

# **PRIVACY POLICY**

This privacy policy discloses the privacy practices for Revival Powersports. Revival Powersports promote the use of fair information practices. Being committed to your privacy we are happy to disclose our information practices.

## **INFORMATION COLLECTION AND USE**

Revival Powersports is the sole owner of the information collected on this site. Revival Powersports will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. Revival Powersports responsibly collect information from our users at several different points on the web site.

## **CONSIGNMENT REQUESTS**

In order to obtain a proper quote for consignment, a user must first complete a Consignment & Sale Request Form. A user is required to give their contact information (such as name, address, telephone number and e-mail address). This information is used solely to contact the user in regards to their request to consign or sell us a unit. Some information may be optional but is requested so that Revival Powersports can review and provide an accurate quote. Lien information is entirely optional to disclose however all units must be lien free in order to transfer ownership upon sale. All customer information obtained via the Consignment & Sale request form is encrypted for security purposes and stored on a secured server.

## **CREDIT APPLICATION**

In order to obtain a financing approval, a user must first complete a Credit Application Form. A user is required to give their contact information (such as name, address, telephone number and e-mail address). This information is used to contact the user and provide the quote or other information that they have requested. Any financial information is optional but can be provided so that Revival Powersports can review and pre-approve the user for financing if they are interested. All customer information obtained via the Credit Application Form is encrypted for security purposes through a third party processor and stored on a secured server. Information obtained through the Credit Application may be shared to our lending network. Lenders may choose to contact direct to confirm information. Our lenders do not to our knowledge share, rent or sell personally identifiable information for any secondary purposes. Contact information will be kept indefinitely while financial information will be removed within a reasonable timeframe from the date of inquiry.

## **CONTACT US**

By clicking the links on our website to contact us you will be sharing your method of contact in return. This information will be used by use to return engagement and answer your inquiry. We may store this information on a CRM model system to help organize contact information. This contact information will never be sold, rented or transferred outside of Revival Powersports for any reason.

## **SHARING**

We may share general demographic information with our partners and advertisers. These are typically not linked to any personal information that can identify any individual person. Revival Powersports may send E-mails or direct mail about special offers at the Dealership or other offers or information that may be of interest to the user based on the information we collect. Revival Powersports third party shipping services to deliver orders, and a credit card processing company to bill users for goods and services. These companies do not to our knowledge, retain, share, store or use personally identifiable information for any secondary purposes.

We may partner with third party providers for specific services (i.e. Warranties or Protection plans). When the user signs up for these services through us we will share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

## **COOKIES**

A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. Once the user closes their browser, the cookie simply terminates. For example, a cookie is used to store items during e-Catalog shopping so that a list of what you are ordering is maintained. If a user rejects the cookie, they may still use the site. The only drawback to this is that the user will be limited in some areas of our site. For example, the user, may not be able to use the e-Catalog shopping basket function on the site. Cookies can also enable us to track and target the interests of our users to enhance the experience on the site.

## **LOG FILES**

We use IP addresses to analyze trends, administer the site, track user's movement, and gather broad demographic and geographic information for aggregate use. IP addresses are not linked to personally identifiable information.

## **LINKS**

This web site contains links to other sites. Please note that Revival Powersports is not responsible for the privacy practices of such other sites. We encourage our users to read the privacy statements of every web site that collects personally identifiable information. This privacy statement applies solely to information collected by this web site.

## **SURVEY AND CONTESTS**

From time to time, our site requests information from users via surveys or may offer contests. Participation in these surveys or contests is entirely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address) and demographic information (such as postal code and age). Contact information will be used to

notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

## **NOTIFICATION OF CHANGES**

If we decide to change our privacy policy, we will post those changes here so our users are always aware of what information we collect, how we use it, and under circumstances, if any, we disclose it.

## **SECURITY**

This web site takes every precaution to protect our users' information. When users submit sensitive information via the web site, their information is protected both online and off-line.

When our Credit Application or Consignment Request asks users to enter sensitive information (such as credit card number and/or social security number), that information is encrypted and is protected with the best encryption software in the industry - SSL. While on a secure page, such as our order form, the lock icon on the website bar of web browsers such as Google Chrome or Mozilla Firefox becomes locked, as opposed to unlocked, or open, when you are just browsing.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line. All of our users' information, not just the sensitive information mentioned above, has restricted access at Revival Powersports. Only employees who are under strict NDA are allowed access. Access to the information is made via a password-protected site. Each time an employee needs to access information, they must enter their password to gain access to the information. Furthermore, employees are kept up-to-date on our security and privacy practices. Employees are periodically notified and/or reminded about the importance we place on privacy, and what they can do to ensure our customers' information is protected.

## **SUPPLEMENTATION OF INFORMATION**

In order for this web site to properly fulfill its obligation to our customers, it may be necessary for us to supplement the information we receive with information from third party sources. For example, to determine if customers qualify for financing, the dealership will provide the required information to the lending institution.

## **SITE AND SERVICE UPDATES**

Revival Powersports may send the user site and service announcement updates which contain important information about the service. We communicate with the user to provide requested services and in regard to issues relating to their account via e-mail or phone.

## **CORRECTING / UPDATING PERSONAL INFORMATION**

If a user's personally identifiable information changes (such as address or E-mail), or if a user no longer desires to receive information from Revival Powersports, we will endeavor to correct, update or remove that user's personal data from our database.