

Ravin Crossbows, LLC Privacy Policy

Ravin's Commitment to Your Privacy

Ravin Crossbows, LLC ("Ravin") respects your privacy. Ravin provides this Privacy Policy so you know about Ravin's online information practices and understand how Ravin treats the information we receive about you from your use of this web site (the "Site"). This Policy applies, in general, to all Internet sites operated by or on behalf of Ravin and its business units worldwide. By using, browsing and/or accessing this Site, you agree to the term

s of this Privacy Policy. Use of this Site is strictly voluntary. If you do not agree to the Privacy Policy and Web Site Terms and Conditions of Use, you must immediately log off the Site and may not use the Site.

The Personal Information Ravin Collects

There are places where Ravin gives you an opportunity to provide Ravin your personal information. This refers to information that lets Ravin know the specifics of who you are, and may include, without limitation, your first and last name; mailing address, email address, telephone and facsimile numbers, credit card number, and other personal identifying information. When you engage in certain activities on the Site, such as ordering a product or service; filling out a form to request a demo, entering a contest or sweepstakes; participating in social media activities involving things such as Facebook, Twitter, YouTube, or Foursquare, whether at this Site or the social media web sites; filling out a survey; sending feedback or product reviews; requesting owners and parts manuals; or registering your product online; Ravin may ask you to provide personal information. If you choose to share any personal information with Ravin, you will see that the amount and type of personal information Ravin requests depends on how you use the Site. It is completely optional for you to engage in these activities. Depending upon the activity, some of the information Ravin asks you to provide is identified as mandatory and some is voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

While you can generally browse this Site without telling Ravin who you are or revealing personal information about yourself, Ravin is, however, able to determine your IP address, which will reveal your location to Ravin. Ravin may use your IP address, together with other personal information that you may provide to us, such as your email address, to communicate with you directly about products and services that Ravin believes may be of interest based on your activity on the Site.

The Anonymous Information Ravin Collects

Subject to the preceding paragraph, your IP address, and cookies (as described below) are generally used by Ravin on an anonymous basis to, among other things, (1) help diagnose problems with Ravin's server, administer the Site, measure the use of the Site, improve the content of the Site; (2) to identify visitors' domain names, the type of web browsers used, the pages viewed, the websites from which a visitor found this Site, the websites to which a visitor went after leaving the Site; the

search terms and search engines used to find this Site; and (3) to gather other web analytics information relating to visitors' use and navigation of the Site.

Cookies

Additionally, the Site employs the use of cookies in certain areas. Cookies are small bits of information stored on your browser. Cookies enable browsers to "remember" information related to a specific user, and also improve navigational reliability within a given site. The use of cookies allows Ravin to recognize you when you visit, and to personalize the Site to better suit your needs. If you are uncomfortable with storing cookies on your browser, you may set your browser specifically to reject cookies.

Ravin uses four types of cookies on the Site:

1. Strictly Necessary Cookies

These cookies are essential in order to enable you to move around the Site and use its features. Without these cookies, services you have asked for cannot be provided. They are deleted when you close the browser.

2. Performance Cookies

These cookies collect information in an anonymous form about how visitors use the Site. They allow Ravin to recognize and count the number of visitors and to see how visitors move around the Site when they are using it.

3. Functionality Cookies

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features and to improve your experience on the Site.

4. Targeting cookies or advertising cookies

These cookies are used to collect information about your browsing habits in order to enable Ravin and its affiliates to provide you with information about products and services that may be of specifically of interest to you.

Consent

For EU users only: To comply with current legislation in the European Union, Ravin asks for your consent to set the cookies described above. When you arrive on the Site a banner informing you of the types of cookies we use will appear. By clicking 'continue' you expressly consent to the use of such cookies. Once your consent has been provided, this message will not appear again when you revisit. If you do not click "continue," your continued use of the Site will indicate your implied consent. The banner will remain, and we will set only the cookies for which implied consent is sufficient. If you, or another user of your computer, wish to withdraw your consent at any time, you can do so by altering your browser settings or by selecting the opt-out options above.

The Way Ravin Uses Personal Information

Ravin may use your personal information for particular activities, including, without limitation, processing your order; credit card processing; collections; returns management; manufacturing; storage; shipping; delivery; fulfillment; customer service; marketing and research; providing product, promotional and other information to you; and to contact you regarding administrative notices. Ravin may share this information with Ravin's affiliates, dealers or other business partners in connection with any of the foregoing activities. Ravin's affiliates, dealers or other business partners may use this information for marketing and solicitation purposes as permitted by applicable law. Ravin must release your credit card information to credit card authorization service providers and the credit card-issuing bank to confirm and settle payment for products or services purchased on this Site and to facilitate returns or refunds.

Ravin may disclose personal information in any of the following circumstances: (1) in response to a subpoena, search warrant, court order, or other legal process or request, or as may otherwise be required by applicable law or regulation; (2) to protect and defend Ravin's rights or property or those of its affiliates, dealers, business partners, or others; or (3) as Ravin, in its sole discretion, believes is appropriate under exigent circumstances in response to a perceived threat to the personal safety or property of any person or organization. In addition, since Ravin's database is a business asset, in the event Ravin is reorganized or is sold to or merged with another company, you consent to the sale, assignment, or transfer of your personal information to a purchaser of all or substantially all of Ravin's business assets, or to an affiliate, as applicable.

Processing of your Personal Information.

This Site is currently hosted on servers located within the United States, but the locations of Ravin's servers may change from time-to-time. Your personal information may be stored on servers located within the United States, or in another country. In addition, Ravin may transfer your personal information to affiliates, dealers, business partners, or others located in the United States or other countries in accordance with, and for the purposes as described in, this Privacy Policy. In these circumstances, Ravin will ensure that your personal data is adequately protected.

BY SUBMITTING YOUR PERSONAL INFORMATION TO RAVIN, YOU ARE CONSENTING TO THE PROCESSING OF YOUR PERSONAL INFORMATION IN THE UNITED STATES OR IN ANY OTHER COUNTRY IN THE WORLD.

Retention of your Personal Information

Ravin keeps your personal information as long as Ravin needs it for the purposes for which it was originally collected (or to which you have subsequently consented), for other legitimate purposes (such as regulatory compliance), or as permitted by applicable law. Since some of these activities may continue for an extended period of time, subject to applicable law, Ravin may keep your personal information indefinitely.

Ravin's Relationship to other Sites that you can Access through this Site

This Site may contain links to other web sites. Additionally, other web sites may contain links to this Site. Ravin does not review or monitor the web sites linked to this Site and is not responsible for the contents, terms of use, or privacy policies related to any other web sites. Where this Site contains a link to another web site owned and/or operated by Ravin, such web site use may be subject to different and additional terms of use and privacy policies.

Other Information You should know about your Privacy

The Children's Online Privacy Protection Act ("COPPA") prohibits certain commercial practices related to gathering, storing, and disclosing personal information about children under the age of 13 who use the Internet. Ravin will not knowingly or intentionally collect personal information about children under the age of 13 without prior parental consent. Ravin cannot prohibit minors from browsing this Site, or using this Site if they supply valid security or identification information (for instance, a username and password issued to another person, such as a parent or friend). Ravin must rely on parents, guardians and those responsible for supervision of children to monitor the Internet activities of children under the age of 13. Each time you submit personally identifiable information about yourself or your family through the Site, you are representing to Ravin that you are 18 years of age or older.

All electronic communication services such as the ones provided by Ravin are required to comply with the "mandatory reporting" requirements of 42 U.S.C. § 13032(b), which requires such services to report any apparent child pornography to the National Center for Missing and Exploited Children. In the event Ravin is required to make a report, it will include all information regarding the apparent child pornography it believes may be of importance. Ravin will strictly comply with this reporting requirement.

Access & Correction of your Personal Information and Unsubscribing from Marketing Communications

Ravin strives to maintain the accuracy and integrity of the personal information in its databases and to keep that information up-to-date. Ravin provides ways for you to access your personal information as required by applicable law, so that you can correct inaccuracies or update your personal information. Ravin reserves the right to charge a fee as permitted by applicable law.

If you would like to review or correct your personal information, or unsubscribe from any marketing communications that you may receive, please contact Ravin by email at legal@Ravincrossbows.com, or send a letter to:

Ravin Crossbows, LLC
Attn: Legal Department
69 N 28th Street, Suite 500

Superior, WI 54880

All communications must be in the English language.

Ravin will respond to reasonable requests within the time limits established by applicable law or within a reasonable time if no time limit is established by applicable law. For your protection, Ravin may ask you for additional information to verify your identity. In most cases, Ravin will provide the access you request and correct or delete any inaccurate personal information you discover.

Requests to delete personal data are subject to any applicable legal and ethical reporting or document retention obligations imposed on Ravin.

Ravin's Commitment to Security of Your Personal Information

Ravin takes what it believes to be reasonable precautions and has implemented managerial and technical procedures to try to protect the security of data and information, including personal information. Ravin strives to maintain the reliability, accuracy, completeness, and current status of personal information and to protect the privacy and security of such. Unless applicable law provides otherwise, Ravin does not guarantee against any loss, misuse, unauthorized disclosure, alteration or destruction of data or personal information. While Ravin strives to protect your personal information, Ravin cannot always guarantee the security of any information you transmit to or from this Site, and you provide such information at your own risk. You acknowledge that: (1) there are security and privacy limitations in computer systems and on the Internet which are beyond Ravin's control; and (2) any such information and data, including personal information, may be viewed or tampered with by a third party while such information or data is being used, transmitted, processed, or stored.

Changes to Privacy Policy

Ravin may change its Privacy Policy from time to time in accordance with its data protection practices. Ravin encourages you to review this Privacy Policy regularly in your use of the Site to ensure you are aware of current practices. Any use of the Site following the date on which Ravin implements changes to this Privacy Policy shall constitute your acceptance of all such changes.

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