



Privacy Policy

Updated April 24, 2019

Information Collection

Personally identifying information (“PII”) is information about you as an identifiable individual. Rugged Maniac collects PII from you offline when you communicate with us by mail, fax, telephone, or in person. We collect personal information online when you visit our website, through e-mail, and through social media. We also collect PII during transactions, events, and contests/sweepstakes. PII includes your name, postal address, e-mail address, telephone and cell phone numbers, wireless service provider, and all other information that identifies you or that is subject to personal information protection legislation.

We also collect information about your interaction with the Rugged Maniac website. For example, we use website analytics tools on our site to retrieve information from your browser, including the site you came from, the search engine(s) and the keywords you used to find our site, the pages you view within our site, your browser add-ons, and your browser's width and height. We also use technologies, such as cookies and web beacons (described below), to collect information about the pages you view, the links you click, and other actions you take on our sites and services. Additionally, we collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type and language, access times, and referring website addresses.

When you receive newsletters or promotional e-mail from Rugged Maniac, we use web beacons (described below), customized links, or similar technologies to determine whether the e-mail has been opened and which links you click.

We may also supplement the information we collect with information obtained from other companies from time to time.

How We Use Your Information

We use your PII to provide you with information about our events and to respond to your inquiries. The information we collect allows us to customize the content and/or layout of our website for you and each other visitor. We also use your PII to notify you about updates to our website and to contact you with special offers of interest, surveys, and contests.

We retain your PII for as long as is necessary to fulfill the purposes for which we collected it, to satisfy our legal obligations and to protect our legitimate interests. We may also aggregate your information with other people's information or de-identify your information. We use this information in order to understand trends and to evaluate the effectiveness of our business. We may retain aggregated and de-identified information indefinitely.

Sharing Your Information with Others

Rugged Maniac does not make your PII and other information available to third parties, except to share certain PII and other information about the products you have ordered and purchased from Rugged Maniac with third parties

who assist us in producing, delivering, billing, collecting payment for, renewing, and otherwise managing, marketing, and fulfilling orders and to perform customer service–related functions and perform data or information technology–related services. These companies are obligated to protect the information they receive. We may share personal information with our service providers, including those who assist us with marketing, and with other trusted parties whom we believe offer products or services that may be of interest to you.

Consent

By using the Rugged Maniac website and attending our events, you consent to our collection of PII. When you register for an event, enter a contest or promotion, communicate with us, or use interactive portions of our website, you consent to our collection of the PII in accordance with this policy that you disclose or make available to us during those activities. In some cases, we may also ask you to confirm your knowledge of the terms of this policy; however, we are not obligated to do so under law.

By providing PII and other information to Rugged Maniac, you consent to our sharing your information with others as described above. You also understand that, notwithstanding the other provisions of this policy, you cannot opt-out of having your information shared with the third-party service providers who assist us in producing, delivering, billing, collecting payment for, renewing, and otherwise managing, marketing, and fulfilling orders and who perform customer service–related functions and perform data or information technology–related services.

Transfers of Information for Legal Purposes

Rugged Maniac may need to disclose certain PII and other information to comply with a legal requirement, such as a law, regulation, court order, subpoena, or search warrant, in the course of a legal proceeding. Rugged Maniac may also disclose information to assert or defend its legal rights or in response to a law enforcement agency request. If there is a change of control in Rugged Maniac's business (whether by merger, sale, or otherwise) or a sale or transfer of its assets, your information could be sold or transferred as part of that transaction and your PII and other information potentially used by the purchaser or other recipient of said information.

Storage of Information/Jurisdiction

You acknowledge that Rugged Maniac is located in the United States of America ("U.S.") and will process and store your information in the U.S., and that as a result, U.S. federal, state, and local governments, courts, or law enforcement or regulatory agencies may be able to obtain disclosure of your information through the laws of the U.S. In addition, Rugged Maniac may use service providers which may be located outside of the U.S. or which may process or store information on behalf of Rugged Maniac outside of the U.S. If transferred to those service providers, your PII will also be subject to the laws of those other jurisdictions.

Children Under 14

Rugged Maniac sites are not directed to children under 14 years of age. We care about the safety of children. We won't knowingly allow anyone under 14 to provide us any personal identifying information. Children should always get permission from their parents before sending any information about themselves (such as their names, e-mail addresses, and phone numbers) over the Internet to us or to anyone else. We encourage you to become involved in your children's online experience and to share your interest in our sites with your young ones.

Updating Your Account and Contact Information

Upon request, we will update your personal account information (e.g., customer number), access your account status (outstanding balance), and update your contact information (i.e., name, address, phone number). For more information or to update an account, please visit <http://www.ruggedmaniac.com/contact>

What if I don't want commercial/promotional e-mail from Rugged Maniac?

If you do not want to receive commercial/promotional e-mail or online newsletters that you have subscribed to, please let us know by utilizing the unsubscribe option available on commercial e-mail communications or by emailing us at info@ruggedmaniac.com.

Mobile Devices/Third-Party Fees

From time to time, Rugged Maniac makes mobile device application and mobile marketing campaigns available to you and may allow you to register for services that involve messages and/or e-mails being sent to your mobile device. You are responsible for obtaining access to the mobile device services, and that access may involve third-party fees, including mobile carrier, text messaging, or airtime charges. You are solely responsible for those fees, including any and all fees associated with the use of the applications and delivery of the messages, e-mails, or other materials to your mobile device. Please consult your mobile service provider's pricing plan prior to purchasing or downloading any application or registering for any such service to determine the charges for sending and receiving text messages from/to your mobile device. You will be given the opportunity to opt-out of receiving text messages or e-mails to your mobile device at the time you register and with each message or e-mail you receive.

Mobile marketing campaigns may involve your sending an e-mail from your mobile device to Rugged Maniac or a third-party campaign operator. An e-mail or other response will then be sent to your mobile device. Opting to participate in a campaign is 100% your choice. When you engage in these mobile marketing campaigns, Rugged Maniac and the third-party campaign operator may collect your cell phone number, the name of your wireless service provider, images that you send using your cell phone as part of the campaign, and other relevant information.

Links/Third-Party Sites

Rugged Maniac sites contain links to other sites with information-gathering practices different from our own. Visitors should consult privacy policies for all other sites, as Rugged Maniac has no control over information submitted to or collected by such third parties.

Rugged Maniac sites sometimes offer contests, sweepstakes, or promotions sponsored or co-sponsored by third parties. These third parties may obtain PII that visitors voluntarily submit to participate in the contest, sweepstakes, or promotion. Rugged Maniac has no control over the third-party sponsor's use of this information. The Rugged Maniac site will notify you at the time of requesting PII if third-party sponsors will be provided with such information.

Data Security

Rugged Maniac uses industry-standard encryption technologies when transferring and receiving data such as your address or credit card information exchanged with our site. You can check whether your connection is using encryption technologies by using the functions in your browser, such as whether our page is showing as having been delivered by "https". We have also implemented other technical, physical, and administrative security measures that

protect against the loss, misuse, or alteration of information that we have collected from you. Please note, however, that the security of your data is a shared responsibility. Our security precautions will not be effective if you access Rugged Maniac sites over an unsecure Wi-Fi connection or with a browser that has been compromised, if you do not clear your computer's cache or that of a public computer, or if you share or choose an easy-to-guess password.

Online Advertising and Tracking

- **What are "cookies" and "web beacons," and what do they do for me?**

In order to provide better service when you return to our sites, Rugged Maniac may use cookies and web beacons to store your preferences and information about such things as items added to your shopping cart, purchases you have made with us, what pages you visit, and past activity at a site. Rugged Maniac may also employ web beacons from third parties in order to help us compile aggregated statistics regarding the effectiveness of our promotional campaigns or other operations of our sites.

- "Cookies" are tiny pieces of information stored by your browser on your computer's hard drive. Cookies are also used to ensure that you are not repeatedly sent the same banner ads and to customize web page content based on your browser type (Google Chrome, Mozilla Firefox, or Microsoft Explorer, for example). Most browsers are initially set to accept cookies.
- "Web beacons" — sometimes called single-pixel gifs or clear gifs — are used to assist in delivering cookies on our sites and allow us to count users who have visited those pages and to deliver co-branded services. We include web beacons in promotional e-mail messages or our newsletters in order to determine whether messages have been opened and acted upon.
- If you want to disable cookies, there is a simple procedure in most Internet browsers that allows you to "turn off cookies." You can also use plug-ins for your browser to see alerts for web beacons or to block web beacons when using certain browsers. You can also prevent some web beacons from loading by not downloading images in e-mail messages. Please remember, however, that cookies may be required to allow you to use certain features of our sites.

- **Do Not Track**

- To learn more about the third-party advertising companies we may currently be using, [click here](#).
- To activate Do Not Track, please [click here](#).

Your California Privacy Rights

As described above, from time to time, we make your PII available to third parties. If you do not want us to share your PII with other companies or organizations, you may opt-out of this information sharing by doing any one of the following: 1) Enter your information in the [online contact form](#) writing to us at Privacy Request, Rugged Maniac, 45 Bromfield St. Ste 801, Boston, MA 02108. This notice is designed to comply with California's "Shine the Light" law, but the opt-out option is available to all of our users.

Changes to the Privacy Policy

Rugged Maniac may need to change this privacy policy from time to time in order to address new issues, evolving technologies, changes on our sites, or business practices. Rugged Maniac will post those changes so you will always know what information we gather and how we might use that information. Please refer back to this policy regularly.

Contact Us

If you have any questions regarding this privacy policy or if you feel that this site has not followed its stated information policy, feel free to contact us. You may also contact us to request access to or request corrections to your PII. Our postal address is 45 Bromfield St. Ste 801 Boston, MA 02108, and our privacy team can be reached via e-mail at info@ruggedraces.com. Please note that we may not release or modify your PII to you unless you are able to provide satisfactory confirmation of identity.

Additionally, you may contact your state or local consumer protection office, [The Direct Marketing Association's Committee on Ethical Business Practices](#), the [Better Business Bureau](#), or the Federal Trade Commission by phone at (202) FTC-HELP (202/382-4357) and online at www.ftc.gov.

Rugged Maniac complies with all the stringent standards of ethical conduct set forth by the Direct Marketing Association.