

PRIVACY POLICY for [www.pedalcell.com](http://www.pedalcell.com) updated September 6<sup>th</sup>, 2019

This website (the “Website”) is the property of PedalCell LLC (“PedalCell,” “we” or “us”). We take the privacy of all visitors to this Website very seriously. Accordingly, this privacy policy (the “Privacy Policy”) sets forth our position regarding certain privacy matters. This Privacy Policy covers all “Personal Data” (as defined below) that is shared by you through the use of this Website, including data affirmatively provided by you or collected via the operation of the Website. **BY VISITING AND USING THE WEBSITE, YOU CONSENT AND AGREE TO THE TERMS OF THIS PRIVACY POLICY.**

**1. Information We Collect.** In operating the Website we may collect and process the following data about you (collectively, “Personal Data”):

- Information that you provide by filling in forms on our Website, such as when you purchase any PedalCell products through our Website (“Products”); register a Product for warranty; receive information from PedalCell; or subscribe to any Website services;
- Details of your use of our Website, including visits to our Website and the resources you access, the device IP address, browser data and location data (NOTE: we may collect this information through the use of cookies, our use of cookies is discussed in more detail below);
- Information that you provide in connection with any support services for the Products;
- Information that you provide in connection with any reviews posted on our Website;
- Information about transactions carried out over this Website;
- Information provided to us when you communicate with us for any reason.

**2. Use of Your Personal Data.** The Personal Data that we collect and store is primarily used to enable us to provide our Products and services to you, communicate with you per your request and to enable your access to and use of the Website. In addition, we may use the Personal Data for the following purposes:

- To meet our contractual commitments to you;
- To notify you about any changes to our Website, such as improvements or product changes, that may affect our Products;
- To allow us to administer the Website;
- To provide you with information requested from us relating to our Products;
- To improve our Products;
- To personalize the Website for you.

Further, we may use your Personal Data so that you can be provided with information about goods and services which we consider may be of interest to you. We may contact you about these goods and services by any of the methods that you consented at the time your Personal Data was collected. We use Wix and Constant Contact Marketing as our marketing automation platforms. By consenting to receiving our communications, you acknowledge that the information you provide will be transferred to Wix and Constant Contact Marketing for processing in accordance with their privacy policy and terms. Wix’s privacy policy can be found here: <https://www.wix.com/about/privacy> and Constant Contact’s privacy policy can be found here: <https://www.endurance.com/privacy/privacy>.

If you do not want us to use your Personal Data you will have the opportunity to withhold your consent to this when you provide your details to us on the section of the Website where we collect your Personal Data.

Please be advised that we do not reveal Personal Data about identifiable individuals to our customers but we may, on occasion, provide them with aggregate statistical information about those who visit our Website.

**3. Use of Cookies.** On occasion, PedalCell may gather information about your server or other computing device for our services and to provide statistical information regarding the use of our Website to third parties for analytical purposes, as described below. Such information is statistical data about our visitors and their use of our site and will not identify you personally. It is used by us to analyze how visitors to our Website interact with the Website so that we can continue to develop and improve our Website. We may gather information about your general internet use by using a cookie file that is downloaded to your computer. Where used, these cookies are downloaded to your computer automatically.

All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access particular parts of our Website.

**4. Storing and Protecting Your Personal Data.** We are committed to ensuring that your Personal Data is secure. In order to prevent unauthorized access to or disclosure of your Personal Data, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the Personal Data we collect online. PedalCell operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the Personal Data provided by our customers. PedalCell will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your Personal Data. As part of its ordinary and routine business processes, PedalCell will transfer and store all your Personal Data on secure servers managed by Google. The Personal Data will be stored in accordance with the Google Privacy Policy, which can be found at <https://policies.google.com/privacy?hl=en-US>. Any Personal Data relating to electronic transactions entered into via this Website will be protected by encryption technology. By submitting your Personal Data, you agree to this transfer, storing or processing.

The transmission of Personal Data via the Internet is not completely secure and therefore we cannot guarantee the security of Personal Data sent to us electronically, and transmission of such Personal Data is therefore entirely at your own risk.

**5. Disclosing Your Personal Data.** We will not disclose your Personal Data to third parties except in certain circumstances:

- Where we use third parties to provide routine support for PedalCell's internal operations, including the delivery and receipt of email or other internet-based communications;
- If we sell any or all of our business and/or our assets to a third party;
- Where we are legally required to disclose your Personal Data; or
- In order to establish, exercise or defend our legal rights.

Where PedalCell discloses your Personal Data to its agents or sub-contractors for these purposes, the agent or sub-contractor in question will be obligated to use that Personal Data in accordance with the terms of this Privacy Policy.

**6. Public Information.** We have public reviews on our Website. Any information you include in a review may be read, collected, and used by anyone. We have the right to use your comments, provided they will

not include any Personal Data. If your Personal Data appears in our reviews and you want it removed, contact us at [info@pedalcell.com](mailto:info@pedalcell.com).

**7. Data Retention For European Union Residents.** Upon your request, we will provide you with any of your Personal Data. Personal Data collected when you subscribe to company emails or other marketing communications will be retained for as long as you have consented to receiving our communications or until such time as you request that we cease storing your Personal Data. Personal Data collected when you register for a warranty will be retained for the entirety of the warranty period. Personal Data collected when you purchase a product will be collected for long as it is needed to fulfill our contractual commitments to you. We may also retain and use your information in order to comply with our legal obligations, resolve disputes and prevent abuse.

**8. Third Party Links.** You may find links to third party websites on our Website. These websites may have their own privacy policies which you should review. PedalCell does not accept any responsibility or liability for third party websites or the privacy policies referenced therein.

**9. Hosting.** Our Website is hosted by Shopify. Certain Personal Data collected by PedalCell may be stored on the Shopify site in accordance with the Shopify Privacy Policy, which can be found at <https://www.shopify.com/legal/privacy>.

Your Personal Data may also be shared with certain partners and apps available on the Shopify Platform (and subject to their privacy policies), including:

- Hextom: Provides customized “free shipping bars” for websites  
[https://fsb.hextom.com/ht\\_pp](https://fsb.hextom.com/ht_pp)
- Privy: Provides popup and email marketing tools  
[https://www.privy.com/privacy-policy?utm\\_source=partner&utm\\_medium=app%20store&utm\\_campaign=shopify](https://www.privy.com/privacy-policy?utm_source=partner&utm_medium=app%20store&utm_campaign=shopify)
- Product Review: Allows for customer reviews  
<https://www.shopify.com/legal/privacy>
- Script Editor: Allows for the creation of personalized customer experiences  
(<https://www.shopify.com/legal/privacy>)
- Shopify Flow: Allows for automated business processes  
(<https://www.shopify.com/legal/privacy>)
- WorldPay: Payment merchant for purchases (<https://www.worldpay.com/uk/worldpay-privacy-notice#wpi-1>)
- Constant Contact Marketing: Provides email marketing (<https://combidesk.com/privacy>)

Emails sent to PedalCell are hosted by Google. Certain Personal Data collected by PedalCell may be stored on the Google site in accordance with the Google Privacy Policy, which can be found at <https://policies.google.com/privacy?hl=en-US>.

**10. Controlling your Personal Data.** You may choose to restrict the collection or use of your Personal Data in the following ways:

- Whenever you are asked to fill in a form on the Website, refrain from opting in to having your Personal Data be used by anybody for direct marketing purposes; and
- If you have previously agreed to us using your Personal Data for direct marketing purposes or warranties, you may change your mind at any time by notifying us by email at [info@pedalcell.com](mailto:info@pedalcell.com) and we will erase it.

If you believe that any Personal Data we are holding on you is incorrect or incomplete, please email us at [info@pedalcell.com](mailto:info@pedalcell.com). We will promptly correct any Personal Data found to be incorrect.

If you have any questions or complaints about the use or limitation of use of your personal information, you may contact us by email at [info@pedalcell.com](mailto:info@pedalcell.com)

PedalCell LLC  
965 W. Chicago Ave  
Chicago, IL 60642

**11. Other Information.** If you are a European Union Resident and have an unresolved privacy or personal information collection, use, or disclosure concern that we have not addressed satisfactorily, please contact the EU Data Protection Authorities. For more information on how to contact the EU Data Protection Authorities, please visit: [http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm).

**12. Contacting Us.** We welcome any questions, comments or requests you may have regarding this Privacy Policy. Please do not hesitate to contact us at [info@pedalcell.com](mailto:info@pedalcell.com).

**13. Updating this statement.** PedalCell may update this Privacy Policy by posting a new version on this Website. You should check this page occasionally to ensure you are familiar with any changes. Any changes to our Privacy Policy will supersede this version of our Privacy Policy.