

WEBSITE PRIVACY POLICY

Our Commitment to Privacy

Your privacy is very important to Trijicon Shooting Challenge, LLC., and we take your right to privacy seriously. This Privacy Policy explains the privacy practices for our website www.TrijiconShootingChallenge.com, what type of information we collect, and what we do with that information to allow you to make choices about the way your information is collected and used.

This Privacy Policy is part of our website's Terms of Use, and by accessing or using our site, you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use this site.

This Privacy Policy may change at any time, so please check it often. Such changes are effective immediately by posting the revised Policy on this website. Your continued use of the website after such modifications constitutes your acknowledgment of the modified Policy and your agreement to abide and be bound by the modified Policy.

Children

Our Website is not intended to be used by children under 13 years of age. No one under age 13 is eligible to use our website. We do not knowingly collect personal information from children under 13. If you are under 13, do not: (1) use or provide any information about yourself on our website, (2) on or through any of its features, register on our website, (3) make any purchases through the website. If we learn we have collected or received personal information from a child, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us. Many of our products require you to be at least 18 or 21 years of age and if you enter into any online shopping transactions on our website, you agree that you are of legal age and have all necessary authority to enter into and bind yourself under any agreements made on the website.

Information Collected

In General. You may visit this website without identifying who you are or revealing any personally identifiable information about yourself. Information collected online is generally categorized as anonymous or personally identifiable. Anonymous information is information that does not by itself identify a specific individual. Personally identifiable information is information that specifically identifies a particular individual, such as name, address, or phone number. An example of anonymous information is while this website may record the number of visits to a particular page that occurs in a specific period of time, it does not necessarily tell us the names or other identifying information of every visitor. Many users of this website will choose not to provide any personally identifiable information; therefore, those individuals are anonymous to us, and any data collected about their use of this website is anonymous information.

Personally Identifiable Information. We do not collect any Personally Identifiable Information about you unless you voluntarily provide it to us. When you engage in certain activities on this site, such as registering for a membership, ordering a product, submitting content, or sending us feedback, we may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to engage in these activities. If you elect to engage in these activities, however, we may ask that you provide us personal information, such as your first and last name, mailing address (including zip code), email address, employer, job title and department, telephone and facsimile numbers, and other personal identifying information. When ordering products or services on the site, you may be asked to provide a credit card number.

Automatic Anonymous Information. When you visit our site, we collect certain technical and routing information about your computer. This information may include the Uniform Resource Locator (URL) that you just came from, which URL you next go to, what browser you are using, and your Internet Protocol (IP) address. We also record search

requests and results to try to ensure the accuracy and efficiency of our search engine. We use your IP address to track your use of the site, including pages visited and the time spent on each page. We collect this information and use it to measure the use of this website and to improve its content and performance. All of the information that is automatically submitted to us by your browser is considered anonymous information. To the extent we share such information with third parties, it is not traceable to any particular user and will not be used to contact you.

Use of Information Collected

We do not sell, trade, or rent your Personally Identifiable Information to others. We do provide some of our services through contractual arrangements with affiliates, services providers, partners and other third parties. We and our service partners use your Personally Identifiable Information to operate our sites and to deliver their services. For example, we must release your credit card information to the card-issuing bank to confirm payment for products and services purchased on this site and release your address information to the delivery service to deliver products that you ordered.

The use of your Personally Identifiable Information by our service partners is governed by the privacy policies of those service partners, and is not subject to our control.

We will primarily use your Personally Identifiable Information to provide our services to you. When you submit Personally Identifiable Information to us, you understand that you are agreeing to allow us to access, store, and use that information for those purposes. We may also use Personally Identifiable Information to enhance the operation of our site, fill orders, improve our marketing and promotional efforts, statistically analyze site use, improve our product and service offerings, and customize our site's content, layout, and services. We may use Personally Identifiable Information to deliver information to you and to contact you. We may also use Personally Identifiable Information to resolve disputes, troubleshoot problems and enforce our agreements with you, including our website Terms of Use, Sales Terms and Conditions, and this Privacy Policy. When you create an account on our website, the login level will determine the information requested. Please be aware that certain information you enter may be personally identifiable information and may possibly be displayed, intentionally, on our website depending on the choices you make during the registration process or how the website is configured or unintentionally by a successful act of intrusion by a third party.

Occasionally we may be required by law enforcement or judicial authorities to provide Personally Identifiable Information to the appropriate governmental authorities. If requested by law enforcement or judicial authorities, we will provide this information on receipt of the appropriate documentation. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful. We may also release information to law enforcement agencies or other third parties if we feel it is necessary to protect the safety and welfare of our personnel or to enforce our terms of use.

Updating and Correcting Information

You may change any of your Personally Identifiable Information in your account online at any time. You may also access and correct your personal information and privacy preferences by writing us at:

TRIJICON SHOOTING CHALLENGE, LLC.
Re: Website Privacy Policy
PO Box 930059
Wixom, MI 48393-0059

Please include your name, address, and/or email address when you contact us.

You must describe the information in sufficient detail to allow us to locate that information in our records. A request to remove or modify information may prevent us from providing certain products or services to you. We will not remove or modify information associated with your prior purchase or registration of a product. We will not remove content or

other data provided by you that is not stored within your user account. For example, articles published will continue to remain on the site at our discretion, whether or not your user account is deleted. We may not fulfill a request to change information if we believe the change would violate the law or a legal requirement or cause the information to be incorrect. Additionally, some residual information may remain in back-ups, cached, archived or other historical databases. We are not responsible for verifying the authenticity of requests to remove, update or correct information. However, we reserve the right to refuse to modify information if we request proof of identity or authority and the appropriate proof of identity or authority is not provided to us. We do not have the ability to modify or remove third-party records.

Cookies

This website uses cookies. Cookies are small data text files that assign you a unique identifier which a website stores on your computer, if your browser permits, that can later be retrieved to identify you to us. This information enables your computer to communicate with our website and permits us to administer a more user-friendly service to you. You may set your browser to decline our cookies if your browser permits; if you do so, this may limit the functionality we can provide you when you visit our website.

Third parties that link to this website may use cookies or collect other information when you go to their site. We do not control the collection or use of your information by these companies. You should contact these companies directly if you have any questions about their collection or use of information about you.

Security

We operate secure data networks protected by industry standard firewall and password protection systems, which are periodically reviewed and enhanced as necessary. We do not, however, guarantee that unauthorized or inadvertent disclosure will never occur.

The importance of security for all Personally Identifiable Information associated with our users is of utmost concern to us. Your Personally Identifiable Information is protected in several ways. Access by you to your Personally Identifiable Information is available through a password and unique customer ID selected by you. This password is encrypted. We recommend that you do not divulge your password to anyone. In addition, your Personally Identifiable Information resides on a secure server that only selected Trijicon Shooting Challenge, LLC. personnel and contractors have access to via password. We encrypt your Personally Identifiable Information and thereby prevent unauthorized parties from viewing such information when it is transmitted to us.

In order to most efficiently serve you, credit card transactions and order fulfillment are handled by established third party banking, processing agents and distribution institutions. They receive the information needed to verify and authorize your credit card or other payment information and to process and ship your order.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. You acknowledge that there are security and privacy limitations of the Internet beyond our control, that the security, integrity and privacy of any and all information and data exchanged between you and us through this website cannot be guaranteed, and any such information and data may be viewed or tampered with in transit by a third party.

Transfer of User Information

Customer lists and information are properly considered assets of a business. Accordingly, if we merge with another entity or if we sell our assets to another entity, our customer lists and information, including personally identifiable information you have provided us, would be included among the assets that would be transferred.

DISCLAIMER OF WARRANTIES

YOUR USE OF THIS WEBSITE IS AT YOUR SOLE RISK. THIS WEBSITE IS PROVIDED "AS IS" "AS AVAILABLE" AND "WITH ALL FAULTS". TO THE MAXIMUM EXTENT PERMITTED BY LAW, TRIJICON SHOOTING CHALLENGE, LLC DISCLAIMS ALL WARRANTIES RELATING TO THE WEBSITE, WHETHER EXPRESS, IMPLIED OR STATUTORY, INCLUDING CONDITIONS, REPRESENTATIONS, AND WARRANTIES OF ANY KIND, INCLUDING ANY IMPLIED WARRANTY OR CONDITION OF MERCHANTABILITY, SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE, NONINFRINGEMENT OR WARRANTIES ARISING FROM COURSE OF DEALING OR TRADE USAGE. TRIJICON SHOOTING CHALLENGE, LLC MAKES NO REPRESENTATIONS, WARRANTIES, CONDITIONS OR GUARANTEES AS TO THE USEFULNESS, QUALITY, SUITABILITY, TRUTH, ACCURACY, OR COMPLETENESS OF THE WEBSITE.

YOU ASSUME ALL RISK FOR ANY DAMAGE TO YOUR COMPUTER SYSTEM OR LOSS OF DATA THAT RESULTS FROM THE USE OF THIS WEBSITE, INCLUDING ANY DAMAGES RESULTING FROM COMPUTER VIRUSES.

DISCLAIMER OF LIABILITY

TO THE MAXIMUM EXTENT PERMITTED BY LAW, NEITHER TRIJICON SHOOTING CHALLENGE, LLC NOR ANY OF ITS SUBSIDIARIES, AFFILIATES, LICENSORS, PARTNERS, MANAGERS, SHAREHOLDERS, DIRECTORS, OFFICERS, EMPLOYEES, OR OTHER AGENTS SHALL HAVE ANY RESPONSIBILITY OR LIABILITY TO ANY USER OR ITS PRINCIPALS OR AGENTS FOR ANY DAMAGES, WHETHER GENERAL, SPECIAL, DIRECT, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL (INCLUDING, WITHOUT LIMITATION, LOSS OF BUSINESS, REVENUE, PROFITS, GOODWILL, USE, DATA, ELECTRONICALLY TRANSMITTED ORDERS, OR OTHER ECONOMIC ADVANTAGE) WHETHER OR NOT FORESEEABLE AND WHETHER BASED ON CONTRACT, TORT, COMMON LAW, OR ANY OTHER THEORY OF LIABILITY, STATUTE, OR REGULATION. USER EXPRESSLY ACKNOWLEDGES AND AGREES THAT TRIJICON SHOOTING CHALLENGE, LLC IS PROVIDING ACCESS TO THE WEBSITE IN RELIANCE ON THE DISCLAIMERS AND LIMITATIONS SET FORTH IN THIS POLICY, AND FURTHER ACKNOWLEDGES AND AGREES THAT SUCH LIMITATIONS ARE REASONABLE. IN NO EVENT SHALL TRIJICON SHOOTING CHALLENGE, LLC'S LIABILITY TO USER EXCEED THE FEES ACTUALLY PAID BY USER FOR USE OF THE WEBSITE.

TO THE EXTENT THAT ANY JURISDICTION DOES NOT ALLOW THE EXCLUSION OR LIMITATION OF DIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, PORTIONS OF THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY.