



---

hello@outdoorvoices.com  
outdoorvoices.com

---

HEAD OFFICE  
NYC —

No. 255 Canal St.  
Third Fl.  
New York, NY  
10013-3522  
United States

TEL : +1 646 524 5896

FLAGSHIP  
ATX —

No. 606 Blanco St.  
Ground Fl.  
Austin, TX  
78703-5308  
United States

TEL: +1 512 356 9136

---

## Section No. 1 →

### *What Do We Do With Your Information?*

A. When you purchase from the OV store, as part of the buying and selling process, we collect the personal information you give us—items like your Name, Address and E-Mail. When you browse the OV store, we also automatically receive your computer's Internet Protocol address in order for us to glean information that helps us learn about your computer's browser and operating system.

B. With your permission, we may send you e-mails about our store, new products and other updates.

## Section No. 2 →

### *Consent*

#### A. How do you get my consent?

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery, or return a purchase, you consent to our collecting said information and using it for that specific reason (& that specific reason only). If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your consent, or provide you with an opportunity to say 'No' or opt-out.

#### B. How do I withdraw my consent?

If after you opt-in you end up having a change of heart / mind, you may withdraw your consent at any time by contacting us at [helo@outdoorvoices.com](mailto:helo@outdoorvoices.com) or sending us a physical piece of mail at:

255 Canal St., Third Floor  
New York, NY, 10013-3533  
United States

## Section No. 3 →

### *Disclosure*

A. Respecting and protecting customer privacy is of the utmost importance to us here at OV. That said, we may disclose your personal information if we are required by Law to do so or if you violate our Terms of Service.



# Privacy Policy / Statement

## v. 2.0 — *Spring, 2015*

---

### Section No. 4 →

#### *Shopify*

A. The Outdoor Voices store is hosted on Shopify Inc. They provide us with the online e-commerce platform that allows us to sell our products and services to you. Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall.

#### B. Payment

If you choose a direct payment gateway to complete your purchase, then Shopify stores your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your transaction. After that is complete, your transaction information is deleted. All payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, and American Express. PCI-DSS requirements help ensure the secure handling of information by Outdoor Voices and its service providers. For more insight, you may also read Shopify's proprietary Terms of Service or Privacy Policy, available via [shopify.com](https://shopify.com).

### Section No. 5 →

#### *Third-Party Services*

A. In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. However, certain third-party providers have their own privacy policies regarding the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your information will be handled. Note that certain providers may be located in a different jurisdiction than either you or OV. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located. As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the US, then your personal information used in completing that transaction may be subject to disclosure under US legislation, including the Patriot Act. Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.



# Privacy Policy / Statement

## v. 2.0 — *Spring, 2015*

---

### B. Links

When you click on links within the Outdoor Voices shop, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

### C. Google Analytics

Our store uses Google Analytics to help us learn about who visits our website.

## Section No. 6 →

### *Security*

A. To protect your personal information, we take reasonable precautions and follow best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed. If you provide us with your credit card information, that information is encrypted using secure socket layer technology (SSL) and stored with an AES-256 encryption. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally-accepted industry standards.

## Section No. 7 →

### *Cookies*

A. Here is a list of cookies that we use. We've listed them here so you that you can choose if you want to opt-out of cookies or not.

SESSION\_ID — Unique token; Sessional. Allows Shopify to store information about your session (referrer, landing page, etc).

SHOPIFY\_VISIT — No data held; Persistent for 30 mins. from the last visit. Used by our website provider's internal tracker to record the number of visits.

SHOPIFY\_UNIQ — No data held; Expires midnight (relative to the visitor) of the next day. Counts the number of visits to a store by a single customer.

CART — Unique token; Persistent for 2 wks. Stores information about the contents of your cart.

SECURE\_SESSION\_ID — Unique token; Sessional.

STOREFRONT\_DIGEST — Unique token; Indefinite. If the shop has a password, this is used to determine if the current visitor has access.

GOOGLE\_ANALYTICS\_PREF — Persistent for a very short period; Set by Google. Tracks who visits the store and from where.



# Privacy Policy / Statement

## v. 2.0 — *Spring, 2015*

---

---

hello@outdoorvoices.com  
outdoorvoices.com

---

HEAD OFFICE  
NYC —

No. 255 Canal St.  
Third Fl.  
New York, NY  
10013-3522  
United States

TEL : +1 646 524 5896

FLAGSHIP  
ATX —

No. 606 Blanco St.  
Ground Fl.  
Austin, TX  
78703-5308  
United States

TEL: +1 512 356 9136

---

### Section No. 8 →

#### *Age of Consent*

A. By using this site, you represent that you are at least the age of majority in your state or province of residence, and that you have given us your consent to allow any of your minor dependents to use this site.

### Section No. 9 →

#### *Changes to This Privacy Policy*

A. We reserve the right to modify this policy at any time; please review frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and / or disclose it. If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

### Questions & Contact Information →

If you would like to Access, Amend, Alter, or Delete any personal information we have about you, register a complaint, or simply want more information, contact us at [helo@outdoorvoices.com](mailto:helo@outdoorvoices.com), or send us a piece of mail at:

255 Canal St., Third Floor  
New York, NY, 10013-3533  
United States