

## **RUGGED CYCLES WEBSITE PRIVACY POLICY**

This Rugged Cycles Website Privacy Policy (“Privacy Policy”) governs your use of the Rugged Cycles websites, including GeauxVeloBikes, GeauxVeloBikeShare and any other websites that display this Privacy Policy (collectively, the “Website”). The Website is owned by PlantBikes LLC dba Rugged Cycles. We have created this Privacy Policy to ensure that you understand our policies and procedures, what personal information you must provide if you wish to use our Website and, ultimately, how we use such personal information. This Privacy Policy is a part of and is incorporated into our Rugged Cycles Website Terms of Service. You can access either of these documents at any time by clicking on the links at the bottom of any page on the Website. By accessing or using the Website, you accept, without limitation or qualification, the terms of this Privacy Policy.

### **1. Information We Collect**

We collect two types of information from users of our Website: personal information described below; and non-personal information such as information about traffic patterns and usage statistics regarding our Website.

### **2. Personal Information**

You may browse our Website without registering for the Website. However, to access certain features of our Website, we require you to register as a member (“Member”) and select a user name and password. Some personal data is collected during the registration process. We may then ask for additional information, including personally identifiable and non-personally identifiable information.

When you register as a Member of the Website, or when you enter a contest or other promotion, we may ask you for certain personal information such as your name, address, e-mail address, or credit card number, in order to process your order, administer the contest, or send you promotional e-mails. Providing personal information in these instances is solely your choice; and to browse our Website you do not need to provide such information, register as a Member, or enter such contests.

### **3. How We Use Your Personal Information**

We use the information collected through our Website for a variety of purposes, including, but not limited to, processing your registration as a Member, operating the Website, and contacting Members. We may use your information to communicate with you, to update you regarding features of the Website, to personalize the Website for you, to contact you for market research or to provide you with marketing information, newsletters, or other information we think would be of interest to you. In addition, if you become a Member of our Website, we may send you an email confirming your membership details.

You can request to remove your email address from our email list for marketing related email messages, or other emails which are not necessary to your participation as a Member of the Website by emailing us at [info@geauxvelobikes.com](mailto:info@geauxvelobikes.com). In addition, you can modify your information or change your preferences, as set forth in the “Reviewing or Changing Your Information” section below. We will strive to exclude you from future communications if you follow the procedures set forth in this section.

Information obtained through our Website may be intermingled with and used in conjunction with information obtained through sources other than our Website, including both offline and online sources.

### **4. Disclosure of Personal Information through Leader Board or to Other Members**

If you elect during registration, your user name and other information or Content you provide may be visible on the Leader Board to anyone who visits our Website or browses through our Website, including individuals who are not registered Members. Please keep this in mind as you select your user name.

The Website is not currently set up for social networking. Except for information about you that may appear on the Leader Board, information that you provide as part of your registration or that is collected about you through your use of the GeauxVeloBikeShare Service is generally not visible to other Members or to non-members who visit the Website. This may change in the future as we add more features and functionality to the Website.

Please use extreme caution when deciding whether and when to provide any personally identifiable information about yourself (such as your full name, email address, phone number, or address) to another Member of the Website via email, through the Leader Board or otherwise.

## **5. Non-Personal Data**

In some cases, we may collect non-personal information. Examples of this type of information include the type of internet browser you are using, the type of computer operating system application software, and peripherals you are using and the domain name of the website from which you accessed our Website. We use your non-personal information to do such things as operate and enhance our Website, and sell and deliver advertising.

## **6. Cookies**

Certain features on our Website utilize cookie technology. A cookie is a small data file that certain web sites write to your hard drive when you visit them. A cookie file can contain various types of information, including a user ID that the site uses to track the pages you have visited. We may use cookies to enhance your experience on our Website, to determine user traffic patterns and for other purposes.

Most browsers are initially set up to accept cookies; however, you can reset your browser to refuse all cookies or indicate when a cookie is being sent or you can flush your browser of cookies from time to time. (Note: you may need to consult the help area of your browser application for instructions.) If you choose to disable your cookies setting or refuse to accept a cookie, however, you may not be able to access all areas or features of our Website.

## **7. Opt Out Procedures**

You have certain options to opt out of receiving promotional or commercial information from Rugged Cycles and our Website during registration and through your Account settings. However, you may not opt out completely of receiving email communications necessary for the operation of your membership in the Website unless you decide to terminate your membership. If you no longer wish to use or visit our Website, or receive any form of direct contact from GeauxVeloBikes or our Website, whether it is email, discounts, newsletters, or other promotional offers or materials, you agree to contact us at: [info@geauxvelobikes.com](mailto:info@geauxvelobikes.com).

## **8. Reviewing or Changing Your Information**

In order to ensure that the information we maintain is accurate, Rugged Cycles gives Members the option to change or modify their information previously provided during registration. If you would like to change your information currently in our database please email [info@geauxvelobikes.com](mailto:info@geauxvelobikes.com)

## **9. Sharing of Your Information**

Except as prohibited by law, GeauxVeloBikes may share your personal information: (i) with the operators of our Websites and bicycle rental programs; (ii) third parties for advertising or marketing purposes, (iii) if GeauxVeloBikes is required by law to do so, (iv) in the event of a transfer of ownership of

GeauxVeloBikes, merger or other similar transaction, or (v) as otherwise set forth in this Privacy Policy.

We may share certain personal information with third parties for advertising, promotional and other purposes regarding products and services that we think may be of interest to you. We also may work with third party advertising companies, to serve and track our ads. These third parties may serve other cookies. Our advertising partners may use personal and non-personal information they collect from our Website to help us better market and serve our customers.

This Privacy Policy does not address the practices of third parties who may collect your personal information. You may visit other websites, through links on the Website, which may collect, use and share your personal information in accordance with their own privacy policies. The information practices of those linked websites are not covered by this Privacy Policy, and we encourage you to be very cautious before you disclose your personal information to others.

In order to provide you with the Website and any information, products or services which you have requested, we may share or transfer your personal information with our affiliates or subsidiaries, or third party agents acting on their behalf.

GeauxVeloBikes may be obligated to cooperate with various law enforcement inquiries. GeauxVeloBikes reserves the right to disclose or transfer personal information and non-personal information about you and your activities on the Website in order to comply with a legal requirement or request from law enforcement or other government officials, administrative agencies or third parties as we, in our sole discretion, determine necessary or appropriate for the administration of justice, or in connection with an investigation of fraud, intellectual property infringements or violations of any other law, rule or regulation, our GeauxVeloBikes Terms of Service or other rules or policies of our Website, the rights of third parties, or an investigation of any other activity that may expose us or you to legal liability, or to investigate any suspected conduct which GeauxVeloBikes in its sole discretion deems improper.

## **10. Security**

We have installed encryption software conforming to the Secure Socket Layers (SSL) protocol to safeguard all of the information you send to us. All information is stored on our servers in a secure location. It is important for you to protect against unauthorized access to your password and to your computer. If your password is compromised, notify Customer Service at once (email: [info@geauxvelobikes.com](mailto:info@geauxvelobikes.com)).

## **11. Protection for Children**

Our Website is not intended for users under the age of 18. Furthermore, we do not knowingly collect personally identifiable information from children (i.e., individuals under the age of 13). If you believe that a child has provided information to us through the Website, please contact us by (email: [info@geauxvelobikes.com](mailto:info@geauxvelobikes.com)). We will use our best efforts to remove all of the information provided by the child from our system.

## **12. Privacy Precaution Warning**

Please note that no data transmission over the Internet is 100% secure. As a result, we cannot guarantee the security of the information that you transmit via our Website.

## **13. Your Consent**

You may have certain rights under various state and federal statutes that may apply to the personal and non-personal information we collect in connection with the Website. By accepting the terms of this Privacy Policy and using our Website, you are waiving all of such rights as to collection, use, disclosure

and storage of your personally identifiable and non-personal information as described herein. You recognize that we are able to offer our Website to you solely based upon these terms, which are an integral part of our contract for the provision of services.

By using our Website and providing your personal information to us, you also authorize the export of your personal information to the United State of America (USA), as well as its storage and use as specified herein. Our headquarters is located in the State of Texas. This Privacy Policy and our legal obligations are subject to the laws of the State of Texas and the USA, regardless of the location of any user. Any claims or complaints must be filed in the USA in the State of Texas.

We may amend our Privacy Policy at any time, without notice to you, by posting such revised Privacy Policy on this page, so you are always aware of what information we collect, how we use it and under what circumstances we may disclose it. Any changes will only apply to information collected after the change is posted.