

PRIVACY POLICY

Welcome to www.swellshark.com (the "SwellShark Site"). The Swellshark Site is owned by SwellShark, LLC ("SwellShark" or "we"). This privacy policy explains our practices regarding collection, use, and disclosure of personally identifying information that you may provide to us through the SwellShark Site.

Personally identifying information collected on the SwellShark Site

- If you send us a query through our "contact us" button, we ask you for your name and e-mail address.

Use of personally identifying information collected on the SwellShark Site

- If you contact us, we will use your name and email address to respond to your query.

Disclosure and sharing of personally identifying information collected on the SwellShark Site

- **Disclosure to service providers.** We may provide your personally identifying information and other information that we collect to our service providers. Service providers' access to your personally identifying information is limited to the information reasonably necessary for them to perform their limited functions.
- **Disclosure for legal reasons.** If SwellShark assigns or otherwise transfers the operations of the SwellShark Site that relates to your personally identifying information, SwellShark will transfer your personally identifying information to the successor entity. If SwellShark is required to disclose your personally identifying information by any applicable law, court order, or government regulation, that company will comply with such law, court order, or regulation.
- **Rights of California residents.** If you are a California resident, and you want to find out the names of any information brokers or any other third parties with whom we share your personally identifying information under California Privacy (Cal. Bus. & Prof. Code § 22575 et seq. ("Cal-OPPA")), send a request to info@swellshark.com. Within thirty (30) days, we will provide you with that information.

Other kinds of identifying information collected. There are various ways in which non-personally identifying information is or may be collected as a result of your visits to the SwellShark Site.

- **General**
 - o **Log files:** Log files are text files that a website automatically creates whenever someone accesses it. They record the requests made to the site's web server. Log files record information such as your browser type, IP address and referring website.

- **Cookies**

- **Generally.** A cookie is a small data file that a website transfers to a user's hard drive when a user visits the website. A cookie file can contain information such as a unique ID that the website uses to track the pages visited, and is a standard method of registering website user preferences. These preferences are stored in a file on your computer's hard disk drive. Cookies make it easier for you to use a website by enabling you to access your information when you "sign in" to your account, to make purchases and move uninterrupted between site areas. Cookies also enable search engines (such as Google® and Yahoo®), advertisers, and others to track your visits to and through different websites.
- **Specific.** We use Google® Analytics. Google tracks where you go on the SwellShark Site and combines that information with information that Google may have about you through your Google account (if you have one) and/or through your use of other websites that use Google Analytics. Google and its affiliates may use cookies to serve advertisements about goods and services of interest to you on the SwellShark Site and on other sites that you visit. We also use Crazy Egg (www.crazyegg.com).

- **Web beacons**

- A web beacon is an object embedded in a web page used to monitor the behavior of the user visiting the website. It usually consists of a single-pixel image that is used in combination with a cookie or cookies. A web beacon or pixel tag can be placed on a web page or in an email to transmit information.
- If you visit the SwellShark Site from a third-party site, that site may use beacons to monitor your visit to the SwellShark Site. For example, the Facebook "like" button uses certain technologies together with cookies to track your online activity when you "like" online content. We do not have access to or control over beacons that third parties may be using and this privacy policy does not cover their privacy practices. We suggest you review the privacy and security policies of any site you are on so that you know whether this may happen.

Do Not Track signals. With some browsers, it is possible for a user to activate a "Do Not Track" signal, to indicate that the user does not want to be tracked across the Websites that the user visits. The SwellShark Site honors Do Not Track signals. In other words, if you have activated a Do Not Track signal in your own browser, the SwellShark Site will block tracking by Google or its affiliates of your activity on the SwellShark Site.

What you can do to limit the collection and use of information about your online activities

- You can set your browser to accept all cookies, to reject cookies, or to notify you whenever a cookie is offered so that you can decide each time whether to accept it. Rejecting a cookie, however, may preclude you from using, or may negatively affect the display or function of, some sites, or certain areas or features of some sites. To learn more about cookies, including how to enable cookies, change your browser settings and find and delete cookies on your hard drive, please refer to your web browser's help menus or visit www.allaboutcookies.org. There are also various apps that interfere with or block cookies.
- You can opt out of having your Web viewing data collected and used for interest-based online advertising by certain companies at <http://www.aboutads.info/choices/> and <http://www.youronlinechoices.eu>.
- If you do not want your data collected with Google Analytics, you can install the Google Analytics opt-out browser add-on. This add-on instructs the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) running on websites to prohibit sending information to Google Analytics. To opt out of Google Analytics, visit the [Google Analytics opt-out page](#) and install the add-on for your browser. For more details on installing and uninstalling the add-on, please see the relevant help resources for your specific browser. Updates to your browser or operating system may affect the functionality of the opt-out add-on. You can learn about managing add-ons for Chrome [here](#). If you are not using Chrome, check directly with the manufacturer of your browser to determine whether add-ons will function properly on the browser version that you are using.

Storage of information

- We store all information that we collect on the SwellShark Site on servers operated by third parties. These servers may be located in the United States or in other jurisdictions.

Protection of information

- We use SSL certificates to protect your personal information as you transmit it from your computer to the SwellShark Site and to protect your information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. We also use a software program to stop certain kinds of attacks. But no Internet transmission is ever 100% secure or error-free. In particular, e-mail sent to the SwellShark Site may not be secure. Be careful about sending us any confidential information.
- We will retain your personally identifying information for the period necessary to fulfill the purposes outlined in this privacy policy or our data retention policies unless a longer retention period is required by law.
- The SwellShark Site may contain links or references to other sites in addition to the ones we have already mentioned. Please be aware that we do not control such other sites and that, in any case, this privacy policy does not apply to those sites. We encourage you to read the privacy policy of every site you visit.

Transfer of information

- We may transfer information that we collect about you, including personally identifying information, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world.
- If you are located in the European Union or other regions whose laws governing data collection and use may differ from the laws of the United States, please note that we may transfer information, including personally identifying information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which we or our service providers maintain facilities.

Children

- We do not knowingly collect personally identifying information from anyone under 13. If we become aware that a child under 13 has provided us with personally identifying information, we will take steps to remove such information and terminate the child's account.
- If you are a parent and you become aware that your child has provided us with personally identifying information without your consent, please contact us at info@swellshark.com and we will take steps to remove such information and close the child's account.

Management of information

- To keep your personally identifying information accurate, current, and complete, you can log in to your own account, or you can contact info@swellshark.com.

Changes to this privacy policy

- If this privacy policy changes, the revised policy will be posted here. Please check back periodically, and especially before you provide any personally identifying information.
- This privacy policy was last updated on December 13, 2016.