

# PRIVACY POLICY

rev.0

## **APPLICABILITY OF THIS PRIVACY POLICY AND YOUR CONSENT**

Your privacy is important to V1Tactical, LLC ("Company", "we", "us", or "our"). This Privacy Policy provides information explaining our practices regarding the collection, use, handling, and disposal of your personal data. This Privacy Policy applies only to information collected through our website and not to information collected offline.

**By using our website ("the Site"), you are consenting to the terms of this Privacy Policy.**

Please also visit our **Terms and Conditions** for other terms and conditions that apply to your use of the Site.

## **WHAT INFORMATION DO WE COLLECT FROM YOU?**

We collect information from you when you register on the Site, place an order, enter a contest or sweepstakes, respond to a survey or communication such as e-mail, or participate in another Site feature. When ordering or registering, we may ask you for your name, e-mail address, mailing address, phone number, credit card information and other information. You may, however, visit our site anonymously.

## **WHAT INFORMATION DO WE COLLECT AUTOMATICALLY?**

Like many websites, we use "cookies," pixels, web beacons and other tracking technologies to enhance your experience and gather information about visitors and visits to our websites. Please refer to the "Do We Use Cookies?" section below for more details. These technologies automatically collect information such as the following:

- IP address
- Location
- Media Access Control (MAC) address
- Unique device identifiers
- Operating system or platform
- Screen resolution
- Internet browser type and version
- Time spent on the Site and pages you visit

## **HOW DO WE USE YOUR INFORMATION?**

We may use the information we collect from you when you register, purchase products, enter a contest or promotion, respond to a survey or marketing communication, surf the Site, or use certain other Site features in a number of ways, including, without limitation, the following:

- To personalize your site experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To administer a contest, promotion, survey or other Site feature.
- For legal, contractual and safety purposes in order to enforce the terms of the Site; to comply with applicable laws and regulations; to defend or protect the Company, our users, you, or third parties from harm; to protect our rights in legal proceedings; to protect the security of our users and of the Company; and to respond to court orders, subpoenas and governmental requests.

If you opt-in to receive our e-mail newsletter, we may send you periodic e-mails. If you would no longer like to receive promotional e-mail from us, please refer to the "How can you opt-out, remove or modify information you have provided to us?" section below. If you do not opt-in to receive e-mail newsletters, you will not receive these e-mails. Visitors who register or participate in other Site features such as marketing programs and "members-only" content will be given a choice whether they would like to be on our e-mail list and receive e-mail communications from us.

#### **HOW DO WE PROTECT VISITOR INFORMATION?**

We implement a variety of security measures to maintain the safety of your personal information. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. When you place orders or access your personal information, we offer the use of a secure server. All sensitive/credit information you supply is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our databases to be only accessed as stated above.

#### **DO WE USE "COOKIES"?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current Site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about Site traffic and Site interaction so that we can offer better Site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our Site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Netscape Navigator or Internet Explorer) settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. If you turn cookies off, you won't have access to many features that make your Site experience more efficient and some of our services will not

function properly. However, you can still place orders over the telephone by contacting customer service.

### **DO WE DISCLOSE THE INFORMATION WE COLLECT TO OUTSIDE PARTIES?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice, except as described below. The term "outside parties" does not include [www.V1Tactical.com](http://www.V1Tactical.com). It also does not include website hosting partners and other parties who assist us in operating our Site, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our Site policies, or to protect ours or others' rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **HOW CAN YOU OPT-OUT, REMOVE OR MODIFY INFORMATION YOU HAVE PROVIDED TO US?**

To modify your e-mail subscriptions, please let us know by modifying your preferences in the [My Account](#) section. Please note that due to email production schedules you may receive any emails already in production. To delete all of your online account information from our database, sign into the [My Account](#) section of our site and remove your shipping addresses, billing addresses & payment information. Please note that we may maintain information about an individual sales transaction in order to service that transaction and for record keeping.

### **THIRD-PARTY LINKS**

In an attempt to provide you with increased value, we may include third-party links on our Site. These linked sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our Site and welcome any feedback about these linked sites (including, for example, if a specific link does not work).

### **CHILDREN**

Minors under the age of 18 may not use the Site. No part of the Site is designed to attract anyone under the age of 18. If you are a parent or legal guardian and believe we have information about or from your minor child, you may contact us at [support@V1Tactical.com](mailto:support@V1Tactical.com) to have the information deleted from our system.

### **HOW LONG WE RETAIN YOUR PERSONAL DATA**

We will only retain your personally identifiable information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. In specific circumstances, we may store your personal information for longer periods of time so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your personal information or dealings.

### **CHANGES TO OUR POLICY**

If we decide to change our privacy policy, we will notify you by posting those changes on the Site and other places we deem appropriate. Policy changes will apply only to information collected after the date of the change.

#### **QUESTIONS AND FEEDBACK**

We welcome your questions, comments, and concerns about privacy. Please send us any and all feedback pertaining to privacy or any other issue. You can call us at 877-818-2285 or send an email to [Support@V1Tactical.com](mailto:Support@V1Tactical.com). You may also submit any questions through our [Contact Us](#) page.