Powerhouse Dynamics Privacy Policy

Effective Date: November 9, 2026

Powerhouse Dynamics, a Middleby Corporation company, ("us", "we", or "our") operates sitesage.net, sitesage.com, openkitchen.com, open-kitchen.net and the SiteSage and Open Kitchen mobile apps on multiple platforms (jointly referred to as the "Site"). This Privacy Policy also applies to the Open Kitchen platform, the data that connected equipment sends to it, and our related services (together with the Site, the “Services”). This Privacy Policy is intended to inform you of our policies and practices regarding our collection, use, and disclosure of the information you submit to us, and that we collect from you through the Site, as well as other channels. It does not apply to information about our own employees or job applicants, which is covered by separate notices.

This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site. We use your Personal Information as described in this Privacy Policy, with your consent where required, or as permitted or required by law. If you do not agree with our policies and practices, please do not use the Site or the Services. This Privacy Policy is reviewed and updated on a regular basis, so please check this Privacy Policy periodically for updates.

Information We Collect

We collect different types of information about you, including information that can identify, relate to, describe, be associated with, or be reasonably capable of being associated with an individual (“Personal Information”); as well as information that does not identify you, such as aggregated or de-identified information (“Other Information”). While using our Site, we may collect Personal Information about you in several ways. In this Privacy Policy, “Customer” means the business or organization that holds an account for the Services, and “User” means an individual who uses the Services, including individuals a Customer has authorized.

Information You Provide: There may be times (such as when you create an online account, or use our website to contact us, etc.) when we ask you to provide certain contact information about yourself. This information typically includes your name, company name, job title, business address, e-mail address, and/or telephone number. When you contact us by telephone, we will collect the information you provide over the telephone. We will also collect information you provide in product registration card submissions, support requests, surveys, and feedback. If you purchase Services, payment card and billing information are collected and processed by our third-party payment processor, and we do not store full card numbers. We may record or monitor calls for quality and training purposes.

Information from Connected Equipment and Platform Data: When equipment connected to the Open Kitchen platform sends data to us, we collect operational data such as equipment identifiers and serial numbers, operating status, temperatures, cooking and usage data, energy consumption, fault and diagnostic codes, software versions, and the location of the site where the equipment is installed (“Platform Data”). Platform Data mainly describes equipment and site operations, but it may be linked to a Customer account or to individual Users for example, which User performed an action to remotely manage the equipment. In these cases

Account Activity Logs: We keep logs of actions taken in the Services, such as sign-ins, configuration changes and other User activity (“Account Activity Logs”). We use them to give Customers an audit trail and to maintain the security of the Services.

Information Collected Automatically: We automatically collect details about visits to our Site, specifically traffic data, logs, and other communication data and the resources that you access and use on the Site. We may also collect information about your computer, mobile device and internet connection, specifically your IP address, device identifiers, operating system, and browser type,

browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages, app usage and crash data and other statistics. The information we automatically collect is used for various reasons, such as to determine usage patterns; store information about your preferences, allowing us to customize our Site according to your individual interests; and recognize you when you return to our Site. We go into more detail regarding the purposes for which we use Personal Information later in this Privacy Policy. In addition, we may use third party services such as Google Analytics and mobile analytics or crash-reporting tools that collect, monitor, and analyze these data. These providers may use cookies and similar technologies (see “Cookies and Similar Technologies” below). Some data we collect automatically, such as IP addresses and device identifiers, may be Personal Information under applicable law. We treat any data that is linked to Personal Information as Personal Information.

Information from Third Parties: We may receive information from our affiliates and business partners that you provide to them. This includes information you provide to distributors or dealers of Powerhouse Dynamics products and services, or information you provide to Powerhouse Dynamics divisions. If a Customer or its administrator adds you as a User, they may give us your name, business e-mail address, telephone number, role and access permissions. We may also receive information from equipment manufacturers, authorized service providers, and our service providers.

Use of Personal Information

We use your Personal Information to provide you with the services you request, as well as contact you with other information designed to ensure your productive use of the Site and the Services. In addition, we use Personal Information, and Other Information coupled with Personal Information for the following purposes:

- To respond to your inquiries and fulfill your requests, including contacting you if necessary.
- To create and manage accounts, authenticate Users, and provide, operate, maintain and support the Services, including delivering Platform Data, alerts, reports and analytics to Customers;
- To process payments and administer our contracts with Customers;
- To make Platform Data available to the manufacturer of connected equipment and to authorized service providers so they can support, service and improve their equipment;
- To develop, test and improve our products and Services, including through benchmarking and analytics using aggregated or de-identified data;
- To send you marketing communications about our products and services, where permitted by law, which you can opt out of at any time;
- To send you important information regarding our Site, changes to our terms, conditions and policies and other administrative information, such as possible service interruption or product deprecation.
- To protect the security or integrity of our businesses and Internet properties and to detect and prevent fraud and abuse; and
- As necessary and permitted by law: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our Affiliates; (f) to protect our rights, privacy, safety or property, or that of you, our Affiliates or others; and (g) to allow us to pursue available remedies or to limit the damages that we may sustain.

Aggregated and De-identified Information. We may create aggregated or de-identified information from Platform Data and use it for research and product development, which includes sharing it with our affiliates and partners. Personal Information is not used in this process. We will keep and use de-identified information only in de-identified form and will not try to re-identify it, except as the law allows, and we require recipients to do the same.

Sharing of Personal Information

Powerhouse Dynamics may share Personal Information, for the purposes specified in this Privacy Policy, with its affiliates, subsidiaries, or divisions, and with their officers, directors, employees, accountants, attorneys, and agents; with distributors or dealers of Powerhouse Dynamics products and services; with equipment manufacturers and authorized service providers, with respect to Platform Data from their equipment; with service providers that perform services for us, such as cloud hosting, payment processing, analytics, communications and customer support, who may use the information only to provide those services; with the Customer whose account you use or are authorized under; in connection with a merger, acquisition, financing or sale of assets; with third-parties to comply with applicable laws or legal processes (including but not limited to subpoenas, interrogatories, requests for documents, and regulatory data requests); with third-parties to protect the rights or property of Powerhouse Dynamics; and with law enforcement, regulatory, and government authorities.

We do not sell Personal Information.

Platform Data and Our Role

Customers own and control the data their equipment sends to the Open Kitchen platform and are responsible for managing which Users in their account can access it. Platform Data is also available to Powerhouse Dynamics and to the manufacturer of the connected equipment. Platform Data sent from a device which has not been claimed by a customer, and therefore has no personal information, remains owned and controlled by the manufacturer of the equipment.

When we process Platform Data and other Customer data on a Customer’s behalf, we do so under our agreement with that Customer. If your information was provided to us by a Customer, please direct requests about it to that Customer.

Cookies and Similar Technologies

We and our service providers use "cookies" and similar technologies (such as pixels, local storage and software development kits in our apps) to track your preferences and activities on our websites, our web applications and our mobile apps. Cookies are small data files transferred to your computer's hard drive by a website. They keep a record of your preferences making subsequent visits to the site more efficient. Cookies may store a variety of information including pages that you visit, and information about the location you are viewing and your own personal page viewing preferences. Some cookies are strictly necessary to provide the Services (for example, to keep you signed in). Others help us understand how the Services are used (for example, through Google Analytics).

The use of cookies is a common practice adopted by most major sites to better serve their clients. You can refuse or delete cookies. You can disable cookies from your computer system by following the instructions on your browser or at www.allaboutcookies.org. Most browsers and mobile devices offer their own settings to manage cookies. However, if you block or delete strictly necessary cookies, some Services (including the Open Kitchen web applications) will not work properly, and you may not be able to sign in. Blocking analytics cookies does not affect how the Services work.

Some Internet browsers have incorporated "Do Not Track" features. Most of these features, when turned on, send a signal or preference (the "DNT Signal") to the websites you visit indicating that you

do not wish to be tracked. Because there is not yet a common understanding of how to interpret DNT Signals, nor a common definition of "tracking," we do not currently respond to DNT Signals on the Site. However, where required by applicable law, we treat a browser-based opt-out preference signal, such as Global Privacy Control, as a valid request to opt out of the sale or sharing of Personal Information and of targeted advertising for that browser.

Security

The security of your Personal Information is important to us, and we maintain physical, electronic, and procedural safeguards to protect the confidentiality and security of information transmitted to us. These safeguards include encryption of data in transit and at rest, access controls and logging, logical separation of Customer data, security monitoring, and periodic security testing. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security. If a security incident affects your Personal Information, we will notify you and any regulators as required by law.

We urge you to keep any password that you establish with us in a safe place and not to divulge it with anyone. Also remember to log off your account and close your browser window when you have finished your visit. This is to ensure that others cannot access your account, especially if you are sharing a computer with someone else or are using a computer in a public place. Customers are responsible for managing access to Users within their accounts, including removing access for people who leave their organization.

Data Retention

We keep Personal Information for as long as needed to provide the Services and for the other purposes described in this Privacy Policy, including complying with legal obligations, resolving disputes and enforcing our agreements. In general:

- **Active accounts:** we keep account data and Platform Data while the Customer’s account is active.
- **Closed accounts:** when an account is voluntarily closed, we keep its data for at least 90 days and delete it within 12 months. Customers should download their data before closing an account.
- **Suspended accounts:** if an account is suspended for non-payment or a terms violation, it is inaccessible for 30 days. If it is not restored, the account is closed and handled as above.
- **Account Activity Logs and security logs:** Record of user logins are maintained for 12 months for security. This is done using IDs, not personally identifiable data.

We may keep data longer where the law requires it. When retention periods end, we securely delete or de-identify the data.

Where Your Data Is Stored

The Services are hosted on cloud infrastructure in the United States. If you use the Services from outside the United States, your information will be transferred to and processed in the United States. See “International Users” below.

Your Privacy Rights and Choices

Depending on where you live, you may have the right to:

- know what Personal Information we collect, use, disclose and (if applicable) sell or share, and obtain a copy;

- correct inaccurate Personal Information;
- delete Personal Information, subject to legal exceptions;
- receive your Personal Information in a portable format;
- opt out of the sale or sharing of Personal Information, targeted advertising, and certain profiling;
- limit our use of sensitive Personal Information, where applicable;
- appeal our decision on your request; and
- not be treated differently for exercising these rights.

How to make a request. Email support@powerhousedynamics.com, call +1 844 545 1515 (toll-free), or use our customer support web form. We will verify your identity by matching the information you give us to information we hold before acting on a request. An authorized agent may submit a request for you with your written permission. We will respond within 45 days and may extend that period once by 45 days where the law allows, and we will tell you if we do. If you are a User under a Customer's account, we may refer your request to that Customer.

Appeals. If we decline your request, you may appeal by replying to our response or emailing support@powerhousedynamics.com with "Appeal" in the subject line. We will respond within 60 days and, where the law requires, explain how to contact your state attorney general.

Marketing communication. You can opt out of marketing e-mails at any time by using the unsubscribe link in the message or by contacting us. We will still send service and administrative messages.

Sensitive Personal Information. We collect account log-in credentials and precise device location, if you enable it, only to provide the Services and do not use them to infer characteristics about you.

Supplemental Notice for State Residents

The table below summarizes the categories of Personal Information we collected in the past 12 months.

Category	Examples	Source	Disclosed to	Sold or shared?
Identifiers and contact information	Name, e-mail, phone, company, job title, business address	You; Customers; affiliates; dealers	Service providers, Customers, Manufacturers	No
Account credentials (sensitive)	password, tokens	You	None	No
Commercial / billing information	Purchase and billing records, payment card data via processor	You; Customers	Payment processor	No
Internet, device and usage activity	IP address, device identifiers, browser and OS, pages and app screens viewed, crash data	Automatically from your devices	Analytics and hosting providers	No
Geolocation	Mobile device location if enabled	Automatically from your devices	Google Geocoding API	No
Platform Data linked to an account or User	Equipment, energy and operating data	Connected equipment; Customers	Customer, manufacturer, service providers	No
Account Activity Logs	Sign-ins, configuration changes, User actions	Automatically from the Services	Customer, Manufacturer	No

Category	Examples	Source	Disclosed to	Sold or shared?
Communications and support records	E-mails, support tickets, call recordings	You	Service providers	No

Children's Privacy

The Services are intended for businesses and are not directed to children under 18. We do not knowingly collect Personal Information from children under 18. If you believe a child has given us Personal Information, please contact us and we will delete it.

International Users

The Services are operated from the United States. If you are in the European Economic Area, the United Kingdom or Switzerland, Powerhouse Dynamics is the controller of the Personal Information described in this Privacy Policy, except for Platform Data and other Customer data we process on a Customer's behalf. We rely on the following legal bases: performance of a contract; our legitimate interests in operating and securing the Services; compliance with legal obligations; and consent where required. You may request access, correction, deletion, restriction, portability, and object to processing, and may complain to your supervisory authority. We transfer Personal Information to the United States.

Links to Other Sites

Our Site may contain links to websites operated and maintained by third parties, over which we have no control. Such links do not imply an endorsement with respect to any third party, any website, or the products or services provided thereby. Privacy policies on such linked websites may be different from our privacy policy. You access such linked websites at your own risk. You should always read the privacy policy of a linked website before disclosing any of your information on such website. Customers may also connect third-party applications to the Services through our APIs. Those third parties' use of data is governed by their own policies and the Customer's choices.

Changes to This Privacy Policy

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. We will update the "Last Updated" date below and review this Privacy Policy at least once a year. If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website or in the Services and, where required, will ask for your consent.

Contact Us

If you have any questions about this Privacy Policy or requests with regard to the Personal Information we hold about you, or wish to exercise your privacy rights, please contact us at support@powerhousedynamics.com or call us at the following toll-free number: +1 844 545 1515.

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