

PRIVACY POLICY

Welcome to www.intrepidssportswear.com. This site (the "Site") is owned by Intrepid Sportswear, Inc. ("we" or "us"). This privacy policy ("this Privacy Policy") describes the personally identifying information ("PII") and other information that is collected when you use the Site, how it is used, and with whom it is shared.

By providing us with the PII that is described below, you expressly consent to our collecting that information and to our using, storing and sharing it as provided in this Privacy Policy.

Collection of PII

- When you email us through our "contact us" button or in any other way, we will receive your email address and whatever PII is included in the email.
- When you buy a product through our online store, at checkout, you will be taken directly to PayPal, where, if you do not yet have a PayPal account, you will be asked for your name, street address, and email address. If you do have a PayPal account, you will be taken directly to the page where you have listed your payment methods. PayPal will share your name, street address and email address, , as well as information about what you ordered, with us.
- We do not collect PII from anyone whose email address indicates that he or she resides outside the continental United States (because we do not ship products outside the United States).

Use of PII

- If you "contact us," we will use your name and email address to respond to your question or request.
- If you "contact us" or provide your email address to us another way, we will use your email address to send you our monthly newsletter, which includes coupons and information about new products. You can always opt out of receiving our emails.
- If you buy a product through our online store, we will use your name and street address that we receive from PayPal, along with the information about what you ordered, to ship the product to you, and we will use your email address to ask you any questions we may have about your order.

Disclosure (sharing) of PII

Disclosure to service providers. To maintain and operate the Site, we work with various third-party service providers ("Service Providers"). Service Providers may include vendors and suppliers that provide us with technologies, services and/or content for hosting the Site, updating the data and content in the Site, analyzing the operation of the Site, advertising and marketing, email communi-

cations and mobile opt-ins, payment, shipping, and customer services. We may provide your PII and other information that we collect to our Service Providers. Service Providers' access to your PII is limited to the information reasonably necessary for them to perform their limited functions.

- **Disclosure for legal reasons**

- We may disclose your personally identifiable information to protect the safety, rights, or property of the public, any person, or any of its affiliates; to investigate, prevent, or otherwise address suspected fraud, harassment or other violations of any law, rule or regulation or our Terms of Use (if any); to detect, prevent or otherwise address security or technical issues; or as we believe is required by law, regulation, or legal process.
- If we engage in a merger, acquisition, disposition, change of control, bankruptcy, dissolution, reorganization, or similar transaction or proceeding, or otherwise transfer the operations of the Site that relates to your PII, we will transfer your PII to the successor entity.

- **Rights of California residents.** If you are a California resident, and you want to find out the names of any information brokers or any other third parties with whom we share your PII under California Privacy (Cal. Bus. & Prof. Code § 22575 et seq., email info@intrepidsportswear.com and within thirty (30) days, we will provide you with that information.

Other kinds of identifying information collected. There are various ways in which non-PII is or may be collected as a result of your visits to the Site.

- **General**

- **Log files:** Log files are text files that a website automatically creates whenever someone accesses it. They record the requests made to the site's web server. Log files record information such as your browser type, IP address and referring website.

- **Cookies**

- **Generally.** A cookie is a small data file that a website transfers to a user's hard drive when a user visits the website. A cookie file can contain information such as a unique ID that the website uses to track the pages visited and is a standard method of registering website user preferences. These preferences are stored in a file on your computer's hard disk drive. Cookies make it easier for you to use a website by enabling you to access your information when you "sign in" to your account, to make purchases and move uninterrupted between site areas. Cookies also enable search engines (such as Google® and Yahoo®), advertisers, and others to track your visits to and through different websites.

- **Specifically**

- **Instagram code.** The Instagram® code on our home page uses Google® Analytics. Google tracks where you go on the Site and combines that information with information that Google may have about you through your Google account (if you have one) and/or through your use of other sites that use Google Analytics. Google and its affiliates may use cookies to serve advertisements about goods and services of interest to you on the Site and on other sites that you visit.
- **Site analysis.** We may use Google® Analytics to recognize and count the number of visitors to the Site and to see how visitors move around the Site when they're using it. Cookies also allow us to provide you with customized content, keep track of preferences you specify while visiting the Site and conduct general analysis and research.

Do Not Track signals.

- With some browsers, it is possible for a user to activate a "Do Not Track" signal, to indicate that the user does not want to be tracked across the Websites that the user visits.
- The Site does not recognize or process Do Not Track signals. In other words, if you have activated a Do Not Track signal in your own browser, the Site will not block tracking by Google or its affiliates of your activity on the Site.

Limiting the collection and use of information about your online activities

- You can set your browser to accept all cookies, to reject cookies, or to notify you whenever a cookie is offered so that you can decide each time whether to accept it. Rejecting a cookie, however, may preclude you from using the Instagram code. To learn more about cookies, including how to enable cookies, change your browser settings and find and delete cookies on your hard drive, please refer to your web browser's help menus or visit www.allaboutcookies.org. There are also various apps that interfere with or block cookies.
- You can opt out of having your web viewing data collected and used for interest-based online advertising by certain companies at <http://www.aboutads.info/choices/> and <http://www.youronlinechoices.eu>.
- If you do not want your data collected with Google Analytics, you can install the Google Analytics opt-out browser add-on. This add-on instructs the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) running on websites to prohibit sending information to Google Analytics. To opt out of Google Analytics, visit the [Google Analytics opt-out page](#) and install the add-on for your browser. For more details on installing and uninstalling the add-on, please see the relevant help resources for your specific browser. Updates to your browser or operating system may affect the functionality of the opt-out add-on. You can learn about managing add-ons for Chrome [here](#). If you are not using Chrome,

check directly with the manufacturer of your browser to determine whether add-ons will function properly on the browser version that you are using.

Storage of information

- We store all PII and other information that we collect on the Site on servers operated by third parties. Currently, these third-party servers are located in the United States but in the future, we may use third-party servers that are located in other countries or in other jurisdictions. You consent to have your PII, and the other information that may be collected when you use the Site collected, stored and processed on servers in the United States and other countries and jurisdictions. If you back up your personal data on your computer, then you consent to have your PII stored and processed on the servers, services and/or other devices you choose for that purpose.

Protection of information

- We use SSL certificates to protect your PII on the checkout page. We also use a software program to stop certain kinds of attacks. But no Internet transmission is ever 100% secure or error-free.
- We will retain your PII for the period necessary to fulfill the purposes outlined in this Privacy Policy or our data retention policies unless a longer retention period is required by law.
- The Site may contain links or references to other sites in addition to the ones we have already mentioned. Please be aware that we do not control such other sites and that, in any case, this Privacy Policy does not apply to those sites. We encourage you to read the privacy policy of every site you visit.

Transfer of information

- We may transfer information that we collect about you, including PII, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world.

Children

- We do not knowingly collect PII from anyone under 13. If we become aware that a child under 13 has provided us with PII, we will take steps to remove such information and terminate the child's account.
- If you are a parent and you become aware that your child has provided us with PII without your consent, please contact us at info@intrepidsportswear.com and we will take steps to remove such information and close the child's account.

Management of information

- To keep your PII accurate, current, and complete on the Site, contact info@intrepidsportswear.com.
- If you are from the European Economic Area, and we have obtained your PII despite our efforts not to collect PII from anyone who resides outside the United States, in accordance with applicable data protection law, you have the right to (i) access PII that we have about you; (ii) have your PII corrected or deleted; (iii) in certain circumstances, object to our processing of your PII; (iv) withdraw consent previously provided; (v) in certain circumstances, request that your PII be transferred to another service provider, where feasible; or (vi) if you believe that we have not complied with applicable data protection law, lodge a complaint with your local supervisory authority. If you wish to exercise any of these rights, please contact our Privacy Office by email at info@intrepidsportswear.com.
- For questions about this Privacy Policy and how your PII may be collected, stored, used, and shared, please contact our Privacy Office by email at info@intrepidsportswear.com.

Changes to this privacy policy

- We reserve the right to modify this Privacy Policy at any time. Any changes will be effective upon posting of the modified Privacy Policy unless we advise otherwise.
- If we make any material changes to the way in which we collect, store, use or share your PII, we will notify you by email (sent to the email address included in your account profile) and/or by means of a notice on the Site before the change becomes effective.
- We encourage you to periodically review this Privacy Policy for the latest information on our privacy practices. By continuing to use the Site after changes are made to this Privacy Policy, you agree to such changes.
- This Privacy Policy was last updated on **November 8, 2018**. Previous versions: none.
- Prior versions: **none**.