

PRIVACY POLICY
Revised: February 11, 2019

This Privacy Policy describes the information that Outdoor, Inc. and its affiliates (“**Rollick**,” “**we**,” “**us**” or “**our**”) may collect through your use of the Rollick online powersports vehicles, watercraft and RV (collectively, “**Vehicles**”) information and communications platform, as well as related services that can be accessed from or through the Rollick websites and associate domains, including <https://www.gorollick.com/> and www.AvalaMarketing.com, the websites and services of our affinity partners, vehicle partners and dealer network, and related websites and mobile applications (collectively, the “**Service**”). It also describes how we may use, disclose and protect information collected through your access to and use of the Service.

1. GENERAL

(a) **Consent.** By accessing or using the Service, you consent to the collection, use, disclosure, storage and processing of your information in accordance with: (i) this Privacy Policy; (ii) Rollick’s [Terms of Service](#) located at <https://gorollick.com/company/terms-of-service/> and any other related terms of service, end user license agreement, or services agreement (collectively, “**Service Terms**”); and (iii) and as permitted or required by applicable law.

(b) **International.** The Service may be hosted or operated in countries other than the country in which you reside. Those countries may have different data protection laws and regulations from those that apply in your home country. By accessing or using the Service, you consent to the transfer, storage and processing of your information outside of your home country. Please be aware that the governments, courts, and law enforcement, security or regulatory agencies of a particular country may be able to obtain access to or disclosure of your information as permitted by the laws of that country. It is the express wish of the parties that this Agreement and all related documents, including notices and other communications, be in English only. **Il est la volonté expresse des parties que cette convention et tous les documents s’y rattachant, y compris les avis et les autres communications, soient rédigés en anglais seulement.**

Your privacy is important to us. Rollick encourages you to read this Privacy Policy in its entirety, but you can navigate to specific section through the following links:

2. HOW WE COLLECT AND USE INFORMATION

(a) **Information That You Provide Directly.** We may ask for certain personal information such as your name, physical address, email address, phone number, group affiliation, demographic information, and other information relating to you. We may retain any messages you send through the Service, and we may also retain other personal information you voluntarily provide to us. We use this information to operate, maintain and provide to you the features and functionality of the Service, and as further described below.

(b) **Information Collected or Received from Third Parties.** We may receive information about you from third parties. You should always review and, if necessary, adjust your privacy settings on third-party services before linking or connecting them to the Service. We may also collect information about you from our third-party business associates, publicly-available sources and our affiliates. For example, we may receive information about you from: (i) member service organizations, affinity groups and other associations (collectively, “**Organizations**”) of which you are a member; (ii) third-party services that verify your membership in such organizations (“**Verification Services**”); and (iii) Vehicle dealers and manufacturers.

(c) **Analytics information.** We may collect, measure and analyze your personal information to identify traffic and usage trends for the Service, and we may use third-party analytics tools, including Google Analytics and other cloud-based tools, to help us (“**Analytics Tools**”). This allows us to understand, among other things, who is using the Service, how they are using it, and ways to improve the Service. Analytics Tools may use cookies and persistent device identifiers to collect and store information such as number of visits, time and date of visit, pages visited, time spent on each page, IP address, and type of operating system used. You can learn more about Google Analytics and your options for opting out of interest-based Google ads at <https://adssettings.google.com>.

(d) **Cookies.** When you visit the Service, we may send one or more cookies (small text files containing a string of alphanumeric characters) to your computer that uniquely identify your browser and enhance your navigation

of the Service. A cookie may also convey information to us about how you use the Service (e.g., the pages you view, the links you click and other actions you take), and allow us or our third-party business associates to track your usage of the Service. There are at least two different types of cookies: persistent and session cookies. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the Service. Persistent cookies can be removed by following your web browser's directions for removal of cookies. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to notify you when a cookie is being sent; however, some features of the Service may not function properly if cookies are disabled.

(e) Log File. Log file information is automatically reported by your browser each time you access a web page. When you access or use the Service, our servers may automatically record certain log file information, such as your web request, internet protocol (IP) address, operating systems used, browser type, referring/exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, and pages viewed.

(f) Clear GIFs/Web Beacons/Pixel Tags. Clear GIFs (also known as web beacons or pixel tags) allow us to know when you visit our Service, and for the tracking of a user's response to an email or usage of a website. Through the use of clear GIFs, web beacons and pixel tags, we obtain non-personal information or aggregated information that can be used by us to understand traffic patterns and enhance your online experiences. We may use clear GIFs or similar technologies to assess responses to emails and usage of the Service. For example, we may use clear GIFs to track when emails are opened and which links are clicked by recipients. You can disable the ability of clear GIFs to capture information by blocking cookies.

(g) Device Identifiers. When you access or use the Service using a mobile device, we may access, collect, monitor and/or remotely store one or more "device identifiers," such as a universally unique identifier(UUID). Device identifiers are small data files or similar data structures stored on or associated with your device that uniquely identify your device. A device identifier may consist of data stored in connection with the device hardware, operating system or other software, or data sent to the device by us. A device identifier may convey information to us about how you browse and use the Service. A device identifier may remain persistently on your device to enhance your navigation on the Service. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

(h) Location Data. When you access or use the Service, we may access, collect, monitor and/or remotely store "location data," which may include GPS coordinates (e.g. latitude and/or longitude) or similar information regarding the location of your device. Location data may convey to us information about how you browse and use the Service. Some features of the site, particularly location-based services, may not function properly if use or availability of location data is impaired or disabled.

(i) Commercial Communications. We may use the information we collect or receive to communicate directly with you. For example, we may use the information to send you emails containing newsletters, promotions and special offers regarding the Service. We may also use the information to conduct market analyses, and to send you service-related notices (e.g., account verification, technical and security notices) and targeted direct marketing mail mailings.

(j) Use of Certain Service-Type Information. We may use information from cookies, log files, device identifiers, location data and clear GIFs to: (i) remember you, your preferences and your information so that you will not have to re-enter it during your visit or the next time you visit the site; (ii) provide custom, personalized content or information; (iii) monitor and improve the effectiveness of the Service; (iv) monitor aggregate metrics, such as total number of visitors, traffic and demographic patterns; (v) diagnose or fix technology problems; (vi) provide advertising to your browser or device; and (vii) conduct research or surveys.

(k) Use of Information with Your Consent. We may use your information for any other purpose for which you provide consent.

(l) Combining Information. We may combine any of the information we collect from or about you, from one or multiple sources, and use it in the manner described in this Privacy Policy.

(m) Marketing Surveys, Solicitations, or Contests. From time to time, we may use personal information provided through product registration to request marketing information from you using surveys, solicitations, or contests. Additional information requested may include contact information (such as e-mail address) and demographic

information (such as number of family members and income ranges). Participation in surveys, solicitations, or contests is completely voluntary and you therefore have a choice as to whether to disclose any information. We will use such personal information to notify winners and award prizes, to monitor or improve the use of the Service or related advertising, and to provide aggregated information for marketing analyses. We use this information to analyze your present and future needs related to our and our clients products and to send you further notices, promotions, solicitations, or brochures and other marketing materials regarding the Service and the products and services of our businesses and those of our business partners or authorized dealers. Solicitations may take the form of mailings via U.S. mail or other couriers, or e-mail (if provided). If you do not want to receive these solicitations from us using the personal information provided by you through product registration cards or other sources, you may forego registration.

3. HOW WE MAY SHARE YOUR INFORMATION

(a) Business Associates and Service Providers. We may share information about you with third-party business associates and service providers that perform services on our behalf in connection with the Service. We may also share information about you with any of our subsidiaries or affiliates for purposes consistent with this Privacy Policy.

(b) Vehicle Dealers and Manufacturers, and related Marketing Groups. We may share information with Organizations, Verification Services, and Vehicle dealers and manufacturers and other providers of Vehicle-related products and services, as well as related marketing groups, in connection with the Service to, among other things, allow you to communicate with such parties and, and them to communicate with you, including by automated means. We may have agreements with marketing providers to provide specific services for you. When you request or use such services, we may share your personal information with the marketing providers, who may in turn send you brochures, catalogs, and other marketing materials. In such cases, we will use good faith efforts to restrict the information provided to the information necessary for the provision of such services and limit any other use of the information.

(c) Business Change. If we become involved in a merger, consolidation, acquisition, sale of assets, joint venture, securities offering, bankruptcy, reorganization, liquidation, dissolution or other transaction, or if the ownership of all or substantially all of our business otherwise changes, we may share or transfer your information to a third party or parties in connection with such transaction or change in ownership.

(d) Necessary Disclosure: Regardless of the choices you make regarding your information and to the extent permitted or required by applicable law, we may disclose information about you to third parties to: (i) enforce or apply this Privacy Policy or the Service Terms; (ii) comply with laws, subpoenas, warrants, court orders, legal processes or requests of government or law enforcement officials; (iii) protect our rights, reputation, safety or property, or that of our users or others; (iv) protect against legal liability, including to obtain parental consent from visitors under 18 years of age, where necessary; (v) establish or exercise our rights to defend against legal claims; or (vi) investigate, prevent or take action regarding known or suspected illegal activities; fraud; our rights, reputation, safety or property, or those of our users or others; violation of the Service Terms; or as otherwise required by law.

(e) Sharing Information. We may share certain service-type information, including information obtained through tools such as cookies, log files, device identifiers, location data and clear GIFs (such as de-identified usage data, referring/exit pages and URLs, platform types, number of clicks) with our third-party business associates for the purposes described in the section titled "How We Collect and Use Information." We may also share your information with third parties provided it has been aggregated or otherwise de-identified in a manner that does not allow such information to be separated from the aggregated information and identified as originating from you.

4. HOW WE PROTECT YOUR INFORMATION

We take technological and organizational measures to protect the information you provide through the Service against loss, theft, and unauthorized access, use, disclosure or modification. However, we cannot ensure or warrant the security of any information you transmit to us or guarantee that information on the Service will not be accessed, disclosed, altered or destroyed. Communications sent to or from the Service may not be secure. You should use caution whenever submitting information online and take special care in deciding what information you send to us via email.

Please note, however, that when you post a message in a Rollick blog, forum, chat room, review, or customer feedback section, the information you post may be accessible to other users of the Service and the public. If you post personal information anywhere on the Service that is accessible to other users or the public, you are advised that such personal information can be read, collected, used, or disseminated by others and could be used to send you unsolicited

information or otherwise. Accordingly, you assume full responsibility for posting such data and agree that Rollick is not responsible in any way for such publicly posted information.

Rollick complies with applicable data protection laws, including applicable security breach notification requirements.

5. YOUR CHOICES ABOUT YOUR INFORMATION

(a) **Accessing and Managing Your Personal Information.** To the extent provided by the law of your jurisdiction, you may (i) have the right to access certain personal information we maintain about you, (ii) request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes, (iii) request that we update or correct inaccuracies in such information, (iv) object to our use of your personal information, (v) ask us to block or delete your personal information from our database, and (vi) request to download the personal information you have shared on the Service. You may make these requests and any other inquiries about this Privacy Policy by emailing privacy@gorollick.com. Any such requests are subject to the protection of other customers' rights and applicable law. Additionally, to help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to the information. To the extent permitted by applicable law, a charge may apply before we provide you with a copy of any of your personal information that we maintain.

(b) **Controlling Your Settings.** You can limit your browser or mobile device from providing certain information by adjusting the settings in the browser, operating system or device. Please consult the documentation for the applicable browser, operating system or device for the controls available to you. You can also stop receiving promotional emails from us by following the unsubscribe instructions in those emails. Note that unsubscribe is not available for certain emails concerning your relationship or dealings with us.

(c) **Targeted Advertising.** You can learn more about targeted ads and your choices to prevent third parties from delivering targeted ads to your browser or device by visiting <http://optout.networkadvertising.org/> and <http://optout.aboutads.info/>. You should be aware that even if you opt out of targeted ads, you may still see ads within the Service, although the ads may not be tailored to your interests.

(d) **Do Not Track.** At this time, we do not recognize "do not track" signals sent from web browsers. Third-party services that we use may collect personal information about individual users and their activities over time and across different websites. In some cases, you may be able to disable tracking mechanisms, but doing so may disable certain features of the Service. To disable tracking, please consult the documentation for your browser, operating system or mobile device. For some devices, it may not be possible to disable tracking mechanisms.

6. HOW LONG WE KEEP YOUR INFORMATION

We will retain your information as long as necessary for the purposes outlined in this Privacy Policy, and for a commercially reasonable time thereafter for backup, archival, fraud prevention or detection, or audit purposes, or as otherwise required by law.

7. CHILDREN'S PRIVACY

The Service is not directed to children and is intended for use by adults only. We do not knowingly collect personal information from individuals under 13 years of age. If you are under the age of 13, please do not submit any personal information through the Service.

8. THIRD-PARTY SERVICES AND SERVICES

The Service may reference or provide links to other websites or resources. If you access any website or resources provided by a third party, our Privacy Policy will not apply. Your interactions with such websites and resources are subject to the privacy policies of the third parties that operate them. Please review those policies carefully to understand how those parties will treat your information.

9. YOUR CALIFORNIA PRIVACY RIGHTS

Under California Civil Code Section 1798.83, if you are a California resident and your business relationship with us is primarily for personal, family or household purposes, you may request certain data regarding our disclosure, if any, of personal information to third parties for the third parties' direct marketing purposes. You may make such a request up to once per calendar year. If applicable, we will provide to you via email a list of the categories of personal information disclosed to third parties for their direct marketing purposes during the immediately-preceding calendar year, along with the third parties' names and addresses. Please note that not all personal information sharing is covered

by Section 1798.83's requirements. You may also have rights under California law to request that your personal information not be sold. To make any requests outlined in this paragraph, please send an email to privacy@gorollick.com with "Request for California Privacy Information" in the subject line.

10. UPDATES TO THIS PRIVACY POLICY

We may update this policy from time to time, and the updated version of this policy will be effective upon posting. Please check this page to review the most up-to-date version of this policy. By continuing to use the Service after an updated version has been posted, you agree that the new policy will apply to you.