

Privacy Policy

Effective Date: April 23, 2026

Kelly Industrial Supply ("Kelly Industrial," "we," "us," or "our") is committed to protecting the privacy of our customers and business contacts. This Privacy Policy describes how we collect, use, and protect your information when you do business with us or visit our website at kellyindustrial.com.

- 1. Information We Collect:** We collect the following types of information in the course of doing business with you:
 - Name and business name
 - Mailing address and delivery address
 - Email address
 - Phone number, including mobile phone number
 - Order history and account information
 - VMI (vendor managed inventory) usage data
- 2. How We Use Your Information:** We use the information we collect to:
 - Process and fulfill orders
 - Coordinate deliveries and logistics
 - Manage VMI programs and inventory replenishment
 - Communicate with you about your account, orders, and quotes
 - Send service-related SMS text messages (see Section 4 below)
 - Respond to customer service inquiries
 - Maintain accurate business records
- 3. How We Share Your Information:** Kelly Industrial does not sell, rent, or trade your personal information to third parties. We may share your information in limited circumstances:
 - With delivery and logistics partners solely to fulfill your orders
 - With technology service providers who support our business operations (such as ERP and CRM systems), under confidentiality obligations
 - When required by law or in response to a valid legal process
- 4. SMS Text Messaging:** Kelly Industrial Supply may send SMS text messages to customers who have provided a mobile phone number as part of their account information. By providing your mobile phone number to Kelly Industrial Supply, you consent to receive SMS messages related to your account and orders. SMS messages may include:
 - Order status updates and delivery notifications
 - VMI replenishment alerts
 - Follow-up on quotes or open orders
 - General customer service communications

Opt-Out: You may opt out of SMS communications at any time by replying STOP to any text message from us. After opting out, you will receive a final confirmation message and no further SMS messages will be sent.

Message and data rates may apply. Message frequency varies based on your account activity.

SMS Policy: Mobile information, including phone numbers, opt-in data, and consent, will not be shared, sold, rented, or disclosed to any third parties or affiliates for marketing or promotional purposes. All categories referenced above expressly exclude text messaging originator opt-in data and consent; such information will remain strictly confidential and will not be shared with any third parties under any circumstances

- 5. Data Security:** We take reasonable precautions to protect your information from unauthorized access, use, or disclosure. Customer data is stored within our business systems and is accessible only to authorized Kelly Industrial personnel.
- 6. Data Retention:** We retain customer information for as long as necessary to maintain our business relationship with you and to comply with applicable legal and regulatory requirements.
- 7. Your Rights:** You have the right to:
 - Request access to the personal information we hold about you
 - Request correction of inaccurate information
 - Request deletion of your information, subject to our legal and business record obligations
 - Opt out of SMS communications at any time by replying STOP to exercise any of these rights, please contact us using the information below.
- 8. Changes to This Policy:** We may update this Privacy Policy from time to time. When we do, we will update the effective date at the top of this page. We encourage you to review this policy periodically.
- 9. Contact Us:** If you have questions about this Privacy Policy or how we handle your information, please contact us:

Kelly Industrial Supply

610-429-8266

Text HELP for help or email info@kellyindustrial.com.