

## Extreme Car Audio Privacy Policy

Effective Date: 01/01/2022

At Extreme Car Audio ("we," "our," or "us"), we respect your privacy and are committed to protecting the personal information that you share with us. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or interact with us in other ways. By accessing our website or using our services, you consent to the practices described in this Privacy Policy.

### 1. Information We Collect

We may collect the following types of information from you:

- **Personal Information:** This may include your name, email address, phone number, mailing address, payment information, and other personally identifiable details that you provide to us directly (e.g., through our website, customer support, or sign-up forms).
- **Usage Data:** We may automatically collect information about how you use our website or services, such as IP address, browser type, device type, pages viewed, and the time and date of your visit.
- **Cookies and Tracking Technologies:** We use cookies, web beacons, and similar technologies to collect data on your interactions with our website. These technologies help us improve our services and enhance your user experience.

### 2. How We Use Your Information

We may use the information we collect for the following purposes:

- To provide, operate, and maintain our website and services
- To process transactions, manage orders, and deliver products or services
- To communicate with you, including responding to your inquiries and sending you important updates
- To personalize your experience and offer content or features that are relevant to you
- To improve, develop, and analyze the performance of our website, services, and marketing efforts
- To comply with legal obligations and protect our legal rights
- To send you marketing communications, if you have opted in to receive them

### 3. Sharing Your Information

We do not sell, rent, or trade your personal information to third parties. However, we may share your information in the following circumstances:

- **Service Providers:** We may share your information with third-party vendors and service providers who assist us in operating our website, conducting business, or servicing you (e.g., payment processors, hosting providers, marketing services).
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to legal processes such as a subpoena, court order, or government request.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or part of our business, your information may be transferred as part of that transaction. We will notify you via email or a prominent notice on our website if such a transfer occurs.

### 4. Data Security

We use commercially reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the Internet or electronic storage is 100% secure. While we strive to protect your personal information, we cannot guarantee its absolute security.

### 5. Your Choices and Rights

- **Access, Correction, and Deletion:** You have the right to access, correct, or request the deletion of your personal information. To do so, please contact us using the contact information provided below.
- **Opt-Out of Marketing Communications:** You may opt out of receiving marketing communications from us at any time by following the unsubscribe instructions in our emails or by contacting us directly.
- **Cookies:** Most browsers allow you to control cookies through their settings. You can choose to disable cookies, but doing so may affect your experience on our website.

## **6. Retention of Your Information**

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or as required by law. Once your information is no longer needed, we will take steps to delete or anonymize it in accordance with applicable laws.

## **7. Children's Privacy**

Our services are not intended for children under the age of 13. We do not knowingly collect personal information from children. If we learn that we have inadvertently collected personal information from a child under 13, we will take steps to delete that information.

## **8. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

## **9. Contact Us**

If you have any questions about this Privacy Policy or would like to exercise your rights, please contact us at:

### **Extreme Car Audio**

3165 29<sup>th</sup> ST SE

Kentwood, MI 49512

616-452-3222

[Info@extremecaraudio.com](mailto:Info@extremecaraudio.com)

This Privacy Policy is designed to comply with applicable privacy laws, including the Michigan Consumer Protection Act and other relevant U.S. state and federal regulations. Please note that if you are located in other jurisdictions, additional privacy rights may apply.