

# myBLDR Privacy Notice

Effective Date: November 11, 2025

This Privacy Notice (“**Notice**”) describes how Builders FirstSource, Inc and WTS Paradigm LLC (collectively referred to as “Provider”) process Personal Information through the myBLDR portal, including portals available at myBLDR.com and marketplace.mybldr.com (collectively the “**Portal**”, “**us**,” “**we**,” or “**our**”). This Notice applies only to information collected in connection with the Portal and does not apply to information collected from Provider elsewhere, such as through email messages, phone calls or offline. This Notice supplements our other privacy policies and notices, including our main [Privacy Policy](#). In the event of a conflict between any other policy, statement, or notice and this Notice, this Notice will prevail. This Privacy Notice is part of our Terms of Use.

In return for being allowed access to and use of the Portal, and by enrolling in it, you agree to be bound by the terms and conditions of this Notice without any limitation or qualification. Please review the Notice carefully before proceeding. If you do not intend to be legally bound by these terms and conditions, do not access, or use the Portal. Provider reserves the right to change this Notice, and to make changes to any of the procedures, services, information, data or other matters described or contained in the Portal, at any time without notice or liability. Any such revisions are prospectively binding on you. You should periodically visit this page to review the current Notice that binds you. Provider reserves the right, in its sole discretion and without notice, to deny you access to the Portal at any time.

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### 1. Personal Information We Collect and Why We Collect It

“Personal Information” or “Personal Data” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you. Personal Information does not include information that is publicly available, de-identified, or aggregated.

We may collect and we have collected, within the past 12 months, the following categories of Personal Information about consumers. Personal Information we collect about you may vary depending on the nature of your interactions with us and may not include all of the examples listed below.

Category of Personal Information	Categories of Sources from which Information was Collected	Purposes for Collection
<b>Identifiers</b> , including real name, alias, postal address, IP address, email address, customer account name and number, or other similar identifiers	Directly from you Automatically when you use our website Internet service providers	Business operations: provide and market products and services, invoicing, account management
<b>Personal information described in Cal. Civ. Code § 1798.80(e)</b> , including name, address, telephone number, bank account number, credit card number, debit card number, or other financial information  **Please note we do not directly collect or have access to the financial information listed above. This information is directly collected and processed on our behalf by our payment processing Service Providers.	Directly from you	Business operations: provide and market products and services, invoicing, account management
<b>Commercial information</b> , including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	Directly from you	Business operations: provide and market products and services, invoicing, delivery of services/products
<b>Internet or other electronic network activity information</b> , including Internet or other similar activity, browsing history, search history, information on a customer's interaction with a website, application logs, device data and registration	Automatically when you use our website	To administer our websites To analyze trends relating to our products, websites, communications, and advertisement
<b>Professional or employment-related information</b> , including job role or job title	Directly from you	Account management
<b>Sensitive Personal Information</b> , including Personal Information that reveals a consumer's account log-in, financial account, debit card, or credit card number, in combination with any required security or access code, password, or credentials allowing access to an account  **Please note we do not directly collect or have access to the financial information listed above. This information is directly collected and processed on our behalf by our payment processing Service Providers	Directly from you Automatically when you use our website	Account management

## 2. How Long We Keep Your Personal Information

We keep the categories of Personal Information described above for as long as is necessary for the purposes described in this Notice or otherwise authorized by law. This generally means holding the information for as long as one of the following apply:

- Your Personal Information is reasonably necessary to manage our operations, to manage your relationship with us, or to satisfy another purpose for which we collected the information;
- Your Personal Information is reasonably necessary to carry out a disclosed purpose that is reasonably compatible with the context in which the Personal Information was collected;
- The information is reasonably required to protect or defend our rights or property (which will generally relate to applicable laws that limit actions in a particular case); or
- We are otherwise required or permitted to keep your information by applicable laws or regulations.

Where information is used for more than one purpose, we will retain it until the purpose with the latest period expires. For more information about our retention policies, please contact us using the contact details below.

## 3. How We Disclose Personal Information

We may disclose personal information to the following parties:

- **Our Family of Brands**, including our affiliates, subsidiaries, branches, brands, and other related entities that may process your Personal Information as described in this Notice.
- **Your Affiliated Company** if you interact with us as part of a company account, including with your company's account administrator.
- **Service Providers, Vendors, and Suppliers** that we engage to provide services on our behalf, such as support for our Portal operations (including payment processors and third parties we use to process orders on our behalf); electronic mail; product and service delivery; conducting analysis to improve our products, services, Portal, and store experiences; research; digital marketing; advertising; fulfilling orders you place; managing payments; and responding to questions.
- **Business Partners and Other Third Parties** where appropriate to provide our services and products and to operate our business.
- **Corporate Transaction Partners**, including to prospective or actual purchasers, investors, or successor entities in connection with a contemplated reorganization or an actual reorganization of our business, in connection with financing, a sale, reorganization, dissolution, liquidation, or other transactions involving the disposal of all or part of our business or assets, including for the purpose of permitting the due diligence required to decide whether to proceed with a transaction.
- **Law Enforcement, Government or Regulatory Bodies, or Other Authorized Parties** in order to comply with laws, regulations, subpoenas, court orders, or other legal obligations; assist in investigations; protect and defend our rights and property or the rights or safety of other parties; enforce our Terms of Use, this Notice, or agreements with third parties; or prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity.

- **Parties with Your Notice or Consent** when we have provided specific notice to you or asked for your consent, as applicable.

We may combine your Personal Information with data we obtain from our Portal, our services, other users, or other parties. We reserve the right to convert, or permit others to convert, your Personal Information into deidentified, anonymized, or aggregated data, as permitted by law.

## **4. Cookies and Analytics Technologies**

We use cookies to collect and store information about your interactions with our website, including information about your browsing behavior. Cookies are small files that a website transfers to your device through a web browser that enable the website's or a third party's systems to recognize your device and capture and remember certain information. In general, our Portal makes use of cookies and other analytics technologies as follows:

- Where necessary to run our website
- To optimize the functionality of our website
- For analytics purposes— for example, to help us understand how our website is used

Our website uses analytics technology, including Google Analytics, to support the operation and performance of our online services and to analyze your interactions and experiences with our services, including the features you engage with, how you navigate, and your clicks, cursor movement, and scrolling activity; and general information about website traffic data, performance, and related statistics. You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on.

In certain instances, we may contract with vendors to help us analyze activity through our Portal and related services, including our chat functionality, through session replay technologies that allow us to review the history of how visitors use our Portal and related services and to improve our Portal and related services. These technologies may collect the following types of information, among others: IP address; screen size; device type (unique device identifiers); browser information; geographic location; and preferred language.

## **5. Additional Information for California Residents**

Terms defined in the California Consumer Privacy Act of 2018 ("CCPA") that are used in this Section 5 shall have the same meaning as in the CCPA.

### **A. How We Sell and Share Personal Information**

Within the preceding 12 months, we have not sold or shared for cross-context behavioral advertising the Personal Information of California Consumers. We do not have actual knowledge that we sell or share the Personal Information of Consumers under 16 years of age.

### **B. Submitting Requests Relating to Your Personal Information**

If you are a resident of California, you have the right to submit certain requests relating to your Personal Information as described below. To exercise any of these rights, please submit a request through email at [digitaltoolsupport@myparadigm.com](mailto:digitaltoolsupport@myparadigm.com) or call us at 1-800-444-8399. Please note that, if you submit a request to know, request to delete, or request to correct, you will be asked to provide 2-3 pieces of Personal Information that we will match against our records to verify your identity. You may designate an authorized agent to make a request on your behalf; however, you will still need to

verify your identity directly with us before your request can be processed. An authorized agent may submit a request on your behalf using the email or toll-free number listed above.

### **C. Your California Privacy Rights**

**Right to Know.** You have the right to know what Personal Information we have collected about you, which includes:

- (1) The categories of Personal Information we have collected about you, including
  - a. The categories of sources from which the Personal Information was collected
  - b. Our business or commercial purposes for collecting or disclosing Personal Information
  - c. The categories of recipients to which we disclose Personal Information
  - d. The categories of Personal Information that we disclosed for a business purpose, and for each category identified, the categories of recipients to which we disclosed that particular category of Personal Information
- (2) The specific pieces of Personal Information we have collected about you

**Right to Delete Your Personal Information.** You have the right to request that we delete Personal Information we collected from you, subject to certain exceptions.

**Right to Correct Inaccurate Information.** If you believe that Personal Information we maintain about you is inaccurate, you have the right to request that we correct that information.

**Right to Non-Discrimination for the Exercise of Your Privacy Rights.** If you choose to exercise any of your privacy rights under the CCPA, you also have the right not to receive discriminatory treatment by us.

We do not use or disclose Sensitive Personal Information for purposes to which the right to limit use and disclosure applies under the CCPA.

## **6. Additional Information for Virginia Residents**

### **A. Additional Disclosures of Personal Data**

Terms defined in the Virginia Consumer Data Protection Act (“VCDPA”) that are used in this

Section 6 shall have the same meaning as in the VCDPA.

**Targeted Advertising.** We do not process your Personal Data for targeted advertising (as the term is defined in the VCDPA).

**Sales of Personal Data.** We do not sell (as the term is defined in the VCDPA) your Personal Data.

### **B. Submitting Requests Relating to Your Personal Data**

If you are a resident of Virginia, you have the right to submit certain requests relating to your Personal Data as described below. To exercise any of these rights, please submit a request through email at [digitaltoolsupport@myparadigm.com](mailto:digitaltoolsupport@myparadigm.com) or call us at 1-800-444-8399. Please note that we will need to authenticate your identity before your request can be processed. For authentication, you will be asked to provide 2-3 pieces of Personal Data that we will match against our records.

If you choose to exercise any of the privacy rights described below, you will not receive discriminatory treatment from us. This means that we will not deny providing our products or services to you, charge

you different prices or provide a different level or quality of products or services to you unless those differences are related to the value of your Personal Data.

### **C. Your Virginia Privacy Rights**

**Right to Access and Data Portability.** You have the right to confirm whether we are processing your Personal Data, to access your Personal Data, and to obtain a copy of Personal Data you provided to us in a portable format.

**Right to Correct.** You have the right to request that we correct inaccuracies in your Personal Data, taking into account the nature of the Personal Data and our purposes for processing it.

**Right to Delete.** You have the right to request that we delete your Personal Data.

**Right to Opt Out.** You have the right to opt out of the following uses of your Personal Data: (a) targeted advertising; (b) the sale of Personal Data; and (c) profiling in furtherance of decisions that produce legal or similarly significant effects.

**Right to Appeal.** Sometimes we are unable to process requests relating to your Personal Data, in which case, your request will be denied. If you are a resident of Virginia whose privacy rights request has previously been denied by us and you believe we denied it in error, you may appeal for reconsideration of your request using our email address or toll-free phone number.

Please note that if you make a privacy rights request, we will retain the Personal Data submitted in connection with your request for recordkeeping purposes.

## **7. Do Not Track**

Do Not Track ("DNT") is a privacy preference signal that users can set in some web browsers, allowing users to opt out of tracking by websites and online services. Currently, our websites do not respond to DNT signals.

## **8. International Visitors**

Our Portal and this Privacy Notice are directed to residents of the United States. If you access our Portal from outside the United States, please be aware that your personal information may be transferred to, stored, and processed in the United States, and that the data protection and other laws of the United States may not be as comprehensive as those in your country.

## **9. How to Contact Us**

If you have any questions about how we handle your Personal Information, please contact us at:  
Phone: 1-888-444-8399

Email: [digitaltoolsupport@myparadigm.com](mailto:digitaltoolsupport@myparadigm.com)