

**PROTECTION OF PRIVACY  
USA/ CANADA  
VICE SPORTING GOODS GmbH  
(08-01-2016)**

**Personal details**

When recording, processing and making use of your personal details, we adhere strictly to statutory regulations. We record, store and process your details for the overall processing of your purchase, including the provision of any warranties, for our service provision and technical administration and for our own marketing purposes. Your details are only passed on or shared with third parties if this is necessary for processing your order or for billing, or if you have given your prior consent. For example, service providers that we use will also receive the data which is necessary for processing your order. The data passed on in this way may only be used by our service providers to fulfil their function. Any other use of the information is not permitted. Your personal details are deleted, providing this is not prevented by any statutory obligations to retain such data, if you request it to be deleted, if there is no longer any requirement for it to be stored or if storing it is not permitted for other legal reasons.

**Google Analytics**

Our website uses Google Analytics, a web analysis service from Google Inc. ("Google"). Google Analytics uses "cookies" which are text files that are stored in your browser and which enable an analysis to be carried out on your use of the website. The information about your visit to the website recorded by the cookie (including your IP address) is sent to a Google server in the USA. The anonymising function "\_anonymizeIp()" is used for the IP address on the website so that the IP address is stored and processed by Google only in an abbreviated form using the last 8 digits. Google will use the information recorded to evaluate your visit to the website, to compile reports about your browsing activity for the website administrators and to provide other services associated with the use of the website and the internet. Google will also share this information with third parties as necessary if this is prescribed by law or where third parties process this data on Google's behalf. Google will never link your IP address with other Google data. You can prevent the installation of cookies by changing the settings in your browser. Data recording and storage by Google Analytics in general can be prevented at any time using a browser extension available at <http://tools.google.com/dlpage/gaoptout?hl=de>, which will remain effective for the future. By using this website you declare your agreement to Google processing data obtained about you in the manner described above and for the purpose specified. If you would not like information about your visit to this website to be sent to Google Analytics, you can download an extension for your internet browser here <http://tools.google.com/dlpage/gaoptout?hl=de>.

**Third party providers' cookies in general**

We work with advertising partners who help us to improve our internet presence and your experience of our website. Therefore, during your visit to our website, the cookies of partner companies are also stored on your hard drive. These include both temporary and permanent cookies (with a life of between 14 days and 10 years) that are automatically deleted after the prescribed period. Our partner companies' cookies also do not contain any personal data. Data is only recorded under a user ID pseudonym. For example, this may be data about the products you have viewed, whether you have bought anything, which products you searched for, etc. This pseudonym data is never combined with your personal details. The sole purpose of this data is to enable our website partners to direct advertising at you which is likely to be of genuine interest to you.

**Facebook**

Our website also uses plug-ins for the social networking site facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). If you access one of our webpages that uses one of these plug-ins, a link is created to the Facebook servers and the plug-in is shown on the page as a result of this information being reported to your browser. As a result, the Facebook server is sent information regarding which of our webpages you visited. If you are currently logged into Facebook, Facebook allocates this information to your personal Facebook user account. When you use the plug-in functions (e.g. clicking the "Like" button or adding a comment), this information is also allocated to your Facebook account. You can prevent this by logging out of Facebook before using the plug-in. You can find

further information about the way Facebook stores and uses your data, about your rights in relation to this and the options for protecting your private sphere in Facebook's data protection information.

### **Email Policy**

We collect the e-mail addresses of those who communicate with us via e-mail and those who voluntarily include their e-mail addresses when ordering online. We may also collect your e-mail address if you provide it in the process of completing survey information or registering for online contests. We can't obtain your e-mail address unless you voluntarily provide it to us, or we obtain it from a service company that has confirmed your willingness to distribute it.

Other than the exceptions noted above, we will not sell, share or otherwise distribute your e-mail address. Any e-mail address supplied directly to us with respect to online orders, catalog requests, and requests for other information will remain in the sole possession of VICE Sporting Goods GmbH.

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