

SWAE Sports Privacy Policy: Committed to Your Privacy

SWAE Sports recognizes that privacy is a primary concern for Internet users. To protect your privacy, we do not sell, share, or rent your personal information in any way.

This site is owned and operated by SWAE Sports, a Colorado LLC. Your privacy on the Internet is of the utmost importance to us. At SWAE Sports, we want to make your experience online satisfying, safe, and rad. Because we gather certain types of information about our users, and because we really like you, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

The Information We Collect

SWAE Sports gathers two types of information about users:

1. Information that users provide through optional, voluntary submissions. These are voluntary submissions to receive our electronic newsletters, to participate in our message boards or forums, to email a friend, and from participation in polls and surveys.
2. Information SWAE Sports gathers through aggregated tracking information derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to readers' needs and to help our advertisers and sponsors better understand the demographics of our audience. Under no circumstances does SWAE Sports divulge any information about an individual user to a third party. We do not share, rent, or sell your

SWAE Sports Gathers User Information In The Following Processes:

Optional Voluntary Information

We offer the following free services, which require some type of voluntary submission of personal information by users:

1. Electronic newsletters policy (Dispatches)

We may offer a free electronic newsletter to users. SWAE Sports gathers the email addresses of users who voluntarily subscribe. Users may remove themselves from this mailing list by following the link provided in every newsletter that points users to the subscription management page. Users can also subscribe to the newsletters at the time of registration.

2. Message boards/forums policy/blogging policy

Users of the site's Message Boards, Blogs and Forums must register separately for these services (both are free of charge) in order to post messages, although they needn't register to visit the site. During registration the user is required to supply a username, password, and email address.

3. "E-mail this to a friend" policy

Our site will allow users to electronically forward a link, page, or documents to someone else by clicking "e-mail this to a friend". The user must provide their email address, as well as that of the recipient. This information is used only in the case of transmission errors

and, of course, to let the recipient know who sent the email. The information is not used for any other purpose.

4. Polling

We may offer interactive polls to users so they can easily share their opinions with other users and see what our audience thinks about important issues. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. SWAE Sports may use a system to "tag" users after they have voted, so they can vote only once on a particular question. This tag is not correlated with information about individual users.

5. Surveys

SWAE Sports may occasionally conduct user surveys to better target our content to our audience. We sometimes share the aggregated demographic information in these surveys with our sponsors, advertisers and partners. We never share any of this information about specific individuals with any third party.

6. Feedback & Talk to Us Forms

Our site will allow users to electronically contact a SWAE Sports representative through our online "Feedback" and "Talk to Us" Forms (i.e. Forms to Contact Us). The user may provide their email address, as well as other user details in said forms if they like. This information is used in the case of transmission errors, to let the recipient know their inquiry was sent, and to potentially answer to any questions, comments, or inquiries sent to SWAE Sports. We do not share any of this information about specific individuals to any third party. SWAE Sports does reserve the right to post positive feedback on our website as user anecdotes and testimonials. SWAE Sports will request the ability to post said information on the website before actually doing so. The information is not used for any other purpose.

7. Ratings/Reviews

SWAE Sports will allow users of the site to post their own ratings and reviews about their experiences with adventure sports outfitters and Lifestyle Vendors. While SWAE Sports owns this data, we do not proactively monitor these postings and claim no responsibility for the posting of inaccurate or inappropriate information. Because this information is posted in the public domain, it is accessible by all visitors of SWAE Sports.com. If we are made aware of such postings, SWAE Sports will use our best and reasonable efforts to correct any inaccurate and inappropriate postings from our users.

8. Personal Profiles

SWAE Sports may allow users to post their own content including photos, videos, and written content about their experiences. While SWAE Sports owns this data, we do not proactively monitor these postings and claim no responsibility for the posting of inaccurate or inappropriate information. Because this information is posted in the public domain, it is accessible by all visitors of SWAE Sports.com. If we are made aware of such postings, SWAE Sports will use our best and reasonable efforts to remove any inaccurate and inappropriate postings from our users, but claim no responsibility if a user of SWAE Sports.com uses this misinformation in a way that results in harm. SWAE Sports reserves the right to reuse this expert content, written and multi-media, in other areas of SWAE Sports' business and will make its best efforts to cite the expert source, but holds itself harmless against any copyright claims should SWAE Sports omit citations for such content.

9. All Written and Multimedia Content

SWAE Sports will allow consumers (i.e. Rad Adventurists) and users to post their own content including photos, videos, and written content about their experiences. While SWAE

Sports owns this data, we do not proactively monitor these postings and claim no responsibility for the posting of inaccurate or inappropriate information. Because this information is posted in the public domain, it is accessible by all visitors of SWAE Sports.com. If we are made aware of such postings, SWAE Sports will use our best and reasonable efforts to remove any inaccurate and inappropriate postings from our users, but claim no responsibility if a user of SWAE Sports.com uses this misinformation in a way that results in harm. SWAE Sports reserves the right to reuse this content, written and multi-media, in other areas of SWAE Sports' business and will make its best efforts to cite the source, but holds itself harmless against any copyright claims should SWAE Sports omit citations for such content.

Usage tracking

SWAE Sports tracks user traffic patterns throughout all of our sites. However, we do not correlate this information with data about individual users. SWAE Sports does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

SWAE Sports sometimes tracks and catalogs the search terms that users enter in our Search function, but this tracking is never associated with individual users. We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

Cookies

If SWAE Sports decides to offer advertising on its site, we may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain Personal Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. SWAE Sports may use cookies to track user traffic patterns (as described above). Our advertising system delivers a one-time cookie to better track ad impressions and click rates.

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site. However, you do need cookies to participate actively in message boards, forums, polling and surveys.

USE OF INFORMATION

SWAE Sports uses any information voluntarily given by our users to enhance their experience in our network of sites, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our users. As stated above, we may use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in polls, surveys, message boards, feedback & talk to us forms, and forums. We may send out newsletters to subscribers on a regular schedule (depending on the newsletter), and occasionally send out

special editions when we think subscribers might be particularly interested in something we are doing. SWAE Sports never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners.

When we use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our users. But we don't track which terms a particular user enters.

SWAE Sports creates aggregate reports on user demographics and traffic patterns for advertisers, sponsors and partners. This allows our advertisers to advertise more effectively, and allows our users to receive advertisements that are pertinent to their needs. Because we don't track the usage patterns of individual users, an advertiser or sponsor will never know that a specific user clicked their ad. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

SHARING OF THE INFORMATION

SWAE Sports uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience's demographics. This is essential to keeping our service free. We will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

SECURITY

The security of your personal information is important to us. When you enter sensitive information, we encrypt that information. SWAE Sports operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we make certain to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

OPT-OUT POLICY

We give users options wherever necessary and practical. Such choices include:

1. Opting not to register to receive our electronic newsletters.
2. Opting not to participate in certain interactive areas, which completely alleviates the need to gather any personally identifiable information from our users.

Other Privacy Practices

Links:

SWAE Sports contains links to other Web sites that may have different and even conflicting privacy policies from ours. We do our best to link to responsible sites, but we are not responsible for the privacy practices of these sites.

Children's Privacy:

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), we will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

Although our site is a general audience web site that is not specifically designed for or targeted at children, the protection and safety of children is very important to SWAE Sports and we therefore encourage parents and guardians to participate in and supervise the online activities of their children.

We do not knowingly collect, use or disseminate any personally identifiable information from children under the age of 13. If, however, we become aware that personally identifiable information regarding a child under the age of 13 has been collected at our site, we will use such information for the sole purpose of contacting a parent or guardian of the child to obtain verifiable parental consent. If we cannot obtain consent after a reasonable period of time, or if when contacted a parent or guardian requests that we do not use or maintain such information, we will delete it from our records. Upon request by a parent or guardian, we will provide a description of the specific types of personal information collected from a child who is under the age of 13.

Personal Information Changes:

You may, at any time, review, update, or change your personal information by emailing or calling us.

Anti-Spam Policy:

SWAE Sports is firmly opposed to unsolicited commercial email ("spam"). We do not send emails to anyone without permission and we do not sell or provide email addresses to any unauthorized third party. If you receive spam, please be assured SWAE Sports did not provide your email address to the spammer.

Unfortunately, spammers nonetheless obtain email addresses in many different ways. If you believe you have received unsolicited email from us, please contact us and we will investigate. If you prefer not to receive any further communications from us, please just let us know and we'll do our best to ensure you never hear from us again.

Privacy Questions:

If you have any questions or concerns about privacy at SWAE Sports, please contact us at info@swaesports.com and we will try to answer your questions or otherwise resolve the matter to your satisfaction.

Third Party Advertisers:

The Site contains advertisements delivered to users by third party advertisers and advertising partners. We share information about usage of the Site with third party advertisers and advertising partners for the purpose of targeting advertisements to users. Cookies and clear GIFs may be used on the Site to target advertisements. None of the information we share, none of the cookies used, and none of the clear GIFs used contain personally identifiable information.

Agents and Contractors

From time to time, we may enter agreements with other companies and individuals to perform various functions on our behalf. In all such instances, if the parties with whom we enter agreements have access to personal information, they will be permitted to use such information only for the limited purpose of furthering the specific services they have agreed to perform, and will be prohibited from using such information for any other purpose. However, we may not always have control over how such agents and contractors use your personal information.

Mergers, Acquisitions, and Affiliates

As we continue developing our business we may form relationships with affiliates. We also may participate in corporate transactions such as mergers and acquisitions; it is possible that another company may acquire SWAE Sports or its business assets (or a portion thereof) in the future. In all such cases, personal information may be shared with the acquirer and/or other reputable parties involved in such relationships and transactions. You will be notified via email or a prominent notice on the Site 30 days prior to a change of ownership or control.

Participating Merchant and Third Party Policies

You will be notified when your personal information is collected by any third party that is not our agent/service provider, so you can make an informed choice as to whether or not to share your information with that party.

We do not have any control over the policies or practices of merchants and other third parties and we cannot be responsible for their actions. We recommend that you always review the privacy policies and terms of use of merchants and other third parties before you provide any personal information or complete any transaction with such parties. Please see SWAE Sports' Terms of Use to understand the disclaimers, waivers, indemnifications, and other matters involving your use of the Site and the relationship between that use and third parties. Please note that, by using the Site, viewing this Privacy Policy, and/or logging into your SWAE Sports account, you agree to abide by the Terms of Use.

Privacy Policy Updates and Changes

We reserve the right, at any time and without notice, to add to, change, update, or modify this Privacy Policy simply by posting the change on the Web site. Any changes will become effective as soon as they are posted.

Confidentiality and Security of Personal Information:

We will not collect or share information in any way that has not been covered in our Privacy Policy. We may need to disclose your personal information to comply with a court order or other legal process, to protect our rights or property, to enforce our Web site policies, or to protect the personal safety of users or the public.

Your personal information is stored on a secure server. While SWAE Sports takes every measure to protect your information, no data transmission over the Internet or any wireless network can be guaranteed 100% secure. Therefore, we cannot ensure or warrant the security of the information you transmit to us, and you do so at your own risk.

Legal Extent

Although we have attempted to address the various privacy-related issues you are likely to encounter, we cannot ensure that all of your private communications and other personal information will never be disclosed in ways not otherwise described in this Privacy Policy, or that our privacy protection measures will always protect your personal information. Therefore, although we will use our best efforts to protect your privacy, we do not promise, and you should not expect, that your personal information or private communications will always remain private from unauthorized access.

YOUR CONSENT

By using the Site you hereby release SWAE Sports and its successors, management, directors, officers, agents, and employees from any and all claims, demands, investigations, lawsuits, causes of action, and liability, including but not limited to direct, indirect, incidental, special, punitive, and consequential damages, arising under any legal theory, including but not limited to contract, tort, strict liability, statutory, and equitable, and arising from any disclosure of your personal and/or private information, to the fullest extent permitted under applicable law.

If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.