

# RONIN MOTOR WORKS, LLC

## PRIVACY POLICY

Last Updated: September 29, 2014

This privacy policy ("**Policy**") is designed to assist you in understanding how Ronin Motor Works, LLC and its related companies ("**Company**") collect, use and share personal information of users of this website, [www.roninmotorworks.com](http://www.roninmotorworks.com) (the "**Site**"), and it was developed as an extension of our commitment to combine the highest-quality products and services with the highest level of integrity in dealing with our customers.

This Policy also applies to any of our other websites that post this Policy, including [www.the47.com](http://www.the47.com). This Policy does not apply to websites that post different statements.

### WHAT WE COLLECT

We get information about you in a range of ways.

**Information You Give Us.** We collect your name, postal address, email address, phone number, fax number, username, password, demographic information (such as your gender and occupation) birthday, personal interests as well as other information you directly give us on our Site or otherwise.

**Information We Get From Others.** We may get information about you from other sources. Such as, we may collect personal information from you when you visit our offices or a dealer that sells our products, place an order with us or a dealer online or by phone or in person, make a purchase through a dealer, save your information with us online, contact us with a question or concern, or participate in a contest, promotion, or survey. We may add this to information we get from this Site.

**Information Automatically Collected.** We automatically log information about you and your computer. For example, when visiting our Site, we log your computer operating system type, browser type, browser language, the website you visited before browsing to our Site, pages you viewed, how long you spent on a page, access times and information about your use of and actions on our Site.

**Cookies.** We may log information using "cookies." Cookies are small data files stored on your hard drive by a website. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our Site. This type of information is collected to make the Site more useful to you and to tailor the experience with us to meet your special interests and needs.

### USE OF PERSONAL INFORMATION

We use, or at any time in the future may use, your personal information as in the following ways:

- To personalize and enhance your experiences when you interact with us.
- To enable us to provide you with the highest quality experiences, products, services and motorcycles.
- To enhance your ownership experience.
- To help us learn more about your motorcycle and retail preferences.
- To operate, maintain, and improve our sites, products, and services.
- To process and deliver contest entries and rewards.
- To respond to comments and questions and provide customer service.
- To send information including confirmations, invoices, technical notices, updates, security alerts, recall notices, safety alerts and support and administrative messages.

- To communicate with you and send you information by email, postal mail, telephone (including autodialed or pre-recorded call), text message, or other means about our products, services, contests, and promotions.
- To communicate about promotions, upcoming events, and other news about products and services offered by us and our selected partners.
- To link or combine user information with other personal information.
- To protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.
- To provide and deliver products and services customers request.
- To contact you if necessary, including by autodialed or pre-recorded call.

## **SHARING OF PERSONAL INFORMATION**

We may share personal information as follows:

- We may share personal information with your consent. For example, you may let us share personal information with others for their own marketing uses. Those uses will be subject to their privacy policies.
- We may share personal information when we do a business deal, or negotiate a business deal, involving the sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, or bankruptcy transaction or proceeding.
- We may share personal information for legal, protection, and safety purposes.
  - We may share information to comply with laws.
  - We may share information to respond to subpoenas, court orders, or other legal process, to respond to a request for cooperation from a law enforcement or another government agency, to establish or exercise our legal rights or defend against any legal claims, or when we believe it is necessary to investigate, prevent, or respond to suspected illegal activities, fraud, or to protect the safety, rights, or property of you, us, or a third party.
  - We may share information to respond to lawful requests and legal processes.
  - We may share information to protect the rights and property of Ronin Motor Works, LLC, our agents, customers, and others. This includes enforcing our agreements, policies, and terms of use.
  - We may share information in an emergency. This includes protecting the safety of our employees and agents, our customers, or any person.
- We may share information with those who need it to do work for us.
  - We may share information with nonaffiliated companies that provide services on our behalf. We may share information with nonaffiliated companies that market our branded products and services, or in connection with your financial obligations concerning a product or service. These companies have their own privacy practices and notices.

We may also share aggregated and/or anonymized data with others for their own uses.

## **INFORMATION CHOICES AND CHANGES**

Our marketing emails tell you how to “opt-out.” If you opt out, we may still send you non-marketing emails. Non-marketing emails include emails about your accounts and our business dealings with you.

You may send requests about personal information to our Contact Information below. You can request to change contact choices, opt-out of our sharing with others, and update your personal information.

You can typically remove and reject cookies from our Site with your browser settings. Many browsers are set to accept cookies until you change your settings. If you remove or reject our cookies, it could affect how our Site works for you.

**OTHER WEBSITES.** For your convenience, our websites may contain links to other companies’ sites, such as authorized dealers, that may have privacy notices that differ from our own. We are not responsible for the content or practices of any linked sites. We recommend that you review the privacy notice of any site that you access through our sites.

**CALIFORNIA PRIVACY RIGHTS.** Residents of California may request a list of all third parties to which we have disclosed certain personal information during the preceding year for the third parties' direct marketing purposes. A California resident can request this list by contacting us by email as described in the section entitled, "CONTACT INFORMATION". All requests must include the statement "Your California Privacy Rights" in the body and include the name of the Ronin Motor Work's website for which the request pertains, as well as your name, street address, city, state, and zip code. Please note that we will not accept requests except as designated here, and we are not responsible for notices that are not sent properly.

**CONTACT INFORMATION.** We welcome your comments or questions about this privacy policy. To change selections about receiving promotional communications, or to update your personal information, you can contact Ronin Motor Works by email, telephone, or postal mail. It may take up to 10 days to process your email request and 6 to 8 weeks to process your postal mail request, during which period you may continue to receive communications from us. If contacting us by postal mail, please include your name and the email address or street address you used when you provided your information to Ronin Motor Works.

**Postal Mailing address:**

Ronin Motor Works, LLC  
3458 Walnut Street,  
Denver, CO 80205  
USA

**Email:** [info@roninmotorworks.com](mailto:info@roninmotorworks.com)

**Telephone:** (720) 328-4321

**CHANGES TO THIS PRIVACY POLICY.** We may change this privacy policy. If we make any changes, we will change the Last Updated date above.