



Website Privacy Policy

This website is owned and operated by Big Dutchman, Inc. or one or more of its affiliated companies (collectively, "Big Dutchman", "we", or "us"). These terms and conditions ("Terms") apply to the bigdutchmanusa.com website and related sites (the "Site").

Big Dutchman has adopted this Privacy Policy to inform you of its policies and practices with respect to information collected from this Site. Your use of this Site constitutes your acceptance of this Privacy Policy and the practices it describes. This Privacy Policy applies only to information gathered on and through websites owned and operated by Big Dutchman and does not apply to any other information or websites not owned or operated by Big Dutchman. Please review this Privacy Policy periodically as we may update it from time to time. Each time you visit this Site, or provide us with information, you are, by doing so, accepting the practices described in this Privacy Policy at that time.

Summary

We value your privacy and, unless otherwise stated in this Privacy Policy, will not sell or share your personal information with third parties without your consent. This section gives a brief overview of our data collection and use policies. Please see below for a more detailed discussion of each topic.

We collect the following information:

- Information that your browser routinely shares with websites.
- Personal information that you provide us on a voluntary basis.
- If you use the mobile version of this Site, it may use geographic information temporarily collected from your mobile device.

We use and disclose the information we collect for the following purposes:

- To provide information that you request.
- To help us improve this Site, understand our customers and their preferences, and to market our products and services.
- To our contractors who provide supporting services so that they can access information needed for such services, but only on terms consistent with this Privacy Policy.
- To protect our business interests or the rights of others, when required by law, to cooperate with law enforcement, or in connection with the sale or merger of all or part of our business.

This Site uses the following types of tracking technology:

- Cookies, web beacons and similar technology tracks movement across this Site and keeps track of our registered users and their preferences.
- We may use third party contractors to perform analytics services on this Site. We currently use Google Analytics. To understand how Google Analytics collects and processes data, please visit www.google.com/policies/privacy/partners/.
- If advertising services place ads on the internet for us, they may use tracking technology. We do not share your personal information with these services.

Other details about our practices:

- Although we may have links to other websites, this Privacy Policy applies only to this Site and other websites operated by Big Dutchman.
- We use your personal information only for the purposes for which it is collected and consistent with this Privacy Policy, and we retain your information as permitted by applicable law.
- You can update your online account information at any time.
- We do not intend to collect information from children under the age of 13.

- We may update this Privacy Policy from time to time, but we will allow you to opt in to any material changes in how we use your personal information.

How we collect information

Information provided by your web browser

This Site provides information about us and the products and services we offer. You do not need to provide us with any personal information if you simply want to browse through this Site and learn more about us, our products and our services. Like many other websites, we may record information that your web browser routinely shares, such as your browser type, browser language, software and hardware attributes, the date and time of your visit, the website from which you came, the geographical location of the Internet Protocol address and the pages on this Site that you visit. This will generally be anonymous data that we collect on an aggregate basis. We will not try to associate anonymous data with the personal information that you provide to us, except to investigate apparent fraud or a threat to this Site, our business or our users.

Personal information that you provide

We may also collect personal information that you choose to provide to us on a voluntary basis. When we ask for your personal information, it is so that we can provide a product or service to you and communicate with you about those products and services. For example, you can register on this Site by providing us with your name, address, telephone number and e-mail address, and then elect to receive marketing communications from us. It will always be your choice whether to provide your personal information to take advantage of these features.

We may also offer certain social networking features on this Site, such as the opportunity to post comments or opinions about our products and services. If you choose to submit your comments or opinions, keep in mind that these will be available to the general public and are not subject to any privacy.

Additional information collected from mobile devices

We may also operate a version of this Site specifically designed to work with mobile devices. The mobile Site may include a feature that uses geographic location information provided by your mobile device. We do not collect or store your geographic information except to temporarily provide this service.

What we do with the information we collect

We will generally use the information that we collect to help us operate this Site, to help us understand our customers and their preferences, and to market products and services to you in which we believe you may be interested. The following provides a more specific discussion of our uses and disclosures of the information that we collect. We will seek your consent before we use your personal information for any other purposes.

Your contact information

When you provide us with your contact information, we will use that information to provide services related to this Site. For example, if you register on this Site, we may give you the option to add your e-mail address to one or more marketing lists. You may change your preferences or opt out of all e-mails at any time by clicking on the "unsubscribe" link found at the bottom of each e-mail.

We maintain a database about our customers and Site users that allows us to (i) analyze and monitor consumer and customer activity, (ii) promote and support our products and services, and (iii) develop a knowledge base regarding our web site users and customers.

We may combine the individually identifiable information that we collect from this Site with information collected through any customer loyalty programs that we may run from time to time. For example, if you have signed up to receive e-mail messages, we may use information from the customer loyalty program to deliver offers or coupons tailored to your needs.

Information shared with our business partners

To improve the products and services offered, we may use business partners to help us design and operate this Site or provide other services to support this Site. For example, we may hire a company to run certain website applications or help us analyze our data. Unless otherwise indicated on this Site, if we allow our business partners to access the personal information we collect, it will be for limited purposes and in compliance with this Privacy Policy. We may give you the option to have your information shared with vendors whose goods we carry so that they can send you coupons or other promotional information in which you are interested.

Statistical analyses of data

We use Google Analytics to help us gather statistical information about the visitors to this Site and how they use this Site. We also use Google Analytics to provide us additional information about the users to this Site, such as their interests, hobbies, and preferences, based upon information gathered by Google through the use of cookies and browser information. However, all information we gather via Google Analytics will be gathered on an anonymous, aggregate basis but will not associate this data with personally identifiable data. We use this information to gain a better understanding of the visitors to this Site and to improve this Site. We reserve the right to license or sell aggregate information about the visitors to this Site, but this information will not be individually identifiable. Depending on which type of browser and device that you use, you may have the ability to control the type of information that Google Analytics uses. If you would like to learn more about Google Analytics, including how to opt out of it, visit <https://tools.google.com/dlpage/gaoptout>.

Business operations, law enforcement and legal actions

We may release your information without prior notice when we believe it is appropriate to prevent fraud; to comply with law or to cooperate with law enforcement activity or other governmental request; to respond to subpoenas, court orders or administrative agency requests for information; to enforce our policies; to protect the rights, property and safety of our business and of others; or when required or otherwise permitted by law. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses or attempts to use this Site for illegal reasons. If there is a sale or merger of the company, division or business unit that operates this Site, we may also transfer the information we have collected in connection with such sale or merger.

Use of tracking technology, including cookies

As is commonly done on websites, we may use cookies and similar technology to keep track of our users and the services they have elected. A "cookie" is a small data file that a website may send to your browser and which may then be stored on your hard drive. If you are simply browsing on this Site, the cookies that we use last only about as long as your session on this Site; but if you have created a user name and account, we will also use cookies that remain on your computer between visits so that when you return to this Site we can remember who you are and your preferences. We may allow business partners who provide services to this Site to place cookies on your computer that assist us in analyzing usage data. We do not allow these business partners to collect your personal information from this Site except as may be necessary for the services that they provide.

You can manage these cookies. For example, you can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. If you disable cookies, however, it may interfere with the functionality of this Site and you may not be able to use all of this Site's features.

We may also use web beacons or similar technology to help us track the effectiveness of our communications. A web beacon (also known as an action tag, a clear gif or pixel tag) is a pixel image embedded in a website page used to transparently collect information. For example, we may use a web beacon to count the number of visits to the pages of this Site. If you have signed up to receive any of our e-mail newsletters, we use similar technology to count how many recipients have opened the message and clicked on one of its links.

We may offer a version of this Site specifically designed to work with a mobile device. If so, we may store information relevant to your use of the mobile site on your device's local storage.

Third-party websites or services may use cookies, pixels, and similar technology to collect or receive information upon using this App. We may share this information with the respective services or platforms, but we will not include your personal information. This is specifically for conversion tracking, measurement services and ad targeting based upon interests.

To learn more about the use of cookies generally or other technologies to deliver more relevant advertising, and to know your choices about not having this information used by certain service providers, please visit <http://www.aboutads.info/choices>.

Note that our systems may not recognize Do Not Track (DNT) headers from some or all browsers. However, you may be able to change your privacy preferences regarding the use of cookies and similar technologies through your browser.

How we protect your data

We use commercially reasonable means to protect the integrity of this Site and limit access to your personal information. We limit access to your personal information to those who have a legitimate need to use the information. If you have set up a user name and profile, you should be sure to protect your user ID and password to prevent others from being able to access this Site in your name. We cannot provide absolute assurances against, and will not be liable for, breaches of confidentiality due to system failures or unauthorized access by third parties. We cannot ensure or warrant the security of any information that you transmit to us by e-mail and you do so at your own risk.

Third party websites

This Site may contain links to other websites operated by companies that are not affiliated with us. Also, you may have come to this Site from a website that is not operated by us. We are not responsible for the operation of these other sites or the information that they collect from their visitors. If you would like to know how another site collects and uses your information, please review its privacy policy.

Changes to your information

We recognize that you may need to correct or update the personal information that you previously provided us. You can update your online account information with us at any time by clicking on the "AXESS" link found in the upper right corner of this Site. To request that your information be corrected or updated by us, please contact us at bigd@bigdutchmanusa.com.

Data integrity and retention

We use the information that we collect about you only for the purposes for which it is collected and consistent with this Privacy Policy. We keep information provided to us for as long as we believe necessary for our business purposes and as permitted by applicable law.

Children

While this Site is available for all to come visit, you must be at least 13 years old to create an account on this Site. We will not knowingly collect information about children under the age of 13. If you are under the age of 13, please do not register as a user and do not submit your personal information. If you are a parent who believes that we have collected information about a child under age 13, please contact us at bigd@bigdutchmanusa.com or 616-582-4000 with your child's name and address, and we will be happy to delete the information we have about your child from our records and provide information in accordance with the Children's Online Privacy Protection Act.

Your California privacy rights

For California residents: We may share your personal information with affiliated third parties, some of which do not share the Big Dutchman name, for their direct marketing purposes. As this category of affiliate is considered an unaffiliated party under California

law, you may request information about our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at bigd@bigdutchmanusa.com.

Changes to this Policy

Our business and the laws that regulate us change from time to time, and we reserve the right to change this Privacy Policy. If we do change this Privacy Policy, we will post the revised version on this Site. If we propose to change our policy in a way that would permit us to make additional uses of the personal information that we had previously collected about you, we will obtain your affirmative, express consent before using your information in a materially different way.

Contacting us

If you believe that personal information you have shared with us has been misused, or if you have any questions or comments about our policies and practices, please contact us at bigd@bigdutchmanusa.com or 616-582-4000.

Effective date: May 16, 2018