

# Wicked Campers Privacy Policy

## Privacy Policy

Wicked Campers is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the Wicked Campers Web site and governs data collection and usage. By using the Wicked Campers website, you consent to the data practices described in this statement.

## Collection of your Personal Information

Wicked Campers collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. Wicked Campers also collects anonymous demographic information, which is not unique to you, such as your post/zip code, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by Wicked Campers. This information can include: your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by Wicked Campers for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Wicked Campers Web site.

Wicked Campers encourages you to review the privacy statements of Web sites you choose to link to from Wicked Campers so that you can understand how those Web sites collect, use and share your information. Wicked Campers is not responsible for the privacy statements or other content on Web sites outside of the Wicked Campers and Wicked Campers family of Web sites.

## Use of your Personal Information

Wicked Campers collects and uses your personal information to operate the Wicked Campers Web site and deliver the services you have requested. Wicked Campers also uses your personally identifiable information to inform you of other products or services available from Wicked Campers and its affiliates. Wicked Campers may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Wicked Campers does not sell, rent or lease its customer lists to third parties. Wicked Campers may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, Wicked Campers may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Wicked Campers, and they are required to maintain the confidentiality of your information.

Wicked Campers does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

Wicked Campers keeps track of the Web sites and pages our customers visit within Wicked Campers, in order to determine what Wicked Campers services are the most popular. This data is used to deliver customized content and advertising within Wicked Campers to customers whose behavior indicates that they are interested in a particular subject area.

Wicked Campers Web sites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Wicked Campers or the site; (b) protect and defend the rights or property of Wicked Campers; and, (c) act under exigent circumstances to protect the personal safety of users of Wicked Campers, or the public.

## Use of Cookies (mmm... cookies.)

The Wicked Campers Web site use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Wicked Campers pages, or register with Wicked Campers site or services, a cookie helps Wicked Campers to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Wicked Campers Web site, the information you previously provided can be retrieved, so you can easily use the Wicked Campers features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Wicked Campers services or Web sites you visit.

## Security of your Personal Information

Wicked Campers secures your personal information from unauthorized access, use or disclosure. Wicked Campers secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the 128 bit Secure Socket Layer (SSL) protocol.

## Changes to this Statement

Wicked Campers will occasionally update this Statement of Privacy to reflect company and customer feedback. Wicked Campers encourages you to periodically review this Statement to be informed of how Wicked Campers is protecting your information.

## Contact Information

Wicked Campers welcomes your comments regarding this Statement of Privacy. If you believe that Wicked Campers has not adhered to this Statement, please contact Wicked Campers. We will use commercially reasonable efforts to promptly determine and remedy the problem.