

# Privacy Statement

Blue Pacific Boating is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the Blue Pacific Boating website and governs data collection and usage. By using the Blue Pacific Boating website, you consent to the data practices described in this statement.

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## Collection of your Personal Information

Blue Pacific Boating collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. Blue Pacific Boating also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by Blue Pacific Boating. This information can include: your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by Blue Pacific Boating for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Blue Pacific Boating Web site.

Blue Pacific Boating encourages you to review the privacy statements of Web sites you choose to link to from Blue Pacific Boating so that you can understand how those Web sites collect, use and share your information. Blue Pacific Boating is not responsible for the privacy statements or other content on Web sites outside of the Blue Pacific Boating family of Web sites.

## Use of your Personal Information

Blue Pacific Boating collects and uses your personal information to operate the Web site and deliver the services you have requested. Blue Pacific Boating also uses your personally identifiable information to inform you of other products or services available from Blue Pacific Boating and its affiliates. Blue Pacific Boating may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Blue Pacific Boating does not sell, rent or lease its customer lists to third parties. Blue Pacific Boating may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, Blue Pacific Boating may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Blue Pacific Boating, and they are required to maintain the confidentiality of your information.

Blue Pacific Boating does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

Blue Pacific Boating keeps track of the Web sites and pages our customers visit within the Web site, in order to determine what services are the most popular. This data is used to deliver customized content and advertising within Blue Pacific Boating to customers whose behavior indicates that they are interested in a particular subject area.

Blue Pacific Boating Web sites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Blue Pacific Boating or the site; (b) protect and defend the rights or property of Blue Pacific Boating; and, (c) act under exigent circumstances to protect the personal safety of users of Blue Pacific Boating, or the public.

### Use of Cookies

Our Website uses “cookie” technology. “Cookies” are encrypted strings of text that a Web site stores on a user’s computer. Our Web site requires the use of Cookie throughout the online registration process. Without Cookies we will not be able to keep information you enter on multiple pages together. Cookies also enable us to customize our Web site and offering to your needs and provide you with a better online experience on bluepacificboating.com. In addition, cookies allow registered users to sign in without the need of typing in their email each time; allow us to measure usage of various pages on our Web site to help us make our information more relevant to your needs and easy for you to access.

The types of cookies that we use are referred to as “session” Cookies and “persistent” Cookies. Session Cookies are temporary and are automatically deleted once you close your internet browser. Persistent Cookies remain your computer hard drive until you delete them or are otherwise removed upon expiration. We do not use cookies to ascertain any personally identifiable information about you apart from what you voluntarily provide us in your dealing with Blue Pacific Boating. Cookies do not corrupt or damage your computer, programs, or computer files.

### Security of your Personal Information

Blue Pacific Boating secures your personal information from unauthorized access, use or disclosure. Blue Pacific Boating secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

### Changes to this Statement

Blue Pacific Boating will occasionally update this Statement of Privacy to reflect company and customer feedback. Blue Pacific Boating encourages you to periodically review this Statement to be informed of how Blue Pacific Boating is protecting your information.

## Contact Information

Blue Pacific Boating welcomes your comments regarding this Statement of Privacy. If you believe that Blue Pacific Boating has not adhered to this Statement, please contact Blue Pacific Boating at [info@bluepacificboating.com](mailto:info@bluepacificboating.com). We will use commercially reasonable efforts to promptly determine and remedy the problem.