

Last Updated: 10/06/2021

Privacy Notice (Updated)

Blackdog Customs, LLC and its affiliates (collectively, the "Company," "we," or "us") wants you to be familiar with how we collect, use, and disclose information in association with our operation of our business. This Privacy Notice describes our practices in connection with information that we collect through:

- Websites operated by us from which you are accessing this Privacy Notice (the "Websites");
- Software applications made available by us for use on or through computers and mobile devices (the "Apps");
- Our social media pages on third-party social media platforms (collectively, our "Social Media Pages");
- HTML-formatted email messages and other communications technologies that we send to you that link to this Privacy Notice; and
- Offline business interactions you have with us.

PERSONAL INFORMATION

"Personal Information" is information that identifies you as an individual or relates to an identifiable individual. The Services collect Personal Information, including:

- Name
- Postal address (including billing and shipping addresses)
- Telephone number
- Email address
- IP address (we may also derive your approximate location from your IP address)
- Payment card data

Collection of Personal Information

We and our service providers collect Personal Information in a variety of ways, including:

- Through the Services.
 - We collect Personal Information through the Services, for example, when you sign up for a newsletter, respond to a survey or fill out a form, register for a product warranty, sign up for a loyalty program, create an account to access the Services, visit our stores, attend one of our events, enter into a contest or sweepstakes, place an order, provide a review, contact customer service, or make a purchase.

We need to collect Personal Information to provide the requested Services to you. If you do not provide the information requested, we may not be able to provide the Services. If you disclose any Personal Information relating to other people to us or to our service providers in connection with the Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Notice.

Use of Personal Information

We and our service providers use Personal Information for the following purposes:

- Providing the functionality of the Services and fulfilling your requests.
 - To provide the Services' functionality to you, such as arranging access to your registered account and providing you with related benefits, special promotions, or customer service.
 - To respond to your inquiries and fulfill your requests, when you contact us via one of our online contact forms or otherwise, for example, when you send us questions, suggestions, compliments or complaints, or when you request a quote for or other information about our Services.
 - To complete your transactions, process returns and exchanges, verify your information, and provide you with related benefits, special promotions, or customer service.
 - To send administrative information to you, such as changes to our terms, conditions, and policies.
- Providing you with our newsletter and/or other marketing materials and facilitating social sharing.
 - To send you marketing related emails, SMS, mobile notifications, etc., with information about our Services, new products, and other news about our company.
- Analyzing Personal Information for business reporting and providing personalized services.
 - To analyze or predict our users' preferences to prepare aggregated trend reports on how our digital content is used, so we can improve our Services.
 - To better understand your interests and preferences, so that we can personalize our interactions with you and provide you with information and/or offers tailored to your interests.
 - To better understand your preferences so that we can deliver content via our Services that we believe will be relevant and interesting to you.
- Allowing you to participate in sweepstakes, contests, or other promotions.
 - We may offer you the opportunity to participate in a sweepstakes, contests, or other promotions.
 - Some of these promotions have additional rules containing information about how we will use and disclose your Personal Information. Please read those additional rules before choosing to participate.
- Aggregating and/or anonymizing Personal Information.

- We may aggregate and/or anonymize Personal Information so that it will no longer be considered Personal Information. We do so to generate other data for our use, which we may use and disclose for any purpose, as it no longer identifies you or any other individual.
- Accomplishing our business purposes.
 - For data analysis, for example, to improve the efficiency of our Services;
 - For audits, to verify that our internal processes function as intended and to address legal, regulatory, or contractual requirements;
 - For fraud prevention and fraud and security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft;
 - For developing new products and services;
 - For enhancing, improving, repairing, maintaining, or modifying our current products and services, as well as undertaking quality, security, and safety assurance measures;
 - For identifying usage trends, for example, understanding which parts of our Services are of most interest to users;
 - For determining the effectiveness of our promotional campaigns, so that we can adapt our campaigns to the needs and interests of our users; and
 - For operating and expanding our business activities, for example, understanding which parts of our Services are of most interest to our users so we can focus our energies on meeting our users' interests.

Disclosure of Personal Information

We disclose Personal Information:

- To our affiliates for the purposes described in this Privacy Notice.
- To our third-party service providers, to facilitate services they provide to us.
 - These can include providers of services such as website hosting, data analysis, payment processing, order fulfillment, return authorization, fraud prevention, information technology and related infrastructure provision, customer service, or related benefits (including special promotions), email delivery, auditing, and other services.
- By using the Services, you may elect to disclose Personal Information.
 - On message boards, chat, profile pages, blogs, and other services to which you are able to post information and content (including, without limitation, our Social Media Pages). Please note that any information you post or disclose through these services will become public and may be available to other users and the general public.
 - Through your social sharing activity. When you connect your Services account to your social media account, you will share information with your friends associated with your social media account, with other users, and with your social media account provider. By doing so, you authorize us to facilitate this sharing of information, and you understand that the use of shared information will be governed by the social media provider's privacy policy.

Other Uses and Disclosures

We also use and disclose your Personal Information as necessary or appropriate, in particular when we have a legal obligation or legitimate interest to do so:

- To comply with applicable law and regulations.
 - This may include laws outside your country of residence.
- To cooperate with public and government authorities.
 - To respond to a request or to provide information we believe is necessary or appropriate.
 - These can include authorities outside your country of residence.
- To cooperate with law enforcement.
 - For example, when we respond to law enforcement requests and orders or provide information we believe is important.
- For other legal reasons.
 - To enforce our terms and conditions; and
 - To help protect our rights, privacy, safety or property, and/or that of our affiliates, users, you, or others.
- In connection with a sale or business transaction.
 - We have a legitimate interest in disclosing or transferring your Personal Information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

OTHER INFORMATION

"Other Information" is any information that does not reveal your specific identity or does not directly relate to an identifiable individual. The Services collect Other Information such as:

- Browser and device information
- App usage data
- Information collected through cookies, pixel tags, and other technologies
- Demographic information and other information provided by you that does not reveal your specific identity
- Information that has been aggregated in a manner such that it no longer reveals your specific identity

Collection of Other Information

We and our service providers may collect Other Information in a variety of ways, including:

- Through your browser or device.

- Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Mac), screen resolution, operating system name and version, device manufacturer and model, language, internet browser type and version, and the name and version of the Services (such as the App) you are using. We use this information to ensure that the Services function properly.
- Through cookies.
 - Cookies are pieces of information stored directly on the computer that you are using. Cookies allow us to collect information such as browser type, time spent on the Services, pages visited, language preferences, and other traffic data. We and our service providers use the information for security purposes, to facilitate navigation, to display information more effectively, and to personalize your experience. We also gather statistical information about use of the Services in order to continually improve their design and functionality, understand how they are used, and assist us with resolving questions regarding them. Cookies further allow us to select which of our advertisements or offers are most likely to appeal to you and display them while you are on the Services. We may also use cookies or other technologies in online advertising to track responses to our ads. We do not currently respond to browser do-not-track signals. If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a particular cookie (or cookies) from a particular website. You may also wish to refer to <http://www.allaboutcookies.org/manage-cookies/index.html>. If, however, you do not accept cookies, you may experience some inconvenience in your use of the Services. You also may not receive advertising or other offers from us that are relevant to your interests and needs.
- Pixel tags and other similar technologies.
 - Pixel tags. Pixel tags (also known as web beacons and clear GIFs) may be used to, among other things, track the actions of users of the Services (about usage including email recipients), measure the success of our marketing campaigns, and compile statistics of the Services and response rates.
 - Analytics. We use analytics tools, including Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of the Services and report on activities and trends. This service may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google's practices by going to <http://www.google.com/policies/privacy/partners/>, and exercise the opt-out provided by Google by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.
 - our marketing partners may not be able to provide you with the applicable personalized services and content.

Uses and Disclosures of Other Information

We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal

Information under applicable law, we may use and disclose it for the purposes for which we use and disclose Personal Information as detailed in this Policy. In some instances, we may combine Other Information with Personal Information. If we do, we will treat the combined information as Personal Information as long as it is combined.

SECURITY

We seek to use reasonable organizational, technical, and administrative measures to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100 percent secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the "*Contacting Us*" section below.

CHOICES AND ACCESS

Your choices regarding our use and disclosure of your Personal Information

We give you choices regarding our use and disclosure of your Personal Information for marketing purposes. You may opt out from:

1. Receiving marketing-related emails from us. If you no longer want to receive marketing-related emails from us on a going-forward basis, you may opt out by using the opt-out mechanism contained in each such email.
2. Receiving marketing-related text messages from us. If you no longer want to receive marketing-related text messages from us on a going-forward basis, you may opt out by responding STOP to such text messages.

We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt out of receiving marketing related emails from us, we may still send you important administrative messages, from which you cannot opt out.

How you can update your Personal Information

If you would like to update Personal Information that you have provided to us, you may contact us in accordance with the "*Contacting Us*" section below.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g., when you request a demonstration or initiate a transaction).

If you are a resident of California, please refer to the section titled "Additional Information Regarding California" for more information about requests you can make regarding your Personal Information.

THIRD PARTY SERVICES

This Privacy Notice does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any website or service to which the Services link. The inclusion of a link on the Services does not imply endorsement of the linked site or service by us or by our affiliates.

In addition, we are not responsible for the information collection, use, disclosure, or security policies or practices of other organizations, such as Facebook, Apple, Google, Microsoft, RIM, or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider, or device manufacturer, including with respect to any Personal Information you disclose to other organizations through or in connection with the Apps or our Social Media Pages.

USE OF SERVICES BY MINORS

The Services are not directed to individuals under the age of thirteen (13), and we do not knowingly collect Personal Information from individuals under 13. If we are notified that we have collected personally identifiable information from someone under thirteen (13), we will delete that information promptly upon notification.

SENSITIVE INFORMATION

Unless we specifically request it, we ask that you not send us, and you not disclose, any sensitive Personal Information (e.g., social security numbers, driver's license information, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, or criminal background) on or through the Services or otherwise to us.

THIRD PARTY PAYMENT SERVICE

We may use a third-party payment service to process payments made through the Services. If you wish to make a payment through the Services, your Personal Information will be collected by such third party and not by us, and will be subject to the third party's privacy policy, rather than this Privacy Notice. We have no control over, and are not responsible for, this third party's collection, use, and disclosure of your Personal Information.

UPDATES TO THIS PRIVACY NOTICE

The "*LAST UPDATED*" legend at the top of this Privacy Notice indicates when this Privacy Notice was last revised. Any changes will become effective when we post the revised Privacy Notice on the Services.

CONTACTING US

If you have any questions about this Privacy Notice, please contact us at:

mike@blackdogcustoms.com

1-770-262-0214

Blackdog Customs

1131 Commerce Drive

Madison, GA 30650

ATTN: Customer Support

Because email communications are not always secure, please do not include credit card or other sensitive information in your emails to us.

ADDITIONAL INFORMATION REGARDING CALIFORNIA

Pursuant to the California Consumer Privacy Act of 2018 ("CCPA"), this section provides California residents with a description of our online and offline practices regarding the collection, use and disclosure of their Personal Information. Under the CCPA, "Personal Information" is information that identifies, relates to, describes, or could reasonably be associated or linked with a particular California resident or household.

Collection and Disclosure of Personal Information

The following chart details the categories of Personal Information, as listed in the CCPA, we plan to collect, and have collected and disclosed within the preceding 12 months and to which categories of third parties Personal Information was disclosed for our operational business purposes.

Category of Personal Information	Disclosed & to Which Categories of Third Parties for Operational Business Purpose?
<p>Identifiers, such as name, contact information, online identifiers and other government-issued ID numbers (e.g., Social Security number).</p>	<p>Our affiliates, service providers, marketing partners, contest sponsors, and legal authorities</p>
<p>Personal information, as defined in the California customer records law, such as name, contact information, insurance policy number, education, employment, employment history financial information, medical information and health insurance information.</p>	<p>Our affiliates, service providers, marketing partners, contest sponsors, and legal authorities</p>
<p>Characteristics of protected classifications under California or federal law, such as sex, age, race, national origin, disability, medical conditions and information, citizenship, immigration status and marital status.</p>	<p>Our affiliates and service providers</p>
<p>Commercial information, such as transaction information (including records of personal property, products or services purchased, obtained or considered), or other purchasing or consuming history or tendencies.</p>	<p>Our affiliates, service providers, marketing partners and contest sponsors</p>
<p>Internet or network activity information, such as browsing history, online behavior, and interactions with our and other websites, applications and systems.</p>	<p>Our affiliates, service providers, marketing partners and legal authorities</p>
<p>Geolocation data, such as device location and IP location.</p>	<p>Our affiliates, service providers, contest sponsors and legal authorities</p>
<p>Audio, electronic, visual and similar information, such as images and audio, video or call recordings created in connection with our business activities.</p>	<p>Our affiliates, contest sponsors and legal authorities</p>
<p>Professional or employment-related information, such as work history, prior employer, information relating to references, CV, details of qualifications, skills and experience, human resources data and data necessary for benefits and related administration services.</p>	<p>Our affiliates, contest sponsors and legal authorities</p>

Sale of Personal Information

We do not sell Personal Information and have not sold Personal Information within the preceding 12 months, as "sale" is defined in the CCPA. We do not sell the Personal Information of minors under age 16.

Sources of Personal Information

As described above, we collect this Personal Information from you and from other categories of sources such as third parties that refer you to our service, our social media pages, publicly available databases and joint marketing partners, when they share the information with us.

How We Use Personal Information of California Residents

As described in detail above under "[Use of Personal Information](#)", we may use Personal Information to operate, manage, and maintain our business, to provide our products and services, and to accomplish our business purposes and objectives.

Rights & Requests

If you are a California resident, you may make the following requests:

1. **Request to Know.** You may request that we disclose to you the following information covering the 12 months preceding your request:
 - o The categories of Personal Information we collected about you and the categories of sources from which we collected such Personal Information;
 - o The specific pieces of Personal Information we collected about you;
 - o The business or commercial purpose for collecting Personal Information about you; and
 - o The categories of Personal Information about you that we otherwise shared or disclosed, and the categories of third parties with whom we shared or to whom we disclosed such Personal Information (if applicable).
2. **Request to Delete.** You may request that we delete Personal Information we collected from you.

To make a Request to Know or a Request to Delete, please contact us at mike@blackdogcustoms.com or [1-770-262-0214](tel:1-770-262-0214). We will verify and respond to your request consistent with applicable law, taking into account the type and sensitivity of the Personal Information subject to the request. We may need to request additional Personal Information from you, such as telephone number, mailing address, etc., to verify your identity and protect against fraudulent requests. If you maintain a password-protected account with us, we may verify your identity through our existing authentication practices for your account and require you to re-authenticate yourself before disclosing or deleting your Personal Information. If you make a Request to Delete, we may ask you to confirm your request before we delete your Personal Information.

You have the right to be free from unlawful discrimination for exercising your rights under the CCPA.

If you are the authorized agent of a California resident, making a Request to Know or a Request to Delete on behalf of the consumer, we will ask you for:

- Proof of your registration with the California Secretary of State to conduct business in California.
- Proof of a power of attorney from the resident pursuant to Probate Code sections 4121-2140.

If an authorized agent has not provided us with a power of attorney from the California resident pursuant to Probate Code sections 4121-4130, we may also require the resident to:

- Provide you with a written permission signed by the resident to make the Request to Know or Request to Delete on the resident's behalf;
- Verify the resident's own identity directly with us;
- Directly confirm with us that the resident provided you permission to submit the Request to Know or Request to Delete.

3. **Request to Opt Out of Sharing for Direct Marketing.** In addition, if you are a California resident, you may opt out from:

- Our sharing of your Personal Information with affiliated third parties for their direct marketing purposes. If you would prefer that we discontinue sharing your Personal Information on a going-forward basis with our affiliates for their direct marketing purposes, you may opt out of this sharing by calling us at [1-770-262-0214](tel:1-770-262-0214)
- Our sharing of your Personal Information with unaffiliated third parties for their direct marketing purposes. If you would prefer that we discontinue sharing your Personal Information on a going-forward basis with unaffiliated third parties for their direct marketing purposes, you may opt out of this sharing by calling us at [1-770-262-0214](tel:1-770-262-0214)

We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt out of receiving marketing related emails from us, we may still send you important administrative messages, from which you cannot opt out.

4. **Request to Remove Posted Content of Minors.** If you are a resident of California, under age 18, and a registered user of the Services, you may ask us to remove content or information that you have posted on the Website, Apps, or Social Media Pages by writing to:

Blackdog Customs
1131 Commerce Drive
Madison, GA 30650
ATTN: Customer Support

Please note that your request does not ensure complete or comprehensive removal of the posted content or information, as, for example, if you request to have an online review deleted, some of your review may have been reposted by another user.