

OUTDOOR VOICES PRIVACY POLICY

Last Updated: June 16, 2017

This Privacy Policy explains how information about you is collected, used and disclosed by Outdoor Voices, Inc. (“Outdoor Voices”). This Privacy Policy applies to information we collect when you use our website and other online products and services (collectively, the “Services”), shop in our stores or when you otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice (such as adding a statement to our homepage or sending you a notification). We encourage you to review the Privacy Policy whenever you access the Services or otherwise interact with us to stay informed about our information practices and the ways you can help protect your privacy.

Collection of Information

Information You Provide to Us

We collect information you provide directly to us. For example, we collect information when you create an account, participate in any interactive features of the Services, fill out a form or survey, participate in a contest or promotion, make a purchase, request customer support or otherwise communicate with us. The types of information we may collect include your name, email address, billing and shipping address, phone number, payment information and any other information you choose to provide.

Information We Collect Automatically When You Use the Services

When you access or use our Services, we automatically collect information about you, including:

- **Transaction Information:** We collect information about your transactions with us, including product details and the date and location of the transaction.
- **Usage Information:** We collect information about your use of the Services, including the type of browser you use, access times, pages viewed, actions taken, your IP address and the page you visited before navigating to our Services.
- **Location Information:** We may derive the approximate location of the device you use to access the Services based upon the IP address of your device.
- **Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information, including cookies and web beacons. Cookies are small data files stored on your hard drive or in device memory that help us improve our Services and

your experience, see which areas and features of our Services are popular and count visits. Web beacons are electronic images that may be used in our Services or emails and help deliver cookies, count visits and understand usage and campaign effectiveness. For more information about cookies, and how to disable them, please see “Your Choices” below.

Information We Collect From Other Sources

We may also obtain information from other sources and combine that with information we collect through our Services. For example, if you create or log into your account through a social media service, we will have access to certain information from that service, such as your name, account information and friends lists, in accordance with the authorization procedures determined by such social media service.

Use of Information

We may use information about you for various purposes, including to:

- Provide, maintain and improve our Services, and develop new products and services;
- Provide and deliver the products and services you request, process transactions and send you related information, including confirmations and invoices,
- Send you technical notices, updates, security alerts and support and administrative messages;
- Respond to your comments, questions and requests and provide customer service;
- Communicate with you about products, services, offers, promotions, rewards, and events offered by Outdoor Voices and others, and provide news and information we think will be of interest to you;
- Monitor and analyze trends, usage and activities in connection with our Services;
- Detect, investigate and prevent fraudulent transactions and other illegal activities and protect the rights and property of Outdoor Voices and others;
- Personalize and improve the Services and provide advertisements, content or features that match user profiles or interests;
- Facilitate contests, sweepstakes and promotions and process and deliver entries and rewards;

Sharing of Information

- Link or combine with information we collect about you; and
- Carry out any other purpose described to you at the time the information was collected.

We may share information about you as follows or as otherwise described in this Privacy Policy:

- If you purchase an item to be delivered outside the United States, we will share information about you with Flow Commerce, Inc., a reseller of our goods to international customers. Flow may use this information as described in its Privacy Policy (available at: www.flow.io/help/privacy);
- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, regulation or legal process;
- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of Outdoor Voices or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company;
- Between and among Outdoor Voices and our current and future parents, affiliates, subsidiaries and other companies under common control and ownership; and
- With your consent or at your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

Social Sharing Features

The Services may offer social sharing features and other integrated tools (such as the Facebook "Like" button), which let you share actions you take on our Services with other media, and vice versa. Your use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the entity that provides the social sharing feature. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the entities that provide these features.

Advertising and Analytics Services Provided by Others

We may allow others to provide analytics services and serve advertisements on our behalf across the Internet. These entities may use cookies, web beacons, device identifiers and other technologies to collect information about your use of the Services and other websites and online services, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. This information may be used by Outdoor Voices and others to, among other things, analyze and track data, determine the popularity of certain content, and deliver advertising and content targeted to your interests on our Services and other websites and online services. For more information about interest-based ads, including the options you may have for opting out of having your web browsing information used for behavioral advertising purposes, please visit www.aboutads.info/choices.

Google Analytics and Crazy Egg are among the third-party services we may use on our Services. For more information about Google Analytics, please review [how Google uses data when you use its partners' sites or apps](#). For more information about Crazy Egg, please visit their [privacy policy](#) or [opt-out page](#).

Security

Outdoor Voices takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

Transfer of Information to the U.S. and Other Countries

Outdoor Voices is based in the United States and the information we collect is governed by U.S. law. By accessing or using the Services or otherwise providing information to us, you consent to the processing, transfer and storage of information in and to the U.S. and other countries, where you may not have the same rights and protections as you do under local law.

Your Choices

Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

Marketing Communications

You may opt out of receiving marketing emails from Outdoor Voices by following the instructions in those emails. If you opt out, we may still send you non-promotional emails, such as those about your account or our ongoing business relations.

Contact Us

If you have any questions about this Privacy Policy, please contact us at: hello@outdoorvoices.com or send us mail to: 407 Broome St., Second

Floor, New York, NY, 10013.