs), and other non-cookie based technologies on your device to collect and store information that helps us track and analyze usage, provide a more efficient and personalized

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experience to our users, and to personalize online display advertising tailored to users' interests. This information collected by us may be associated with personal information we already have or collect from other sources for the purposes noted above under "Information Use".

Some of these technologies may be permanently placed on your device until you choose to remove them (i.e. persistent cookies); while others are temporary and are removed after you close your browser (i.e. session cookies). You are always free to block our cookies if your browser or device permits, although doing so may interfere with your use of some of our services' and websites' features or content. For more information on how you can block, delete, or disable cookies, please review your specific browser or device settings. You may also be able to browse our websites using your browser's anonymous usage setting (i.e. "Incognito" in Chrome). Please review your browser settings for further details. Please also note that you may choose to opt-out of some of these technologies as explained in "Choice/Opt Out" below.

Our use of these technologies falls into four categories:

**Operationally necessary** – These technologies are used to permit access to our websites or services and use certain features such as maintaining logged-in status for your account while using a website, as well as enabling you to move around it and use its features.

**Functionality related** – We use these technologies so we can remember your preferences while browsing websites and to provide enhanced and more personalized content and features, such as saved equipment searches. In order to permit your connection and use of our websites and services, we receive and record usage data about your device and browser (see above). If you access the website from a mobile or other device, we may collect a unique device identifier assigned to that device, geolocation data (where permitted in your device settings), or other transactional information for that device.

**Performance related** – We and/or our service providers may use analytics and testing technologies to collect information about your usage and interaction with our services and websites, for instance web page views or interaction with a link or other content. We use this information to understand overall usage patterns of our visitors and determine whether certain content is effective or not. We do not permit any of these service providers to use any of your personal information collected on our websites for their own purposes.

**Advertising related** – These technologies are used by us and our service providers to deliver advertising or personalized emails we believe is relevant to you and your interests. For example, we may use first-party cookies and web beacons to deliver content, including personalized ads, we believe are relevant to your interests, on our websites or on third party sites. This means that when you are on websites other than our websites, you may be shown advertising based on your activity on our websites. These technologies may also be used to help measure the effectiveness of our ad campaigns. These technologies remember what you've looked at on our websites as well as, among other things, IP address, browser type, webpage visited prior to our websites, and the subject of advertisements clicked or scrolled over.

Third-party advertisers and other organizations may also use their own cookies to collect information about your activities on our websites and/or the advertisements you have clicked on. This information, which may be combined with other information acquired from third parties, may be used by them to serve advertisements on our websites and third party sites that they believe are most likely to be of interest to you based on content you have viewed. Third-party advertisers may also use this information to measure the effectiveness of their advertisements and to track aggregate usage statistics. We may not control these third-party cookies and their use may be governed by the privacy policies of the third parties employing these cookies. To learn about these cookies and to disable or reject third-party cookies, please refer to the relevant third party's website or "Choice/Opt Out" below.

## Web Server Traffic Log Files

Web server logs collect visitor information including IP address, browser type and version, referring URLs, referring search engines and specified search strings. This information helps us design improvements to the services and navigational structure of our websites.

## Security

While we take reasonable administrative, technical and physical measures to protect the information you submit or that we collect online and offline against loss, theft and unauthorized use, disclosure, or modification, we cannot guarantee its absolute security. No Internet, email or mobile application transmission is ever fully secure or error free. If you

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believe your account has been abused, please contact us at [www.Robeyconst.com](http://www.Robeyconst.com). To the extent permitted by applicable law, you also agree that Robey Construction will not be liable for access to or the use or acquisition of your information by any third party without Robey Construction's knowledge or consent in contravention of Robey Construction's safeguards.

## Children

Robey Construction does not attempt to collect personal information from individuals under the age of 18. Note that Robey Construction cannot always determine if a user of our websites is a child under the age of 18.

Please be aware that Robey Construction is not responsible for the privacy practices of such other sites. We encourage our users to read the privacy statements of all websites that collect personal information.

## Choice / Opt-Out

You have a choice about how we use your personal information to communicate with you and how we provide relevant advertising.

### 1. Email Marketing Communications

When registering and creating a profile on [www.Robeyconst.com](http://www.Robeyconst.com), users can select or de-select the checkbox that asks if they would like periodic electronic marketing communications (e.g. email newsletter and e-brochures). Users can unsubscribe from these marketing emails by clicking the unsubscribe link in any email they receive

### 2. Original Equipment Manufacturers

If you are a bidder and do not want your personal information shared with the original equipment manufacturer ("OEM") of any offered lot and any of the OEM's dealers, representatives and service providers, please contact [www.Robeyconst.com](http://www.Robeyconst.com). We will communicate your preference to the OEMs on a go-forward basis; however, we have no liability for information used by the OEM, its dealers, representatives and service providers.

### 3. Advertising, Personalization & Analytics

As of the date of this Privacy Statement, we use the following service providers to assist us with serving interest based ads and to analyze your interactions with our services and websites using the technologies described above under "Cookies and Other Technologies". Please note that this list is subject to change. You may contact us at [www.Robeyconst.com](http://www.Robeyconst.com) for up-to-date information on the service providers we are using.

Google Analytics and Google Optimize – These cookies allow us to understand how you use and interact with our services. If you don't want data to be collected and reported by Google Analytics or Google Optimize, you can opt-out by installing a browser add-on. Visit the Google Analytics opt-out page for more information.

Google DoubleClick and AdSense – We use these services to serve advertisements we think may be of interest to you based on your previous interactions with our websites and your activity across multiple other websites. You may opt-out of the DoubleClick cookie for interest based advertising by updating your Google Ads Settings. There you will also find instructions to permanently opt-out through the use of an installed browser plug-in.

Lotame, Quantcast and TradeDesk – These service providers assist us in our digital advertising campaigns based on your interaction with our websites and to better understand the effectiveness of our digital ads. You can find more information about their privacy practices by reviewing their respective privacy policies – Lotame, Quantcast and TradeDesk. You can opt-out of the collection of information by these service providers by visiting their respective opt-out webpages and following the relevant instructions – Lotame, Quantcast and TradeDesk.

Marketo – If you have subscribed to receive marketing communications from us, we use Marketo to collect and use information about your visits and interactions with our websites or email communications to send you personalized

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email alerts for goods and services. You may unsubscribe from these marketing emails by clicking the unsubscribe link in any email received. To opt-out of further collection of your information for these personalized emails, you can change your browser settings as described in "Cookies and Other Technologies" above.

Monetate – We work with Monetate to test and adapt our websites to offer an improved customer experience. We also use Monetate to provide personalized content on our websites based on your interactions with our websites, our advertisements or our email communications. More information on how Monetate processes information is found here. To opt-out of further collection of your information for this personalized experience, you can change your browser settings as described in "Cookies and Other Technologies" above.

Hotjar and Optimizely – We use these services to help us analyze and test your interactions with our websites. The information collected is then used to optimize your experience while using our websites. You can find more information about their privacy practices by reviewing their respective privacy policies – click here for Hotjar and click here for Optimizely. You can opt-out of further data collection by these service providers by visiting their respective opt-out webpages and following the relevant instructions - click here for Hotjar and click here for Optimizely.

Conversant (Dotomi) – We use the services of Conversant to collect and use anonymous information about your visits to and interactions with our websites and others across the internet to personalize online ads for goods and services. Certain limited, non-sensitive personal information collected by us that relates to your transactional history is also shared with an affiliate of Conversant for anonymization to enable our use of Conversant's services. We take appropriate steps to ensure that the recipient safeguards this personal information and uses the information only for authorized purposes. To opt out of our cookies used for Robey Construction online interest-based advertising, click here. For more information about Conversant's privacy practices generally, please click here, or to opt-out of further anonymous data collection by Conversant, follow the instructions here. To opt-out of our sharing of your limited, non-sensitive personal information, please contact us at [www.Robeyconst.com](http://www.Robeyconst.com).

Social Media Plugins – We invite you to socialize and share certain content on our websites with others using your social media tools such as Facebook, Twitter, Google+ and LinkedIn. If you choose to use these tools, you may be sharing certain profile elements, including your comments. This sharing is subject to each social media program's privacy policies.

Facebook Custom Audiences – We use this service to ask Facebook to show you ads that are customized based on your interactions with our websites or our Facebook applications and to measure how you interact with those ads. We may do this using web tracking tools or by converting the email address, phone number or other contact information you have provided to us into a unique value that Facebook may compare to a unique value created from information you provided to Facebook. Facebook's Data Use Policy describes how Facebook protects information collected through Facebook Custom Audiences. You may opt-out of Facebook Custom Audiences by visiting Facebook's ad preferences page and adjusting your settings.

Note that opt-out choices selected above may be browser and device specific. As well, deleting cookies can remove your opt-out preferences, so you may need to periodically refresh your opt-out preferences.

Please also note that opting-out of our interest based advertising is not the same thing as opting out of ads. You will still see ads, and you may even see our ads, however, they will be random.

To opt-out of Google interest-based ads on Android, open your Google Settings app > Ads > Enable "Opt out of interest-based advertising"

## Access/Correction/Updating Personal Information

You may use your online account registration to review and edit your personal information. If you would like to access, correct or update other information or you do not have an online account, please contact us at [www.Robeyconst.com](http://www.Robeyconst.com)

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The content provided on this site, such as documents, text, graphics, images, videos, or other materials, are for informational purposes only. Some photos on this site are being used as examples, Robey Construction does not take claim nor ownership to any photo that a Robey Construction employee did not take. No Copyright infringement is intended on this website. All claims and or ownership to publicly shared information on this site goes to the original owner of the said photo and or information.