

## **PRIVACY POLICY**

(Date of Last Revision: April 2, 2018)

Carriage Club, Inc. (“Carriage Club,” “we,” or “us”) is committed to protecting your privacy and utilizing technology that gives you a powerful and safe online experience. This Privacy Policy applies to the Carriage Club website and governs data collection and usage. By using the website, you consent to the data practices described in this policy.

We will collect personal data that you submit or which we collect through your use of the website. We may disclose this personal data to Carriage Club's affiliates, customers, and third-party service providers as described in more detail below. We will keep you informed by electronic means about events, products and services that we believe may be of interest to you as a user of the Carriage Club website. We also use cookies to allow us to provide our services and products. If you continue to use our website, then we will assume that you agree to our collection and use of your personal data as described in this policy. You may review the Privacy Policy in its entirety below.

If you have questions or concerns about our privacy policy or practices, please contact us in the first instance at 816-363-1310.

The website [www.thecarriageclub.com](http://www.thecarriageclub.com), (hereinafter the "Site") is owned and operated by Carriage Club, Inc. (“Carriage Club,” “we,” or “us”). The Site provides information regarding products offered by Carriage Club and the ability for interested customers to request a pricing quote or other information from Carriage Club (the “Services”).

Please read carefully through all sections of this Privacy Policy. Your access to and use of the Site is subject to this Privacy Policy and all applicable laws. By submitting your contact information to receive more information from us through the Site, or accessing and/or otherwise using the Site, you consent to Carriage Club’s use of your Personal Data as set forth below in this Privacy Policy. If you do not agree to this Privacy Policy, then you may not use the Site and you should not submit your contact information to the Site. This Privacy Policy may be changed by us from time to time without notice to you, and the governing version will be posted on the Site. Please review this Privacy Policy on a regular basis as your use of the Site will be governed by the then-current Privacy Policy

Carriage Club recognizes the importance of protecting the privacy of our customers and the users of the Site. However, some uses of such information are required for us to conduct legitimate business by providing information of interest our customers and the users of the Site.

### **Notice to California residents**

Except as expressly identified below, we do not disclose a user’s personal data to any third-party for such third-party’s direct marketing purposes. Thus, under California Civil Code Sections 1798.80-1798.84, Owner has no obligation to a California resident to provide further information regarding Owner’s use of the California resident’s personal data. Any inquiries regarding the Terms of Use or, specifically, this Privacy Policy can be directed to the contact identified below.

### **Notice to Utah residents**

Except as expressly identified below, we do not disclose a user’s personal data to any third-party for such third-party’s direct marketing purposes

## **What this Privacy Policy Covers**

This Privacy Policy covers our treatment of Personal Data that we collect through your use of the Site and when you use Services provided on the Site. This policy does not apply to the practices of companies that we do not own and/or control or to people that we do not employ or manage.

## **Information Collection and Use**

Through your use of the Services, we may collect the following “Personal Data” from you if you choose to provide it, including:

- Your name, email, company, address and/or telephone number (“Contact Information”).
- Your account information (“Account Information”).
- Pages and products viewed, ads that you clicked on, emails from us that you opened, browser type, operating system, IP address and device information, your mobile operating system (OS), a mobile device identifier embedded by us, or other commonly used mobile device identifier if you access the Site on a mobile device (“Analytical Information”).
- We may also collect publicly available information about you from third-party sources, such as the postal service for shipping address verification.

## **How Your Personal Data May Be Used.**

We may use Analytical Information to improve the performance or layout of our website; to develop new services and ideas; to target advertisements to you on the websites of others, and to better administer and troubleshoot our systems.

We may use Contact Information, Account Information and other Personal Data to provide you the Services on the Site; to evaluate and improve the Services; to fulfill your requests for information; and to contact you about Carriage Club activities, based on the preferences you have indicated.

## **Information Sharing and Disclosure**

Except as otherwise described in this Privacy Policy, we will not share your Personal Data with any other person or company. We will share Personal Data about you to other companies or people when:

- We need to share your information to provide a product or service you have requested;
- We need to send the information to companies who work on behalf of Carriage Club to provide a product or service to you (unless we tell you differently, these companies do not have any right to use the Personal Data we provide to them beyond what is necessary to assist us);
- We find that your actions on our website violate the Terms and Conditions of Use, any of our usage guidelines for specific services or any agreement; and
- As required to respond to or initiate subpoenas, court orders, or legal process.

Other members of the club may access, collect, or use your Contact Information. We will have no liability for the use of your Contact Information by other authorized users of the Site.

## **Use of Cookies**

We use “cookies,” a small text file transferred to your device, along with similar technologies (e.g., internet tag technologies, web beacons, embedded scripts) to help provide you a better, more personalized user experience. These technologies are used to:

- Make the user experience more user friendly;
- Remember your preferences (e.g., browsing language, usage preferences); or
- Help us understand and improve how visitors use our website, including which of our pages and products are viewed most frequently.

The Options/Settings section of most internet browsers will tell you how to manage cookies and other technologies that may be transferred to your device, including how to disable such technologies. You can

disable our cookies or all cookies through your browser settings. Please be advised that disabling cookies through either method may impact many of our website' features.

The use of third-party cookies is not covered by our Privacy Policy. We do not have access or control over these cookies. If you continue to use our website, we will assume you agree to the use of these cookies. You may visit the following links from our third-party providers to opt-out of their tracking and learn about their privacy practices:

- Google Analytics:
  - To view Google's privacy policy, please visit: <http://www.google.com/policies/privacy/>.
  - To opt-out, please download and install the Google Analytics opt-out browser add-on by visiting: <https://tools.google.com/dlpage/gaoptout>.

### **Do Not Track**

Some internet browsers incorporate a "Do Not Track" feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the "Do Not Track" signal, the Site does not currently interpret, respond to or alter its practices when it receives "Do Not Track" signals.

### **Ability to Review and Edit Your Information**

You may review and approve the Contact Information about you that was stored in our database and obtained through your use of the Site. Upon your written request, we will remove that information from our database or change or correct personal data that you state is erroneous within applicable regulatory or other legal requirements. You should understand, however, that information about you in our database might come from a number of sources.

### **Security**

We will maintain reasonable safeguards to ensure the security, integrity and privacy of your Personal Data. However, no electronic storage method or data transmission over the Internet can be guaranteed to be 100% secure.

### **Commitment to Children's Privacy**

In compliance with the Children's Online Privacy Protection Act, 15 U.S.C., §§ 6501-06 and 16 C.F.R., §§ 312.1-312.12, the Site does collect information from children under 13 years of age, and we do not intentionally collect information from persons under eighteen (18) years of age. Use of the Site is limited to users that are eighteen (18) years of age and older. By using the Site, you represent that you are eighteen (18) years of age or older.

### **Changes to this Privacy Policy**

We reserve the right to change, modify or otherwise update this policy at any time. These changes or updates will be effective immediately. We may provide you notice of such changes when they are material, such notice may be given by posting on the Site, by electronic or conventional mail or by any other means by which you obtain notice of the changes or updates.

### **Policies of Other Websites**

The Site may contain links to third-party websites not owned or controlled by Carriage Club. Carriage Club is not responsible for the privacy policies of any third-party websites which user may access through a third-party link. Further, these third-party websites may have privacy policies that differ from this Privacy Policy. Carriage Club disclaims all responsibility for the privacy practices of such other third-party websites. You should read the privacy policies of each third-party website you visit to determine

what information each third-party website may be collecting about you and how they intend to use such information.

**Questions**

If you have any questions or comments about these Terms of Use or this Site, please contact us by phone at 816-363-1310. You also may write to us at:

Carriage Club, Inc.  
Attn: General Manager  
5301 State Line Road  
Kansas City, Missouri 64112