

## POTLATCH PRIVACY POLICY

**Last Updated: 05/19/2017**

This Privacy Policy explains how information about you is collected, used and disclosed by Potlatch Corporation and its subsidiaries and affiliated companies ("**Potlatch**"). This Privacy Policy applies to information we collect when you use our websites and other online products and services (collectively, the "**Services**") or otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice (such as adding a statement to our homepage or sending you a notification). We encourage you to review the Privacy Policy whenever you access the Services or otherwise interact with us to stay informed about our information practices and the ways you can help protect your privacy.

### COLLECTION OF INFORMATION

#### Information You Provide to Us

We collect information you provide directly to us. For example, we collect information when you create an account on the Services, fill out a form or survey, make a purchase, apply for a job, communicate with us via third party social media sites, sign up to receive emails, request customer support or otherwise communicate with us. The types of information we may collect include your name, email address, postal address, phone number, demographic information, purchase and transaction information, social security number (if you are applying for a job) and any other information you choose to provide.

#### Information We Collect Automatically When You Use the Services

When you access or use the Services, we automatically collect information about you, including:

- **Log Information:** We collect log information about your use of the Services, including the type of browser you use, access times, pages viewed and actions taken, your IP address, and the page you visited before navigating to the Services.
- **Information Collected by Cookies and Other Tracking Technologies:** We and our service providers use various technologies to collect information, including cookies and web beacons. Cookies are small data files stored on your hard drive or in device memory that help us improve the Services and your experience, see which areas and features of the Services are popular, count visits and otherwise analyze usage of the Services. Web beacons are electronic images that may be used in the Services or emails and help deliver cookies, count visits and understand usage and campaign effectiveness. For more information about cookies, and how to disable them, please see "Your Choices" below.

#### Information We Collect From Other Sources

We may also obtain information from other sources and combine that with information we collect through the Services. For example, we may collect information about you from third parties, including but not limited to prospective employee application services and credit bureaus when you apply for a job. We may also collect information from mailing list providers and publicly available sources.

### USE OF INFORMATION

We may use information about you for various purposes, including to do the following:

- Provide, maintain and improve the Services;

- Provide and deliver the products and services you request, process transactions and send you related information, including confirmations and bills;
- Send you technical notices, updates, security alerts and support and administrative messages;
- Respond to your comments, questions and requests and provide customer service;
- Communicate with you about products, services, offers, and events offered by Potlatch and others, and provide news and information we think will be of interest to you;
- Monitor and analyze trends, usage and activities in connection with the Services;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose for which the information was collected.

#### **Transfer of Information to the U.S. and Other Countries**

Potlatch is based in the United States, and the information we collect is governed by U.S. law. By accessing or using the Services or otherwise providing information to us, you consent to the processing, transfer and storage of information in and to the U.S. and other countries, where you may not have the same rights and protections as you do under local law.

#### **SHARING OF INFORMATION**

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- With brokers for their own business purposes, including to market products and services to you (California residents, please refer to the “Your California Privacy Rights” section below for more information);
- In response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, regulation or legal process;
- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of Potlatch or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company;
- Between and among Potlatch and any current and future parent, affiliate, subsidiary or other company under common control and ownership; and
- With your consent or at your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

#### **ADVERTISING AND ANALYTICS SERVICES PROVIDED BY OTHERS**

We may allow others, such as Google, to provide analytics services and serve advertisements on our behalf across the Internet and in applications. These entities may use cookies, web beacons, device identifiers and other technologies to collect information about your use of the Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in apps, links

clicked and conversion information. This information may be used by Potlatch and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on the Services and other websites and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices) or [www.google.com/settings/ads/onweb/](http://www.google.com/settings/ads/onweb/).

## **SECURITY**

We take reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

## **YOUR CHOICES**

### **Your Information**

You may update, correct or delete information about you at any time by logging into your online account or by contacting us at [PrivacyPolicy@potlatchcorp.com](mailto:PrivacyPolicy@potlatchcorp.com). If you wish to deactivate your account, please contact us at [PrivacyPolicy@potlatchcorp.com](mailto:PrivacyPolicy@potlatchcorp.com). Note that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached, backup or archived copies of information about you for a certain period.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of the Services.

### **Promotional Communications**

You may opt out of receiving promotional communications from us by following the instructions in those communications. If you opt out, we may still send you non-promotional communications, such as those about your account or our ongoing business relations.

### **Your California Privacy Rights**

California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. If you are a California resident and would like to make such a request, please contact us at [PrivacyPolicy@potlatchcorp.com](mailto:PrivacyPolicy@potlatchcorp.com) or 601 W. First Avenue, Suite 1600, Spokane, WA 99201.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact the Legal Department at (509) 835-1500.