

Privacy policy

This Privacy Policy describes how SpecializedATV.com (the “Site” or “we”) collects, uses, and discloses your Personal Information when you visit or make a purchase from the Site.

Collecting Personal Information

When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information that can uniquely identify an individual (including the information below) as “Personal Information”. See the list below for more information about what Personal Information we collect and why.

Device information

- **Examples of Personal Information collected:** version of web browser, IP address, time zone, cookie information, what sites or products you view, search terms, and how you interact with the Site.
- **Purpose of collection:** to load the Site accurately for you, and to perform analytics on Site usage to optimize our Site.

- **Source of collection:** Collected automatically when you access our Site using cookies, log files, web beacons, tags, or pixels and other forms of data collection.
- **Disclosure for a business purpose:** shared with our processor ECWID.

Order information

- **Examples of Personal Information collected:** name, billing address, shipping address, payment information (including credit card numbers, *PayPal information*, any other payment information, email address, and phone number.
- **Purpose of collection:** to provide products or services to you to fulfill our contract, to process your payment information, arrange for shipping, and provide you with invoices and/or order confirmations, communicate with you, screen our orders for potential risk or fraud, and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
- **Source of collection:** collected from you.
- **Disclosure for a business purpose:** shared with our processor ECWID.

Customer support information

- ***Purpose of collection:*** *to provide customer support t better understand our online clientele.*
- **Source of collection:** collected from you to benefit the buying experience and the buying experience of others.
- **Disclosure for a business purpose:** To better understand our online clientele its our goal by collecting data that we

gather this information in order to better the customers experience.

Minors

The Site is not intended for individuals under the age of *10*. We do not intentionally collect Personal Information from children. If you are the parent or guardian and believe your child has provided us with Personal Information, please contact us at the address below to request deletion.

Lawful basis

Pursuant to the General Data Protection Regulation (“GDPR”), if you are a resident of the European Economic Area (“EEA”), we process your personal information under the following lawful bases:

- Your consent;
- The performance of the contract between you and the Site;
- Compliance with our legal obligations;
- To protect your vital interests;
- To perform a task carried out in the public interest;
- For our legitimate interests, which do not override your fundamental rights and freedoms.

Retention

When you place an order through the Site, we will retain your Personal Information for our records unless and until you ask us

to erase this information. For more information on your right of erasure, please see the 'Your rights' section below.

Automatic decision-making

If you are a resident of the EEA, you have the right to object to processing based solely on automated decision-making (which includes profiling), when that decision-making has a legal effect on you or otherwise significantly affects you.

We *[DO NOT]* engage in fully automated decision-making that has a legal or otherwise significant effect using customer data.

Our processor Shopify uses limited automated decision-making to prevent fraud that does not have a legal or otherwise significant effect on you.

Services that include elements of automated decision-making include:

- Temporary deny list of IP addresses associated with repeated failed transactions. This deny list persists for a small number of hours.
- Temporary deny list of credit cards associated with denylisted IP addresses. This deny list persists for a small number of days.
- **WE DO NOT SELL PERSONAL INFORMATION**

Changes

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.

Contact

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [email address] or by mail using the details provided below:

Specialized ATV

Last updated: [5-4-2023]

If you are not satisfied with our response to your complaint, you have the right to lodge your complaint with the relevant data protection authority. You can contact your local data protection authority, or our supervisory authority here: <https://www.usa.gov/privacy>