

## PRIVACY POLICY

Effective as of July 21, 2025

Bel Fuse Inc., and its subsidiaries and affiliates, (collectively, “**Bel Fuse**”, “**we**,” “**us**,” or “**our**”) provide this Privacy Policy because we know that you care about how your information is collected, used, shared and retained. This Privacy Policy applies to information collected when you visit our website at [www.belfuse.com](http://www.belfuse.com), our affiliate websites, or our customer portal ([portal.belfuse.com](http://portal.belfuse.com)) that are accessible through our website (collectively, the “Website”), or purchase our products through the Website.

By visiting our website, or purchasing our Products, you are agreeing to the terms of this Privacy Policy and the accompanying Terms of Use. Capitalized terms not defined in this Privacy Policy have the meaning ascribed to them in the Terms of Use.

### General Data Protection Regulation Notice

Natural persons located in the European Economic Area (“**EEA**”), or the United Kingdom, may have additional rights under the General Data Protection Regulation (“**GDPR**”) and should review the GDPR Notice [here](#).

### California Consumer Privacy Act Notice

Natural persons located in the state of California may have additional rights under the California Consumer Privacy Act (“**CCPA**”) and should review the CCPA Notice [here](#).

### Other State Privacy Laws

Other states in the U.S., including but not limited to, Virginia, Colorado, Connecticut, Montana, Texas, and Utah, afford natural persons residing in those states certain rights with respect to their Personal Data. Please note that Bel Fuse does not meet the threshold requirements of the privacy laws of these states.

Nevada law permits Nevada residents to request that their Personal Data not be sold (as defined under applicable Nevada law), even if their Personal Data is not currently being sold. Requests may be sent to [Privacy@belf.com](mailto:Privacy@belf.com), and are free of charge.

### What Information We Collect; the Purpose of Collection and Use

We collect the following categories of information:

**Contact Information:** We collect contact information on our website from visitors, customers, and distributors, as applicable, who wish to obtain information or support, purchase or register our Products, or access specific account information. Contact information is provided via browser forms or online order forms, and includes first name, last name, e-mail address, mailing address (including country, city, state, zip code), and phone numbers (fax, cell and/or landline) (collectively, “Contact Information”), technical requirements, and other information necessary for us to properly respond.

This contact information is used by our sales, support, and product teams to contact our website visitors, customers, distributors, and agents, as appropriate, so that we can provide the requested

information, support, or products. We may also ask you to voluntarily provide us with information for market research, such as your interests, demographics, and experience with our products.

We collect contact information on our website from shipping, transport, freight forwarding, and other logistics companies, distributors and channel partners, and "ship to" information for the products. This contact information is used by our shipping and transportation teams to fulfil product orders and schedule deliveries.

**Billing Information:** We collect billing and payment information which may include a purchase order number, an account number, or instructions for wire transfer and/or ACH transfers, credit card number, expiration date, billing zip code, activation code and/or similar information. When payment is made by credit card, we use third-party credit card processors. The billing and payment information is used to prepare and send invoices, make and receive payments, establish and manage accounts.

**Customer CRM Data:** We also use Contact Information to help our customer service department track customer (or potential customer) requests for quotes, sales orders, pricing, and shipping through our Salesforce customer relationship management tool. Any personal data provided to/or collected by Salesforce will be used to provide our products and services in accordance with this Privacy Policy. Salesforce is contained within its cloud server stack in North America. You may request Bel Fuse to manually remove your account information from Salesforce. To submit a request, please contact [Privacy@belf.com](mailto:Privacy@belf.com) and allow us a reasonable time to process your request.

**Cookies and other tracking technologies:** Cookies are small packets of data that a website stores on your computer's hard drive for the functioning of the Website. Pixel tags (also known as web beacons or tracking pixels) are small images embedded in websites, that we, our analytics providers, advertisers, and other third-parties can use to interact with cookies and other tracking technologies. You may be able to block all cookies through your browser or device (please consult your device or browser's documentation on how to do this) and/or, in the case of applicable third-party analytics providers, use an opt-out mechanism made available by such analytics providers. However, if you decide not to accept cookies from our Website, the Website may not function properly.

## **How We Share Your Information**

**Onward Transfer to Third Parties:** Like many businesses, we hire other companies to perform certain business-related services. We may disclose personal information to certain types of third-party companies but only to the extent needed to enable them to provide such services. The types of companies that may receive personal information and their functions are: direct marketing assistance (including disclosure to our distributors for direct marketing of our Products), order fulfilment, billing, customer service, data storage, hosting services, sales support, credit card processors, Enterprise Resource Planning software vendors and logistics support companies. All such third parties function as our agents, performing services at our instruction and on our behalf pursuant to contracts which require they provide at least the same level of privacy protection as is required by this Privacy Policy and implemented by us. We may also disclose your information, including any personal information, to any of our parent companies, affiliates, subsidiaries, joint ventures, or other companies under common control with us in order to support marketing, sale, and delivery of our Products and services. We may transfer your personal information to a third-party controller, but you may opt out of such

transfer at any time by contacting us at [Privacy@belf.com](mailto:Privacy@belf.com). Please allow us a reasonable time to process your request.

**Business Transfers:** In the event of a merger, dissolution, reorganization or similar corporate event, or the sale of all or substantially all of our assets, we expect that the information that we have collected, including personal information, would be transferred to the surviving entity in a merger or the acquiring entity. All such transfers shall be subject to our commitments with respect to the privacy and confidentiality of such personal information as set forth in this Privacy Policy.

**Disclosure to Public Authorities:** We are required to disclose personal information in response to lawful requests by public authorities, including for the purpose of meeting national security or law enforcement requirements. We may also disclose personal information to other third parties when compelled to do so by government authorities or required by law or regulation including, but not limited to, in response to court orders and subpoenas.

In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

**Opt-Out for Direct Marketing; Email Management:** We use Mailchimp to manage our email marketing. Mailchimp's privacy policy may be accessed at <https://www.intuit.com/privacy/statement/>. You may opt out at any time from the use of your personal information for direct marketing purposes, and/or the transfer of your personal information to third parties for direct marketing purpose, by contacting us at [Privacy@belf.com](mailto:Privacy@belf.com) and state that you would like to opt out of direct marketing and/or the transfer of your personal information to third parties for direct marketing purposes. Please allow us a reasonable time to process your request.

You may also manage your receipt of marketing and non-transactional communications by clicking on the "Unsubscribe" link located on the bottom of any Bel Fuse marketing email and following the instructions found on the page to which the link takes you. You cannot opt out of receiving transactional e-mails related to your account or purchase orders. Please allow a reasonable time to process your request.

**Retention of personal information:** We will retain your personal information in a form that identifies you only for as long as it serves the purpose(s) for which it was initially collected as stated in this Privacy Policy, or subsequently authorized. We may continue processing your personal information for longer periods, but only for the time and to the extent such processing reasonably serves the purposes of archiving in the public interest, journalism, literature and art, scientific or historical research and statistical analysis, and subject to the protection of this Privacy Policy. After such time periods have expired, we may either delete your personal information or retain it in a form such that it does not identify you personally.

**How we protect your information:** Bel Fuse takes very seriously the security and privacy of the personal information that it collects pursuant to this Privacy Policy. Accordingly, we will implement reasonable and appropriate security measures to protect your personal information from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the risks involved in processing and the nature of such data, and comply with applicable laws and regulations.

**Children:** We do not knowingly collect any personal information from children under the age of thirteen through the Website. If you are under 13, please do not give us any personal information. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children never to provide personal information to us without their permission. If you have reason to believe that a child under the age of 13 has provided personal information to us, please contact us at [Privacy@belf.com](mailto:Privacy@belf.com), and we will endeavor to delete that information from our databases.

**Links to External Websites:** The Website may contain links to third-party websites ("External Sites"). Bel Fuse has no control over the privacy practices of these External Sites. As such, we are not responsible for the privacy policies of those External Sites. You should check the applicable third-party privacy policy and terms of use when visiting any External Sites, and before providing any personal information to such External Sites.

**Important Notice to All Non-US Residents:** Some of our servers are located in the US. If you are located outside of the US, please be aware that information provided to us, including personal information, may be transferred from your country of origin to the US. In the event Bel Fuse transfers personal data regarding individuals located in the European Union and/or the United Kingdom to foreign countries or an international organization we use appropriate safeguards in compliance with GDPR Article 46.

**Changes to this Privacy Policy:** This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time and will post any changes on the Website as soon as they go into effect. By accessing the Website after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please refer back to this Privacy Policy on a regular basis.

**How to Contact Us:** If you have questions about this Privacy Policy, please contact Bel Fuse at [Privacy@belf.com](mailto:Privacy@belf.com) with the subject line, "Privacy Query".